Creating Mailer Designs
Art Guidelines

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TOC

Mailer Overview & Requirements

Mailer preview

The CD/DVD Mailer looks like this:

US and EURO Formats

Regional postal regulations govern Mailer dimensions. For this reason you will prepare two versions of your Mailer: EURO format (Europe and Japan) and US format (USA and Rest of World). Depending upon the destination of your order, we will automatically select the appropriate file to use.
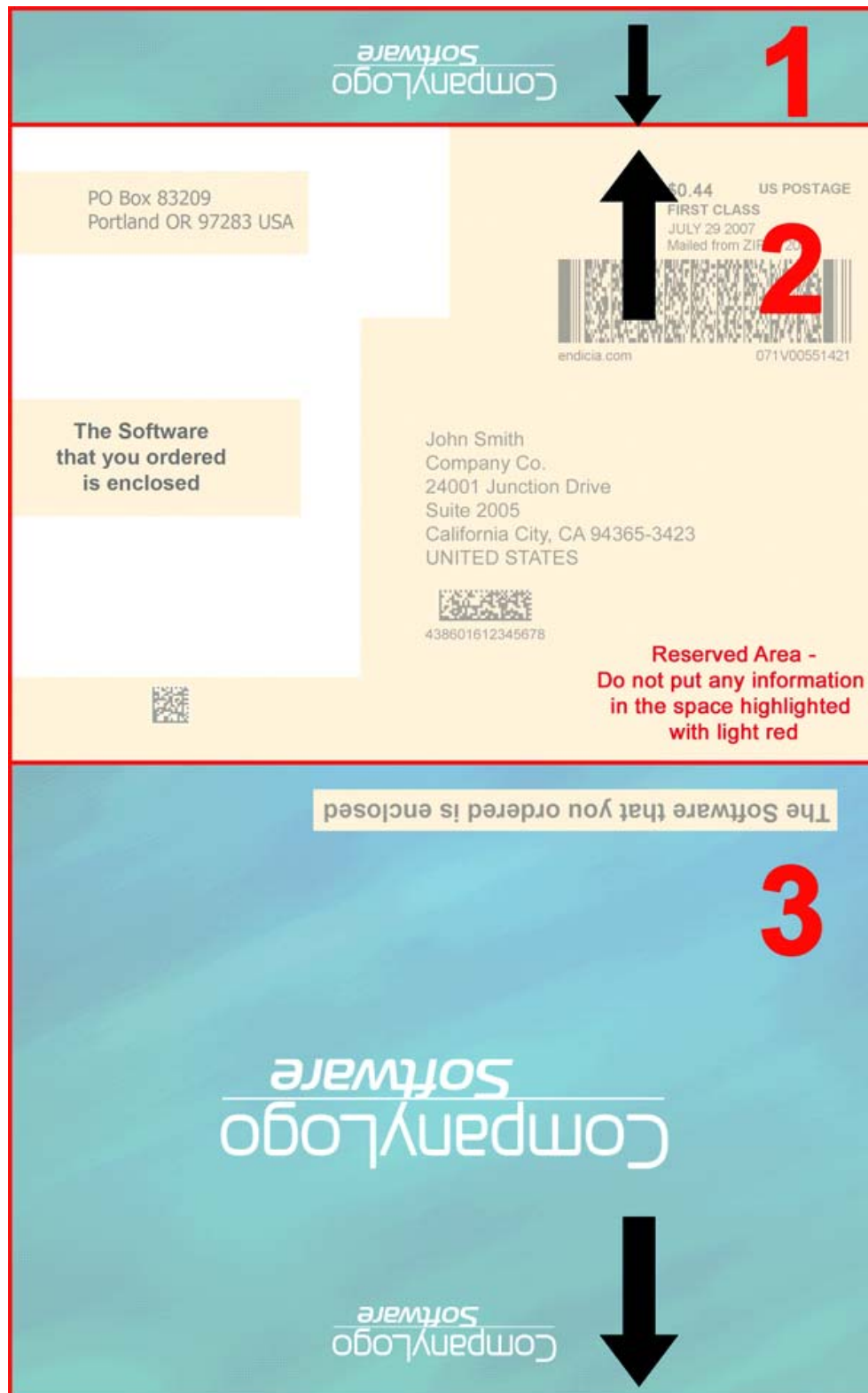
The only difference between US and EURO formats is in their width and in the Return Address that will be automatically printed on the Mailer.

Unfolded Mailers in US and EURO formats will look as follows:

Mailer Components

The CD/DVD Mailer can be divided into three areas:

Here we define and describe the purpose of each area:

1. **Flap** - Company Web site URL or small Company logo are usually displayed here.

   Size (including bleed*, w x h):
   - US - 2025x273px (6.75 X 0.925 inches or 171.45x23.5 mm, 300 dpi)
   - EURO - 2209x273px (7.363 X 0.925 inches or 187.03x23.5 mm, 300 dpi)

   Note that when a Mailer is folded, the Flap overlaps a part of the Back Side. It is recommended that the Flap matches the Back Side it covers.

2. **Front Side** – most of the space on the Front Side is reserved for shipping information, customer address, return address and barcodes which will be printed by the system for each unique order. The space reserved for internal use is highlighted with light red on the previews and design templates and should not be edited.

   Size (including bleed*, w x h):
   - US - 2025x1472px (6.75 X 4.91 inches or 171.45x124.7 mm, 300 dpi)
   - EURO - 2209x1472px (7.363 X 4.91 inches or 187.03x124.7 mm, 300 dpi)

   IMPORTANT! Please do not put any custom information in the Reserved Area highlighted with light red as it will be overridden by dynamically added required elements.

   ▪ Return Address area – reserved for return address of the Digital River production facility from which your order is processed. Using the Digital River production facility return address ensures that any orders returned by the postal service receive prompt and accurate handling by our personnel so that we can provide corrective action without unnecessary delay. [Note about postal returns: periodically orders may be returned for a variety of reasons, such as the customer provided an invalid shipping address, the customer rejects the delivery or the order was damaged in transit.]

   ▪ "The Software that you ordered is enclosed" – this automatically printed by the system message helps to reduce the number of rejected orders by making it easier for customers to recognize their orders from "junk mail".

   IMPORTANT! The background color of the Front Side should be plain white.

3. **Back Side** - **"The Software that you ordered is enclosed"** text will be automatically printed by the system into the reserved area highlighted with red on top of your artwork. **Please do not put any information in this area and keep background colors light to allow the black text to be easily read**.

   The use of other space on the Back Side is unrestricted. If you offer trials, feel free to promote them in your designs.

   Size (including bleed*, w x h):
   - US - 2025x1492px (6.75 X 4.965 inches or 171.45x126.12 mm, 300 dpi)
   - EURO - 2209x1492px (7.363 X 4.965 inches or 187.03x126.12 mm, 300 dpi)

*IMPORTANT! Mailer artwork has about 1/8 inches or 3 mm reserved for a <u>bleed</u> area that will be cut off after printing. This area should have the same background and colors but should not contain any information. This allows for slight manufacturing / production and printing variations. Please do not put any information too close to the bleed area.

For best results avoid putting stripes at the edges of your artwork. Cutting variations could also be up to 1/8 inches or 3mm within a bleed area and may result in your stripes looking uneven.

Requirements for US Mailer

File format: .png, .jpg, .tif
RGB Color mode
Size: 2025x3240px (6.75 X 10.8 inches or 172x274 mm, 300 dpi)
NO TRANSPARANCY

US Mailer Templates:

- **PSD** template (to edit .psd files please use Adobe Photoshop CS or higher):
  http://help.esellerate.net/eSellerate/Content/Extras/Mailer_DR_template_US_PSD.zip
- **PNG** template:
  http://help.esellerate.net/eSellerate/Content/Extras/Mailer_DR_template_US_PNG.zip

Requirements for EURO Mailer

File format: .png, .jpg, .tif
RGB Color mode
Size: 2209x3240px (7.363 X 10.8 inches or 187x274 mm, 300 dpi)
NO TRANSPARANCY

EURO Mailer Templates:

- **PSD** template (to edit .psd files please use Adobe Photoshop CS or higher):
  http://help.esellerate.net/eSellerate/Content/Extras/Mailer_DR_template_EURO_PSD.zip
- **PNG** template:
  http://help.esellerate.net/eSellerate/Content/Extras/Mailer_DR_template_EURO_PNG.zip

Please start all your Mailer designs with PSD or PNG templates provided above. PSD template can be opened with Adobe Photoshop version CS or higher.

IMPORTANT! Make sure to turn off all guiding layers before saving your designs.

Please note that it is highly advisable not to use gradients in the artworks. We use high-end Xerox presses (Xerox 2060) that are not designed to handle gradients.

Useful Tips: Folding example

Here is an illustration of how a printed Mailer is folded:

Pay attention to positioning of information as shown with the black arrows. Placement of elements on the Back Side and Flap should be reversed as opposed to the Front Side.