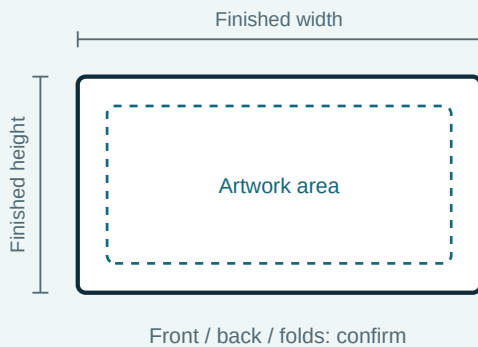


PRODUCT PLANNING GUIDE

Flyers

Plan the artwork. Confirm the specification. Approve the proof.



Map your layout

Mark the finished size, sides and any folds. Keep important content away from trim and fold positions.

Schematic only - not to scale

Planning guide - request the confirmed production template before final export.

Before you send your artwork

1 Confirm your specification

Confirm stock, finish, sides and quantity.

2 Prepare the right file

Identify the reading order and keep important content clear of folds, joins and trim edges.

3 Review the final proof

Check spelling, contact details, QR codes and the front/back orientation.

Your brief

Dimensions + units

Material / variant

Position / sides

Quantity + versions

Artwork filenames

Required date / location

+971 52 906 6250 | Shahid.advertising1@gmail.com

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