Direct Prices Australia

RatMats™
MOUSE PADS WITH ATTITUDE

Quantity	Flip-Bookmark 180 x 48mm	Coaster 100mm diam round or 99mm square	Minimat 114 x 154mm	Mailmat 192 x 113mm	Square 152 x 152mm	Regular 153 x 224mm	Round 185mm diam & 1 Coaster 100mm diam	Ergo 190 x 210mm	Large 195 x 230mm + 2 Coasters round or square	Custom 230 x 310mm max	Countermat 295 x 455mm
	Below a re app rox. per unit price ($AUD)										
200	1.83	1.83	3.29	3.48	3.48	3.84	4.19	4.19	4.91	8.42	7.08
250	1.51	1.51	2.73	2.92	2.92	3.28	3.63	3.62	4.33	7.14	6.51
500	0.88	0.88	1.64	1.82	1.82	2.18	2.55	2.54	3.25	4.65	5.42
1000	0.55	0.55	1.09	1.27	1.27	1.63	1.99	1.99	2.70	3.40	4.90
1500	0.54	0.54	0.91	1.09	1.09	1.45	1.81	1.80	2.51	3.00	4.50
2000	0.48	0.48	0.81	0.99	0.99	1.36	1.72	1.71	2.43	2.80	4.30
2500	0.43	0.43	0.76	0.94	0.94	1.30	1.66	1.66	2.31	2.61	4.19
3000	0.41	0.41	0.72	0.90	0.90	1.26	1.63	1.63	2.23	2.48	4.04
3500	0.39	0.39	0.70	0.88	0.88	1.24	1.57	1.57	2.18	2.39	3.93
4000	0.37	0.37	0.68	0.86	0.86	1.22	1.53	1.53	2.14	2.32	3.85
4500	0.36	0.36	0.66	0.84	0.84	1.19	1.50	1.50	2.10	2.27	3.79
5000	0.35	0.35	0.65	0.83	0.83	1.16	1.47	1.49	2.08	2.23	3.72
10 000	0.33	0.33	0.58	0.73	0.73	1.05	1.32	1.32	1.84	1.93	3.07
Weight (g)	4	5	9	10	11	17	13	16	22	25	60

Note: All prices exclude GST and freight. For accurate quotes please email cherricomputers@ozemail.com.au or contact your Sales rep.

Standard quote includes: CMYK printing on front, Black print on back / blank back, production proof (maximum 2 proofs), setup fees, 1 hour design time.

Standard turnaround Time: 14 working days from artwork signoff and payment - please consult your Sales rep if you require shorter turnaround than this. Suitable for ALL mice.

Optional extras:
 - CMYK printing on back - Add 20%
 - Express turnaround - Add 15%
 - Extra image change (if you require more than one lot of artwork) - Add $120

Coasters/Flip-Bookmarks are sold as a package with our Round and Large sizes. These are free but artwork must be supplied or created by us at your request so don't forget to ask!

Prices effective June 2012

Email : cherricomputers@ozemail.com.au
www.ratmats.com
42 Costa Del Sol Avenue, Runaway Bay, Queensland 4216

Art Specs

If you're supplying your artwork to us ready-to-print please read these guidelines. Providing your artwork to us 'print ready' means we don't need to do anything to it prior to printing. If we do need to work on it for whatever reason, it is not print ready and making it so could potentially incur an additional cost.

We have a CMYK digital printing process.

Please don't supply us the CMYK breakdown as this isn't accurate enough for us to match to.

If you need your artwork to be a particular colour, please advise PMS colours, either in the file, or to your sales rep when supplying the artwork and we will match as closely as we can within the limitations of the CMYK colour model.

• Please include all linked image files

• Please either convert all text to outlines or supply the fonts with the artwork

• Please supply all images as high resolution at 200 dpi.

• Supply 5mm bleed with your artwork

• Keep all text at least 5mm away for the edge of the page

• Where possible please create gradients in Photoshop and apply 3 pixels of noise

• Link all images

• When sending a PDF please supply the images separately

• We can only match to the standard Pantone solid coated/uncoated colours.

Recommendations:

• Minimum size for borders on artwork is 5mm – our machine has an accuracy of 1-2mm and a thick border won't show this shift. (it is recommended that you avoid borders where possible as we cannot accept responsibility for uneven trimming)

• We suggest avoiding dark solid colours in the back artwork – our non slip backing is a milky colour and can cause dark colours to appear milky.

Software we accept:

We are Mac based but can also accept PC files.

✔ PDF / Acrobat 9 (ensure set up as CMYK not RBG)
✔ QuarkXPress 6.5
✔ Illustrator CS4
✔ Photoshop CS4
✔ Indesign CS4

Software we DON'T accept:

We won't accept any of the below programs

✘ Corel Draw
✘ Any Microsoft programs e.g. Publisher, PowerPoint, Word etc

• Bmp, Tiff or jpg files are sometimes possible to use depending on quality

Sending to us:

Files smaller than 5mb can be emailed to us.

For any files larger than 5mb, please send a CD or USB.

You can also use the free serviced provided by www.yousendit.com or www.senduit.com or upload to your FTP server and send instructions for our designers to retrieve it.

Artwork Checklist:

Please ensure all boxes are ticked before sending your artwork

☐ 5mm bleed

☐ Fonts converted to outlines OR supplied

☐ Images linked or supplied

☐ File is in an acceptable format and to the correct size

☐ PMS colours supplied if necessary

FLIP
BOOKMARK

—— Trim line -
finished size
48mm x 180mm

Bleed is 5mm
all round

- - - Text Guide -
keep text 4mm
from edge

VERY IMPORTANT

All text MUST be
converted to
outlines/curves

All images MUST be
CMYK and high
resolution (300DPI)

COASTER [ROUND]

—— Trim line - finished size 100mm dia.

Bleed is 5mm all round

- - - Text Guide - keep text 4mm from edge

VERY IMPORTANT

All text MUST be
converted to outlines/curves

All images MUST be CMYK
and high resolution (300DPI)

COASTER [SQUARE]

—— Trim line - finished size 99mm x 99mm

Bleed is 5mm all round

- - - Text Guide - keep text 4mm from edge

VERY IMPORTANT

All text MUST be
converted to outlines/curves

All images MUST be CMYK
and high resolution (300DPI)

MAILMAT

—— Trim line - finished size 192mm x 113mm

Bleed is 5mm all round

- - - - Text Guide - keep text 4mm from edge

VERY IMPORTANT

All text MUST be
converted to outlines/curves

All images MUST be CMYK
and high resolution (300DPI)

MINIMAT

—— Trim line - nished size 154mm x 114mm

Bleed is 5mm all round

- - - - Text Guide - keep text 4mm from edge

VERY IMPORTANT

All text MUST be
converted to outlines/curves

All images MUST be CMYK
and high resolution (300DPI)

DL MAILMAT

————— Trim line - finished size 197mm x 106mm

▓▓▓▓ Bleed is 5mm all round

- - - - Text Guide - keep text 4mm from edge

VERY IMPORTANT

All text MUST be
converted to outlines/curves

All images MUST be CMYK
and high resolution (300DPI)

SQUARE FLIPMAT

—— Trim line - finished size 152mm x 152mm

Bleed is 5mm all round

- - - - Text Guide - keep text 4mm from edge

VERY IMPORTANT

All text MUST be
converted to outlines/curves

All images MUST be CMYK
and high resolution (300DPI)

Square (190mm)

——— Trim line - finished size 190mm x 190mm

Bleed is 5mm all round

- - - - Text Guide - keep text 4mm from edge

VERY IMPORTANT

All text MUST be
converted to outlines/curves

All images MUST be CMYK
and high resolution (300DPI)

REGULAR FLIPMAT [LANDSCAPE]

————— Trim line - finished size 224mm x 153mm

████ Bleed is 5mm

- - - - Text Guide - keep text 4mm from edge

VERY IMPORTANT

All text MUST be
converted to outlines/curves

All images MUST be CMYK
and high resolution (300DPI)

REGULAR FLIPMAT [PORTRAIT]

Trim line - finished size 153mm x 224mm

Bleed is 5mm all round

Text Guide - keep text 4mm from edge

VERY IMPORTANT

All text MUST be
converted to outlines/curves

All images MUST be CMYK
and high resolution (300DPI)

ROUND FLIPMAT

——— Trim line - finished size 185mm dia.

▬▬ Bleed is 5mm all round

- - - - Text Guide - keep text 4mm from edge

VERY IMPORTANT

All text MUST be
converted to outlines/curves

All images MUST be CMYK
and high resolution (300DPI)

ROUND (200mm)

—————— Trim line - finished size 200mm dia.

� Bleed is 5mm all round

------ Text Guide - keep text 4mm from edge

VERY IMPORTANT

All text MUST be
converted to outlines/curves

All images MUST be CMYK
and high resolution (300DPI)

ERGO FLIPMAT [FRONT]

—— Trim line - finished size 210mm x 190mm

�Bleed is 5mm all round

- - - Text Guide - keep text 4mm from edge

VERY IMPORTANT

All text MUST be
converted to outlines/curves

All images MUST be CMYK
and high resolution (300DPI)

ERGO FLIPMAT [BACK]

—— Trim line - finished size 210mm x 190mm

███ Bleed is 5mm all round

- - - - Text Guide - keep text 4mm from edge

VERY IMPORTANT

All text MUST be
converted to outlines/curves

All images MUST be CMYK
and high resolution (300DPI)

LARGE FLIPMAT [LANDSCAPE]

—— Trim line - finished size 230mm x 195mm

Bleed is 5mm all round

- - - - Text Guide - keep text 4mm from edge

VERY IMPORTANT

All text MUST be
converted to outlines/curves

All images MUST be CMYK
and high resolution (300DPI)

LARGE FLIPMAT [PORTRAIT]

——— Trim line - finished size 230mm x 195mm

Bleed is 5mm all round

- - - - - Text Guide - keep text 4mm from edge

VERY IMPORTANT

All text MUST be
converted to outlines/curves

All images MUST be CMYK
and high resolution (300DPI)

CUSTOM FLIPMAT

—— Trim line - any shape you like - maximum finished size 310mm x 230mm

▓▓ Bleed is 5mm all round

- - - - Text Guide - keep text 5mm from edge

VERY IMPORTANT

All text MUST be
converted to outlines/curves

All images MUST be CMYK
and high resolution (300DPI)

COUNTERMAT
[455mm x 295mm]

—————— Trim line - finished size 455mm x 295mm

▬▬▬ Bleed is 5mm all round

- - - - - Text Guide - keep text 5mm from edge

VERY IMPORTANT

All text MUST be
converted to outlines/curves

All images MUST be CMYK
and high resolution (300DPI)

COUNTERMAT A3

————— Trim line - finished size 420mm x 297mm

[bleed color box] Bleed is 5mm all round

- - - - - Text Guide - keep text 5mm from edge

VERY IMPORTANT

All text MUST be
converted to outlines/curves

All images MUST be CMYK
and high resolution (300DPI)

COUNTERMAT A4

—— Trim line - finished size 297mm x 210mm

▭ Bleed is 5mm all round

- - - - Text Guide - keep text 5mm from edge

VERY IMPORTANT

All text MUST be
converted to outlines/curves

All images MUST be CMYK
and high resolution (300DPI)