

QR CODE REQUIREMENTS & BEST PRACTICES

QR (Quick Response) codes are a cost-effective way to increase response and trackable results — instantly connecting your print ad to digital content. To ensure your QR code works reliably and delivers measurable results, please follow these best practices when preparing your ad.

Using Our QR Code Creation Service

- **Blank Space Requirement:** If you would like us to create your QR code, your press-ready layout must include a blank space of at least 0.87 inches square (63 points). This space allows our graphics team to insert the QR code seamlessly.

Customer-Supplied QR Codes

If you are providing your own QR code, please follow these guidelines to ensure it scans properly:

- **QR Code Size:**
 - Preferred QR code size: **72 x 72 points (1 inch square)**
 - Minimum QR code size: **54 x 54 points (0.75 inch square)**. Smaller codes may not scan reliably.
- **Final Size:**
 - Preferred: **76 x 76 points** (which includes 2 points of white space around entire QR code)
 - Minimum: **58 x 58 points** (which includes 2 points of white space around entire QR code)
- **Clear Space:** Provide at least 2 points of white space around the entire QR code.
- **Borders:** Do not add black or colored borders, as these can interfere with scanning.
- **Color & Format:**
 - QR codes must be 100% black (0,0,0,100 CMYK) on a white background.
 - For best results, provide your code in a vector format (EPS or PDF). If your QR code is a PNG or JPEG, make sure it is exported at the highest quality setting.



CORRECT



WRONG!

72 x 72 Points



54 x 54 Points



Why This Matters

Following these guidelines ensures your QR code scans correctly, captures every potential response, and accurately tracks attribution. QR codes that do not meet these standards may fail to scan, which could affect the results of your campaign.