

# PromoCard

S E R V I C E S

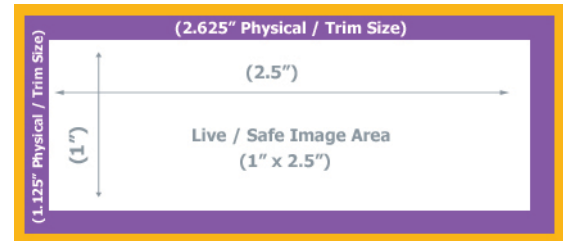
STORED VALUE CARD PROMOTIONS

## Plastic Card Measurements



Legend for Plastic Card Measurements:  
■ Bleed (Yellow)  
■ Physical / Trim Size (Blue)  
□ Live / Safe Image Area (White)

## Key Tag Measurements



Legend for Key Tag Measurements:  
■ Bleed (Orange)  
■ Physical / Trim Size (Purple)  
□ Live / Safe Image Area (White)

- Please place all critical items such as type, logos and product names 1/8" inside the physical/trim area to allow for safe trimming of the card.
- Please include 1/8" bleed on all sides.
- Please do not round the corners of the card or art, nor outline the card with line rules. All lines print!
- If it is required that you build crop marks manually, they need to be set at the physical/trim size making sure that the marks do not intersect with any of the image or bleed areas.
- It is best to set the page size at exact card size and expand the graphic box 1/8" on all sides for bleeds and fill with your art. Please refer to sample.
- When submitting for any other "Gang Run" item, please follow the same rule of 1/8".

## How to Submit Art for Printing

### Supported Formats:

Mac preferred (some PC applications cross-platform on Power Macs; please call before submitting PC files)

### Supported Transfer Disks:

Mac Diskettes, Zip Disks, Jazz Disks (1GB), CD's and e-mail.

### Supported Software:

QuarkXpress (v.6.5 or earlier) All images used on the art such as an .EPS or .TIF file(s) should be included, Adobe PhotoShop (v9.0 (CS2) or earlier), Adobe Illustrator (v12.0 (CS2) or earlier), Adobe InDesign 4.0 (CS2).

UPIC  
UPIC PROMOCARD



ASI 77966

PPAI  
The Mark of a Professional  
PPAI 228866

SAGE  
SUPPLIER MEMBER  
SAGE 66875

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PPAI 228866



SAGE 66875

**Fonts:** Convert all fonts to outlines or use post script fonts only. Font problems are common because of the large variety available from various manufacturers. In order to expedite the process, please include all fonts and screen fonts in your document. This will ensure that the job prints out correctly through the image setter to the required specifications (even the most common fonts).

**Colors:** Please setup all four-color process jobs as CMYK. Please note extra PMS colors as a 5th color and do not separate as process, unless included in a four-color process separation. All PMS colors are printed by the PANTONE system. Black type in CMYK should not be knocked out of other colors.

**Scanned Images:**

**1. Color Scans** – Scan all images with at least a minimum resolution of 300 dpi. Convert all RGB scans to CMYK prior to using in card layout

**2. Halftone Images** – Should be scanned at 300dpi resolution (calculate for final size) for output at 200 line screen.

**3. Line Art** should be scanned at 1200 resolution (calculate for size)

**Text Images:** Should be sent in either Adobe Illustrator or should be composed in Quark Xpress.

**Please Include the Following:** Contact name, address and phone number. Hard copies of the files to print, include reg/crop marks (color lasers are helpful, but be aware that color lasers are not color accurate). Separate lasers of the files to print (only include these if you know how separations work and you know what to look for on prints). NOTE: There may be additional charges incurred when not submitting artwork that follows these specifications. No changes or corrections will be made without prior client approval.