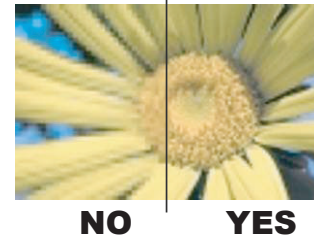


Colors -

Four color process printing requires the colors to be saved as CMYK (no RGB or Pantone spot colors). Please verify your file is saved in the correct color format (CMYK, Spot, etc.) for your project.

Image Resolution -

The resolution of a photographic image must be at least 300 DPI, placed at 100%. For line work, vector-based images (resolution-independent) will produce the best results. Otherwise, 1-color bitmaps can be provided and should be at least 1200 DPI and placed at 100%.



Text & Fonts -

Reverse text must not be smaller than 6 pts, preferably a bold font. For best results, do not use a serif or script font. Illustrations and logos containing intricate detail should not be reversed. Try not to use fonts smaller than 5 pts. On a Macintosh, use only postscript fonts. On a PC, True Type fonts are OK to use, but please convert them to curves/outlines before submitting. All postscript fonts used should be supplied (screen and printer fonts) as there may be minor differences in the fonts we have on file. You may provide a PDF file just for reference. If using non-latin fonts (Hebrew, Chinese, Arabic, etc.) please convert the fonts to curves/outlines.



* For Disclaimers or backs with verbiages, Vector files (Illustrator or InDesign) are recommended.

File Submission -

The finished artwork should be sent as complete files (with supporting linked files). All file names must be in English and clearly identified.

Only send the final version of the artwork to prevent confusion. Photoshop files should be layered. We support the following applications:

- Photoshop CC
- Illustrator CC
- InDesign CC
- Acrobat
- QuarkXPress 8

If your file is in a non-supported format, we may be able to convert it, but current charges will apply.

File Transmission -

Files may be physically or electronically submitted on any of the following formats:

- CD or DVD
- USB Flash Drive
- E-mail
- FTP



Standard Card Size in Inches

CR-80 = 3.375 x 2.125

CR-50 = 1.72 x 3.5

3 Key Tag = 3.375 x 2.125

Combo Card = 4.5 x 2.125

* Please add 1/8 for bleeds

* Logos and texts should be at least 1/16 from inside edge

Please remember to clearly label your disks and make a backup copy of your files. Disks, flash drives, and other physical materials will be returned upon customer request at customer's expense.

For best results, compress all files into one .sit or .zip file before sending.

When files are uploaded to our ftp server, please notify your sales representative.