COLOR KEY:

<table>
<thead>
<tr>
<th>Color</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Green</td>
<td>Safe Zone - If your art or text passes the green line, it may get clipped off.</td>
</tr>
<tr>
<td>Blue</td>
<td>Trim Line - If your art passes the blue line, it should also extend to the magenta line.</td>
</tr>
<tr>
<td>Pink</td>
<td>For Placement Only (FPO)</td>
</tr>
</tbody>
</table>

Front Back

Front

Back

fold here to view card placement.

COMMON PROBLEMS WITH ARTWORK:

- Fonts are not embedded.
- Style has been modified using the style palette (i.e. bold or italic) rather than using the appropriate typefaces from font list.
- Graphite are low resolutions raster graphics should be at least 300dpi.
- Graphite are missing; not embedded or not supplied with artwork.
- Artwork color is supplied in RGB and not CMYK.
- Graphite does not meet the 1/8” bleed requirements.
- Supplying only the final Photoshop file instead of also including the original layered Photoshop file.

PRODUCTION SPECIFICATIONS AND PROOFS:

- Carefully check spelling, layout, and specifications. The proof indicates the exact spelling and location of copy, magnetic stripe, hole punching, sequential numbering, eligible panels, and or other options to your order.
- Any text or art that is getting extra options such as foil stamping, crystal raised ink, etc. must be in vector format.
- Every effort will be made to match a PMS color. However, there may be a slight variation in color due to overprinting and/or the application of certain print options.
- Any changes or alterations in your design or copy will require a new proof and will also affect your final cost. Your art file is estimated after you approve of your final artwork.

ACCEPTED SOFTWARE:

We accept artwork from the following programs:

- Adobe Illustrator CS
- Adobe Photoshop CS
- Adobe InDesign CS
- Adobe PDF - High Resolution

We cannot accept other software files, including Microsoft Word, Microsoft Publisher, and Microsoft PowerPoint.