



# Setup Guide for Artwork

Please read all specifications **before starting** to make your artwork. This will save you time and hassle in the long run if you know how to set up the design so it prints its best. Designs that are not ready for placement on cards will be charged a fee for artwork setup, or design work itself.

All artwork will need approval for readiness before being printed. Any mistakes in content are the responsibility of the customer.

## File Formats

It does not matter which software you use to make your artwork file, so long as you export it or save it as one of the following formats **and** view and approve the final file **in that format** before sending it to us.

Artwork only	Artwork with sequential numbering
Image (bitmapped) - JPG, BMP, TIFF or PDF	Image (JPG, BMP, TIFF, PDF) for artwork PSD (photoshop) layers for each number, or else a PDF page for each numbered image
please do not send vectors or EPS	please do not send vectors or EPS unless saved as PDF and you are sending the font files that were used

Please use a standard font such as Arial, Helvetica, Courier, Times NR, etc. for any sequential numbering.

## Size

All cards are as in the table below. There is no need for bleed edge. While our printer prints exactly the size provided, there will be a white band where the side of the card shows..

1016	x	638	pixels
86.02	x	54.02	millimeters
3.387	x	2.127	inches

Please **DO NOT ROUND THE CORNERS OF YOUR ARTWORK** as I will need to replace the missing image part if you do. If you need a radius guide to make a border around the edge of your design, please download our template from the specs page.



## Colors

Please note that thin 10mil cards can only be printed with a white background design. Thick 30mil cards can be printed with any type of background.

Please check that your file is in CMYK color mode before sending it, and that name descriptions for the main colors are listed so we can be sure they are printing correctly. For example, because every screen is different, what looks like fuschia on your screen could print out to appear orange. Also, muted colors could print more bright. If we know in advance what it should look like, we are better able to provide the best result (professional designers can quote the Pantone color).

## Image Resolution

Image resolution means how many dots in the image. We require the file to have 300 dots per inch (dpi). Please be sure you set the proper resolution before you start designing the image (set this in the page setup). Do not use images from websites or any low dpi images in artwork as they will not print. Only use quality images at 300 dpi while 100% their physical size. If you have trouble finding good quality photos, we can direct you to low cost licensed photos (under \$10 ea).

## Sequential Numbering or Barcodes

Please call for setup of these features.

## Magnetic Strips or Signature Panels

Please allow space if your cards will have mag strips or signature panels. We will adjust your file to fit the ones we have in stock.

## QR Codes

If your QR codes have more than basic URLs in them, make sure they are at least 1" square with 1/4" white space around it & are not blurry.