

## Gift & Loyalty Card Program | Artwork Requirements & Information

- All Custom and A La Carte gift card orders require that artwork is submitted in ready-to-print format per the specifications listed below. Failure in meeting these requirements may result in a poor quality final product, undesirable printing results, or production delay.

Please email all artwork to: [art@giftcardtraining.com](mailto:art@giftcardtraining.com)

File Formats: *PDF, JPG, EPS, PSD, AI or TIFF.*

Color mode: *CMYK.*

Black color: *Rich Black - 50C 50M 50Y 100K.*

Resolution: *300 DPI* or higher.

Text Size: *6pt* or higher.

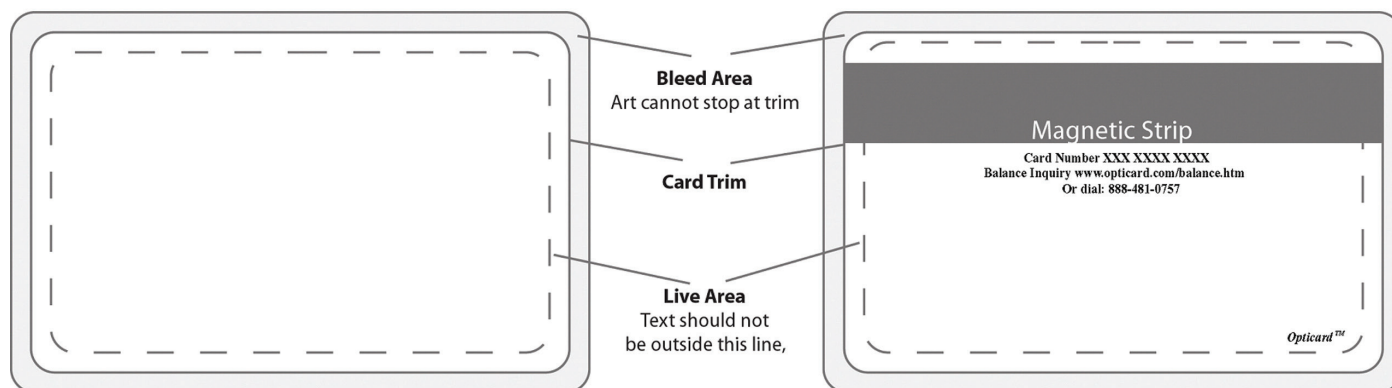
Active Text Area: *0.25" inside of trim*

Artwork file size (including bleed): *3.625" x 2.375" (1088 pixels x 713 pixels @ 300 dpi)*

Actual card size: *3.375" x 2.125"*

Bleed size: *0.125"*

- Failure to submit black areas in Rich Black format will cause those areas to print Gray.
- Bleed area required so that art does not get cut off at the edge of the card when printed (as it may cause white edges to appear if bleed is not in place). The actual card size area is shown as Card Trim in the below diagram.
- Keep all text 0.25" inside of the Card Trim border (as shown below - the text end line is represented by the Live Area dashes).



### Gift & Loyalty Card Back

- Standard card back applies to all cards unless requested otherwise.
- Custom cards backs are available for orders of 500 cards or more.
- All card backs must include the Card #, GETI Gift & Opticard logo.
- Please check with your State Attorney General office to verify that your custom card back verbiage complies with your state laws.

### Additional designs and reproofing

- Digital proofs are provided for all Custom and A La Carte orders free of charge.
- Proofs can be provided for Logo card orders - upon request - for a fee of \$30.00.
- If artwork is changed after the proof is provided, a reproofing fee of \$30.00 applies.
- The first plate is provided free of charge - additional card designs are billed the standard plate fee of \$75.00 per design.

**Please Note:** If merchants are unable to create artwork per the above specifications, they must seek the assistance of a local printer or graphic designer. Gift Card processor also provides hassle free, professional gift card design services for applicable fees of \$50.00 per hour.

