

**PKT007**  
2.5" x 11.375"

TAG: 2" X 1"  
HOLE: .1875"

**FRONT**

**Safety Area:**

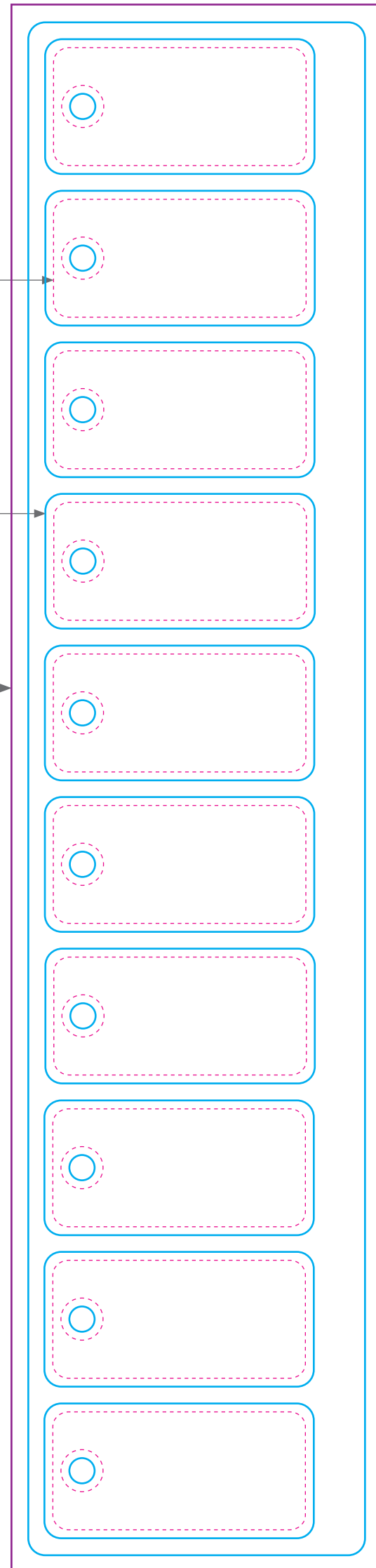
All text and important images must be inside the dashed lines.  
*(Dashed line does not print)*

**Trim Line:**

Actual form and size of card.  
*(Blue line does not print)*

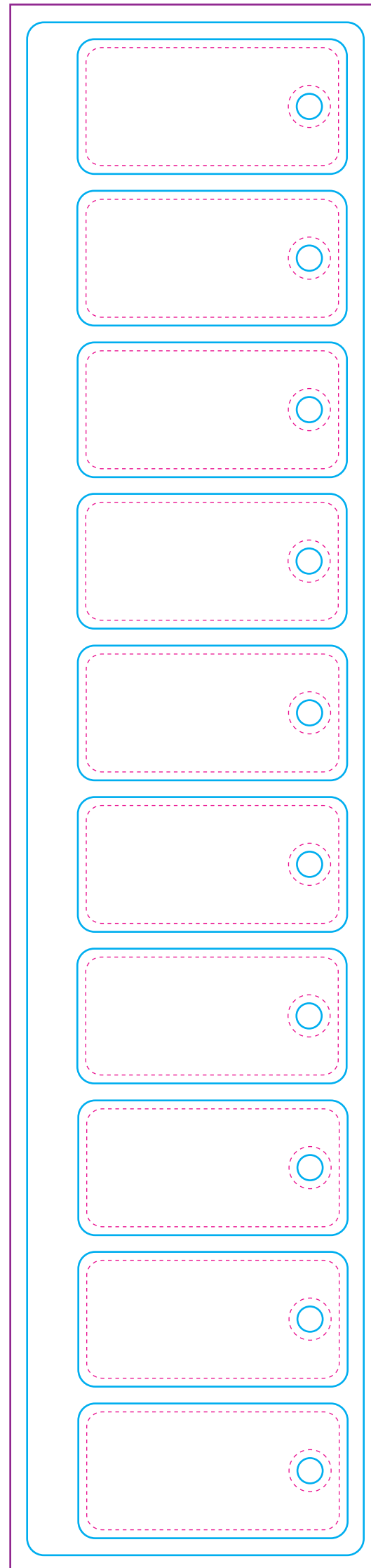
**Bleed area:**

If a picture or colored area touch the edges of the art (blue line), please extend it to this purple line.  
*(Purple line does not print)*







FOLD ON DASHED LINE TO DETERMINE ORIENTATION

**BACK**



**IMPORTANT INFORMATION**

-  See relevant information about final artwork by [clicking here](#)
-  Keep artwork in separated layers (this file contains a specific layer for your artwork)
-  Outline all fonts in Adobe Illustrator or rasterize them in Adobe Photoshop
-  Embed all linked images and files or include them when sending in the artwork

# Preparing Files for Print

With most print jobs, you should have specifications to adhere to. These specs work for preparing cards, and other printed mediums.

## COLOR PROFILE

Create your document from start in CMYK color mode to ensure that colors you see are going to print (approximately).

## RESOLUTION

All images must be high resolution, 300 dpi is the minimum for best results.

## PRINT LAYOUT

**Trim Line:** This is the finished size of the piece.

**Safety Area:** The area that is considered safe to keep any important information within. Keep inside this area elements like wording, logos and data.

**Bleed Area:** The more bleed you can offer, the better. The minimum bleed you need for a printed piece is 0.125 in (1/8 in). So if you are working with an image or a background color, keep in mind additional area you might need to use for the bleed. For example: If your piece has 2 x 3 inches, your background has to be 2.125 x 3.125 inches.

(See image 1 / Print Layout)

## FONTS

Fonts are system files and are installed only in your computer. Missing fonts can cause problems when sending artwork to print. In order to keep the look of your fonts you have to convert text to outlines. It's good practice to keep an editable copy of your document.

(See image 2 / Create outlines)

## LINKS AND IMAGES

When you place a graphic, you will see a screen-resolution version of the file in the layout, so that you can view and position it, but the actual graphic file may be either linked or embedded. To avoid missing images or linked files, please embed your external files through link panel in your software.

(See image 3 / Embedded images and files)

## FILE EXTENSIONS

The best option for print files is EPS (Encapsulated Post Script).

However, you can send the following extensions:

### VECTOR FILES

.ai (Native Illustrator file)

.pdf (Portable Document File) \*Always saving as high quality print file.

### BITMAP FILES

.psd (Native Photoshop file) \*Always 300 dpi and CMYK color mode.

.tiff (Tagged Image File Format) \*Always 300 dpi and CMYK color mode.

### BITMAP ALTERNATIVES (if you don't have the extensions above)

.jpeg (Joint Photographic Experts Group) \*Always 300 dpi

.png (Portable Network Graphics) \*Always 300 dpi

Image 1 / Print Layout

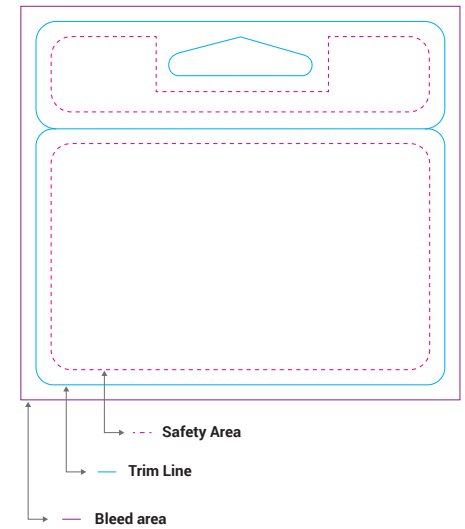


Image 2 / Create Outlines

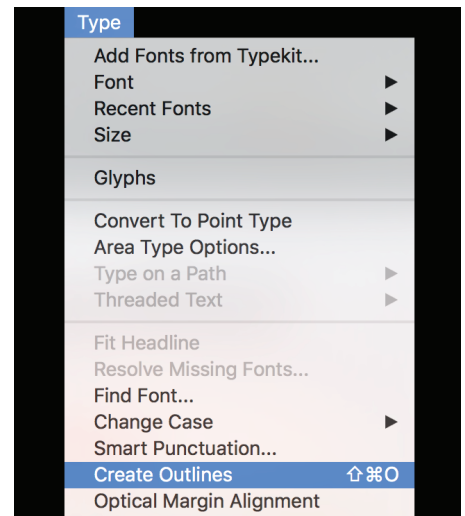


Image 3 / Embedded images and files

