

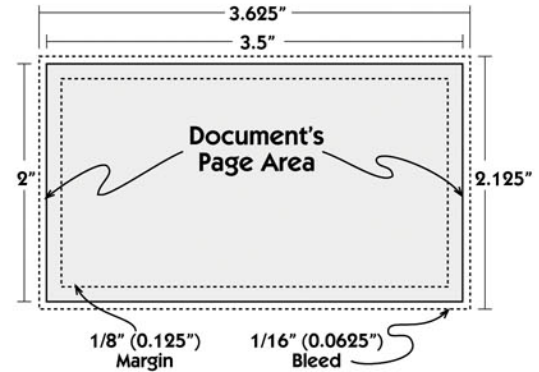


\$99 Full-Color Business Card Special

File Preparation and Layout Requirements

We have created the \$99 Full-Color Business Card Special (Special) to promote our full-color printing capabilities. In order to maintain our low prices, we request that customer-supplied digital artwork conform to a set of simple standards. Below are our requirements for files submitted as part of the Special.

- All artwork is to be prepared one-up per file.
- The document's page size is to be exactly 3.5"x2".
- Bleeds are to extend exactly 1/16" (0.0625") off the page. This makes the image area 3.625"x2.125" with a live area of 3.5"x2".
- Any text or images intended to appear *in their entirety* should be placed no closer than 1/8" (0.125") from the edge of the card.
- All images (bitmaps/vector art) are to be CMYK (not RGB or index color). Pantone (PMS) is acceptable, however, you should consult a Solid to Process swatchbook to determine if the CMYK equivalent is satisfactory.



- All color/grayscale bitmaps are to be 300 dpi, black and white bitmaps 600 dpi, **at the final, placed size.**
- Text should be converted to outlines/paths/curves or fonts should be supplied (consult us if you have questions)

Supported Applications for \$99 Full-Color Business Card Special:

Adobe Acrobat PDF - Other file types accepted for a \$15 additional charge.

If you do not have access to these applications, keep in mind that this special includes basic typesetting and one stock photo/clipart image. If you require custom artwork, we will be happy to give you a quote for creating it. Also, we rent workstations with these applications pre-loaded! Whatever you choose, we make it easy for you to have custom, colorful business cards.

If you have questions, please feel free to ask.

Please Note: All files not conforming to these standards may be delayed pending customer correction and/or incur an additional set-up charge.



Pick up your FREE copy of our Designer's Guide. It's chock full of tips about how to prepare files for digital imaging and about the services we provide.