Factor 4

The Gift & Loyalty Factor for Success

Please follow these guidelines when submitting your files. Artwork that fails to meet these specifications will result in time delays and or additional charges.

FRONT CARD DIMENSIONS

Image Bleed Size = 3.5"W x 2.25"H
Image bleed is necessary when an image extends beyond the trim edge of the printed product. If your image is not white on all four sides, you MUST include bleeds in your files.

Actual Trim Size = 3.375"W x 2.125"H
This is the final size after cutting.

Text Live Area = 3.125" W x 1.875" H
This area within the trim line is safe from being cut off due to any mechanical error during the cutting process. All text or essential artwork should fall within this area.

BACK CARD DIMENSIONS
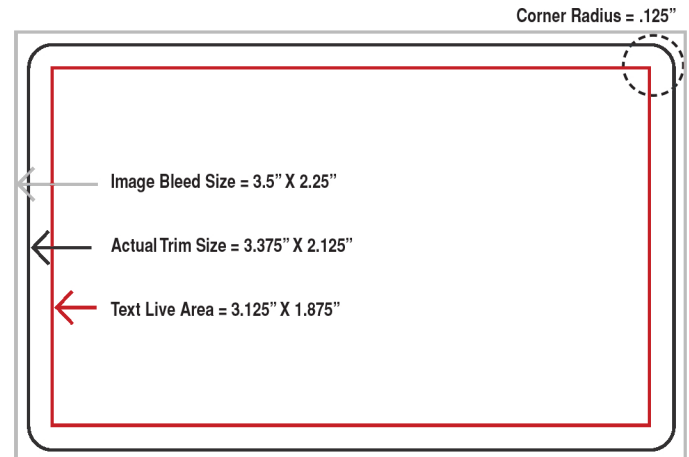
Text Live Area = 3.013" W x 1.125" H
This area within the trim line is safe from being cut off due to any mechanical error during the cutting process. All text or essential artwork should fall within this area.
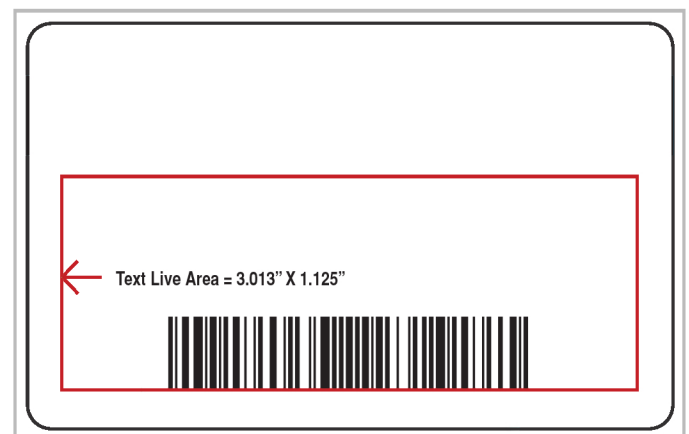
ACCEPTABLE PROGRAMS

- Adobe InDesign CS6 or lower
- Adobe Photoshop CS6 or lower
- Adobe Illustrator CC or lower
- EPS, AI, PDF, and SVG vector formats are accepted
- Files saved in any other format will cause problems and delays in your order. DO NOT send RGB images. If we must convert a file to CMYK, this may result in an undesirable color intensity.

RESOLUTION

- Must be 300 dpi
- DPI (Dots Per Inch) refers to the measurement of resolution of a printed image determined by the number of dots that fit into one inch.
- Do not try to change a low resolution image to higher one by changing the DPI in your image software. Doing so will result in a blurred printed image.
- Images from the internet are usually not high enough resolution. Using images pulled from the internet can result in blurred printed images.

Corner Radius = .125"

Image Bleed Size = 3.5" X 2.25"

Actual Trim Size = 3.375" X 2.125"

Text Live Area = 3.125" X 1.875"

Card Front

Text Live Area = 3.013" X 1.125"

Card Back

FONTS

Font problems are common because of the large variety of font manufacturers. To avoid font issues, we recommend converting fonts to outlines or include all fonts used in your document to ensure that your job prints to your specifications (even the most common fonts).

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