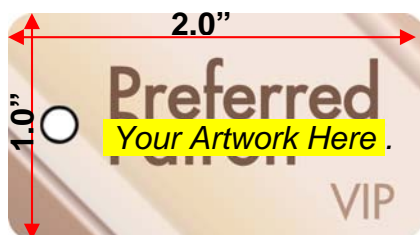
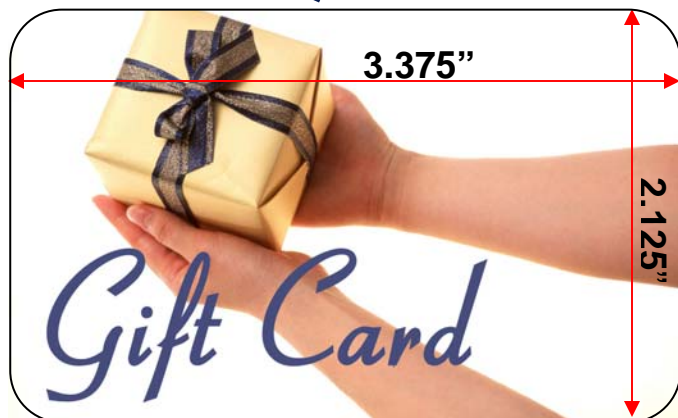


Artwork Specifications

GIFT / LOYALTY CARD GUIDELINES



YOUR COMPANY NAME
YOUR SLOGAN
ADDRESS LINE 1
ADDRESS LINE 2
CONTACT INFORMATION

Use of this card constitutes acceptance of the following terms and conditions. This card cannot be redeemed for cash. Lost or stolen cards will not be replaced. Gift card has no value until activated by cashier at purchase.



YOUR COMPANY NAME
ADDRESS LINE 1
ADDRESS LINE 2
CONTACT INFORMATION



- Artwork should be sent to artwork@preferredpatron.com. If files are larger than 5mb, compress using MS Windows Compression or PKZIP compression.
- Artwork should be delivered in .JPG format or .PSD format using CMYK color. Supply all font files with artwork if sending .PSD.
- Artwork should be print quality. Minimum resolution of 300 dpi (dots-per-inch) required.
- Dimensions for GIFT CARDS should be proportionate to and a minimum of **3.375" x 2.125" + .125"** bleed on all sides.
- Dimensions for LOYALTY TAGS should be proportionate to and a minimum of **2.0" x 1.0" + .125"** bleed on all sides.
- Text should be inset a minimum of 1/8" from card border. Provide font information for fonts used. If font files are not supplied, fonts may be substituted for similar fonts.
- Include copies of all graphics used in the artwork (individual artwork, such as logo, etc).
- Cards are produced using full color front and black only back (black text on white card).
- Card borders shown are for illustration purposes only and should not be included in the submitted artwork.
- Additional charges may be incurred to rework supplied artwork if not meeting above specifications. Estimates will be supplied in advance of any rework being done.
- A proof of final artwork will be sent back for approval before card production begins. Customer is entitled to one set of proofs. Proofs for additional artwork samples can be requests at an additional fee of \$25 per proof.

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Helping Your Business Grow



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