

# Artwork Specifications

## GIFT / LOYALTY CARD GUIDELINES

### COMBO CARD

#### DIMENSIONS

(samples are not shown to scale)

#### Overall Dimensions

3.75in x 3.75in

#### Key Tag

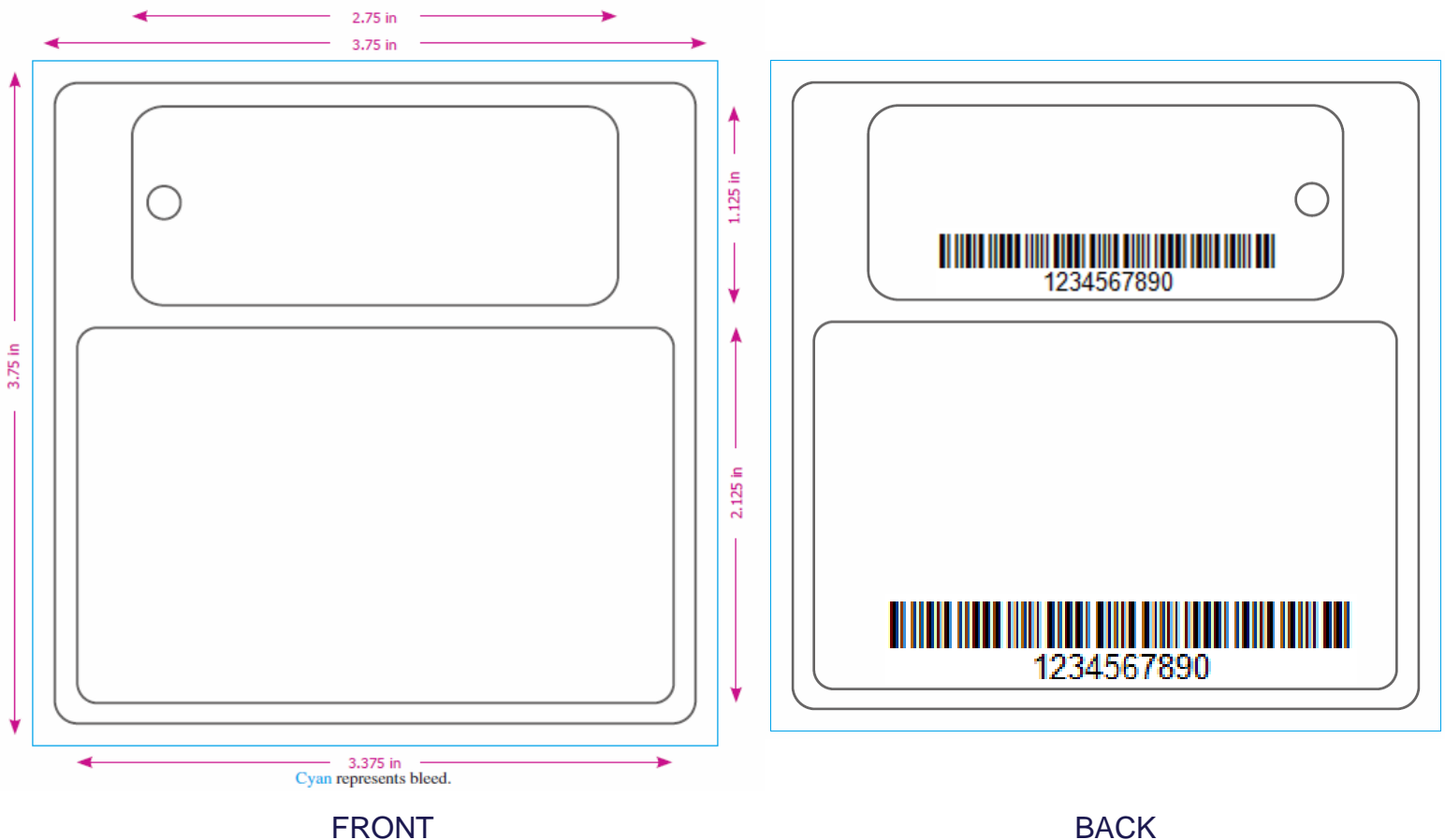
Including Bleed - 2.875 in. x 1.25 in.

Without Bleed - 2.75 in. x 1.125 in.

#### CR-80

Including Bleed - 3.5 in. x 2.25 in.

Without Bleed - 3.375 in. x 2.125 in.



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# Artwork Specifications

## GIFT / LOYALTY CARD GUIDELINES

### KEY TAG CARD

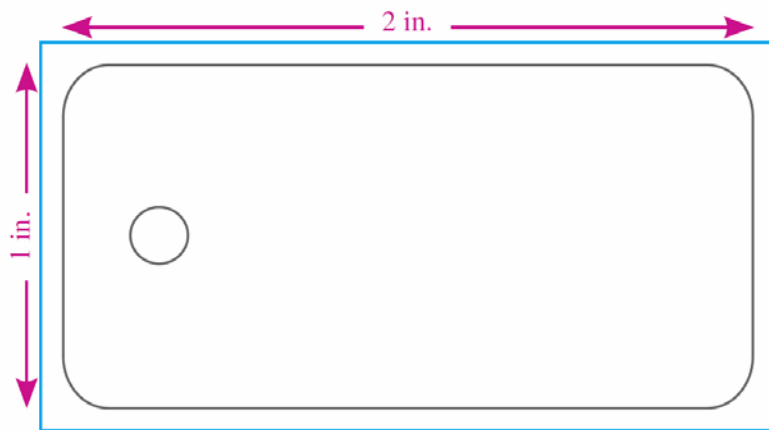
#### DIMENSIONS

(samples are not shown to scale)

#### Key Tag

Including Bleed - 2.125 in. x 1.125in.

Without Bleed – 2.0 in. x 1.0 in.



Cyan border represents bleed

FRONT



BACK

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# Artwork Specifications

## GIFT / LOYALTY CARD GUIDELINES

### CR-80 LOYALTY CARD or GIFT CARD

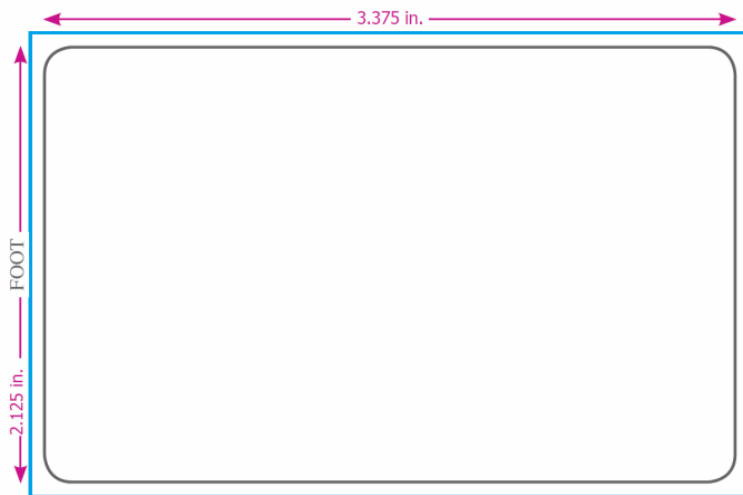
#### DIMENSIONS

(samples are not shown to scale)

#### Key Tag

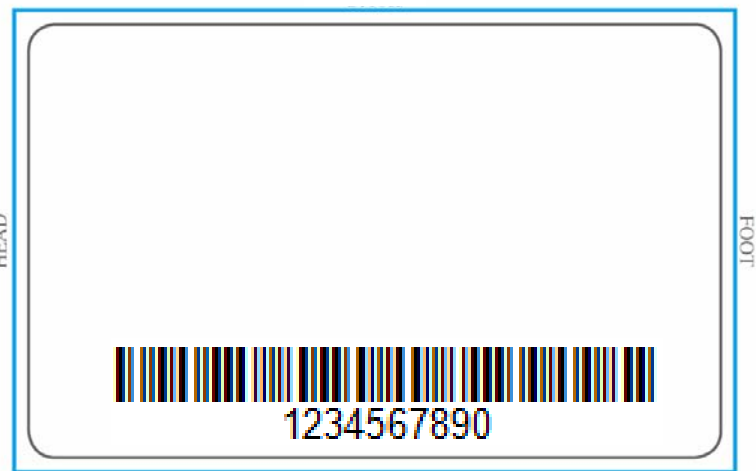
Including Bleed - 3.5 in x 2.25 in.

Without Bleed – 3.375 in. x 2.125 in.



Cyan border represents bleed

FRONT



BACK

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## GIFT / LOYALTY CARD GUIDELINES

- Artwork should be sent to [artwork@preferredpatron.com](mailto: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 cards should include **.125"** bleed on all sides.
- Barcodes reflected in samples are for illustration purposes only. Actual size and position may vary.
- 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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