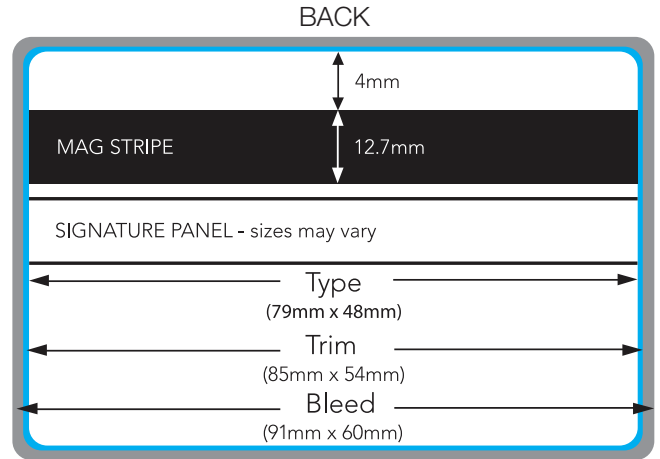
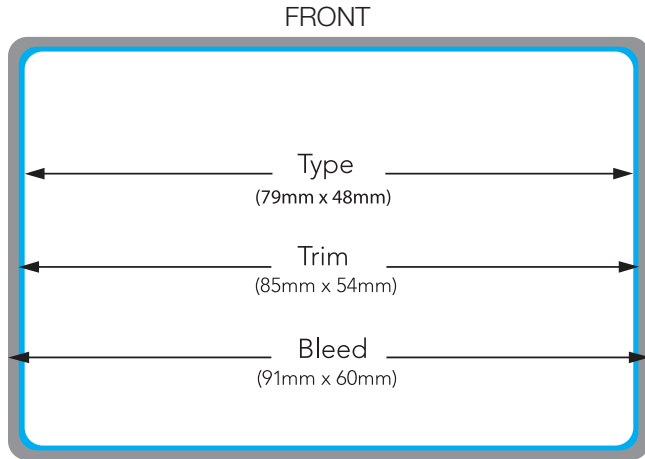


Artwork Specifications External Printing

SAMPLE OF STANDARD CARD LAYOUT



- Size of cards: 85mm x 54mm
- Please add 3mm bleed to all artwork
- Please keep all important images and text within 3mm from card edge
- Please do not supply artwork with rounded corners
- Please do not supply final print file with die line/border to mark trim area, unless you want it to be printed on the card
- No text or images are allowed on the signature panel

ACCEPTED SOFTWARE FORMAT

All files must be PC compatible.

We **ONLY** accept the following file formats:

Adobe Illustrator – convert fonts to outlines

Adobe Illustrator EPS – convert fonts to outlines

Adobe Photoshop – this file type is not recommended for files including type as it diminishes the quality when printed

Adobe Photoshop EPS – convert fonts to outlines

PDF – high resolution, embed all included fonts

Include all embedded and placed files.

COLOUR

Files will be accepted in CMYK and Pantone colours only.

Files in RGB will not be accepted.

Pantone Colours – Ensure your artwork files specify the exact Pantone colour names within the file.

IMAGES

Photographs must be a minimum of 300dpi (resolution) at 100%.

Vector Art should remain as editable paths for optimal printing standards.

LOGOS

Any logos included in the file should be supplied as vector images, not bitmap or raster. This ensures the image remains crisp and clear. Alternatively, whilst not preferred a high quality bitmap logo can be used.

FONTS

All fonts used in the file must be supplied as outlines/curves.

GRADIENTS & VIGNETTES

Due to the uniqueness of printing on plastic, gradients should not be 0% to 100%. If gradients are created at about 6% to 99% they have less tendency of banding.

Ensure gradients made in Illustrator are set to 2400 dpi in attributes and document setup. To prevent banding it is best to create gradients in Adobe Photoshop.

GENERAL REQUIREMENTS

Frames/borders must not be used to mark the trim if you do not want them to be printed.

Avoid designing borders close to the trimmed edge.

PLEASE EMAIL ARTWORK TO:

info@emerchants.com.au

If your file is over 4MB, please burn to CD (PC compatible) and post to:

**EMerchants Limited
Artwork
Locked Bag 5
Fortitude Valley BC QLD 4006**