

Custom Artwork Submission Requirements

Below are specifications for Custom Gift Card artwork submission. *Any files received, not in compliance with the definitions below, must be converted for compliance. Design assistance fees may apply for any necessary changes or adjustments. Templates available upon email request.*

1. Bleed & Safespace

- Provide 1/8" bleed area on each edge of the design.

Bleed space allows full color printing to the edge of the card or carrier design. This adds a total of 1/4" in Width and Height to the final form factor's dimensions (1/8" per edge).

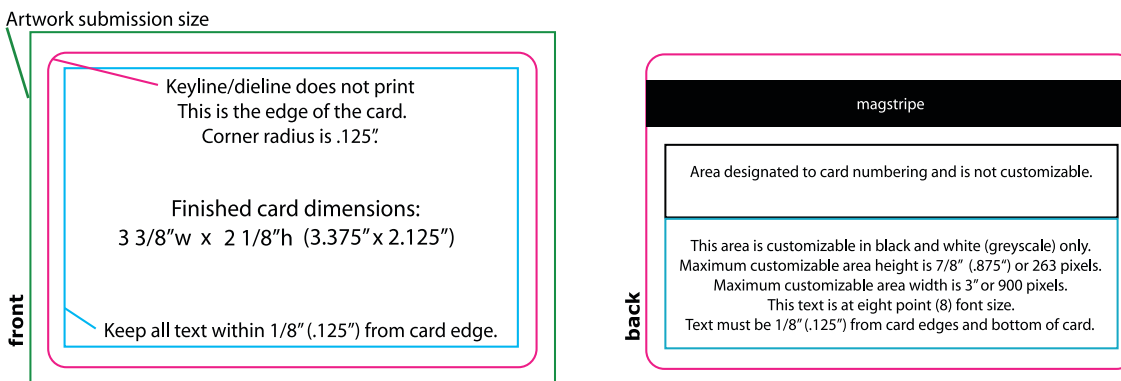
Safespace is a 1/8" margin area that should be considered for safe placement of all text, logos and/or important focal points in order to prevent them from printing too close to the edge of a layout - or being cut off. Note that there can be up to 1/16" of print travel vertically or horizontally during the manufacturing process.

Cards

Finished in inches: 3.375" w x 2.125" h (swap for vertical layout)

Artwork required (with bleeds) inches: 3.625" w x 2.375" h pixels: 1088 x 713 at 300dpi

Back of card text or art is limited to inches: 3" w x .875" h or pixels: 900 x 263



Carriers

Finished in dimensions in inches: 4.125" w x 7" h

Art required in inches or pixels: 4.375" w x 7.25" h or 1275 x 2138 at 300 dpi

2. Color Build

Orders for Custom Cards ONLY may submit artwork in CMYK format or may submit vector art with up to four (4) spot colors defined (PMS). For CMYK builds that require specific colors built into them, please select colors from the *Process Coated PMS* palette. Please use the *Solid Coated PMS* color palette when building spot color defined vector images.

Orders with Custom Cards with Custom Carriers or Carrier only orders must submit CMYK build files for cards and carriers. Custom Carriers cannot be printed with spot colors. They will be produced in/and/or converted to CMYK.

RGB files received will be converted to CMYK. Any color profile conversions made may/will cause a color shift and/or cause colors to lose vibrancy.

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3. Images and Text

Front of Custom Card may only be color. Back of card images may be Greyscale (Black & White) only. Color is not available on the backside of the card. Any verbiage to be used on the back of card may be submitted in a text document (.txt, .doc, attachments or plain text in an email).

Custom Carriers allow for full color front and backsides (CMYK). No spot colors are available on carriers. A standard template indicating: To, From, and Amount, is used when no Carrier backer is submitted.

Templates for the corresponding carrier styles, indicating fold, cut, and die lines are in the next pages of this document.

4. Compliant File Extensions

.eps, .pdf, .ai, .psd, .tif, .jpg

Ensure all text embedded in any vectorized document has been converted to shapes. This eliminates need to install fonts on machines for PC or MAC in Design and/or Production Facilities. Programs supported:

- Adobe Illustrator
- Adobe Photoshop
- Adobe InDesign
- Adobe Acrobat
- Quark 6

Any files not on this list may be deemed as non-compliant and may incur design fees to convert. Non-compliant file types include business cards, faxes, and/or any form of pre-printed media. Please email with any questions about other file types.

5. File Naming and Delivery

Files should be named using Merchant Name, such as:

"billsCatering_cardFront.tif", "jewelryStore_cardBack.eps:" or "blueWaterCafé_carryFront.jpg"

Files named "gift card" or "artwork" with no merchant name may be easily misplaced due to volume of jobs being processed.

Please email files as attachments with the Merchant Name and Merchant ID# in the subject line of all correspondence to:

GiftCardArt@firstdata.com

Multiple files for delivery may be compressed for delivery using Stuffit (.sit) or WinZip (.zip).

Files may also be delivered on CD or ZIP disc to:

First Data Gift Card Design
6200 S. Quebec #310
Greenwood Village, CO 80111

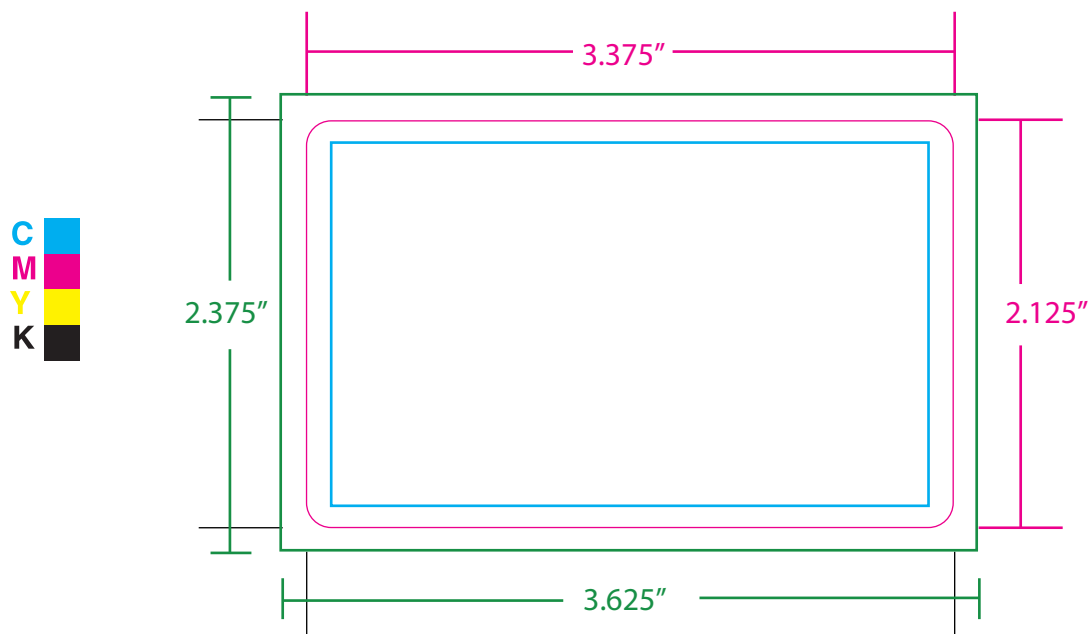
Media discs and other materials will not be returned. Please retain a copy of your files for your records.

CR-80 Custom Card Template

Front of Card

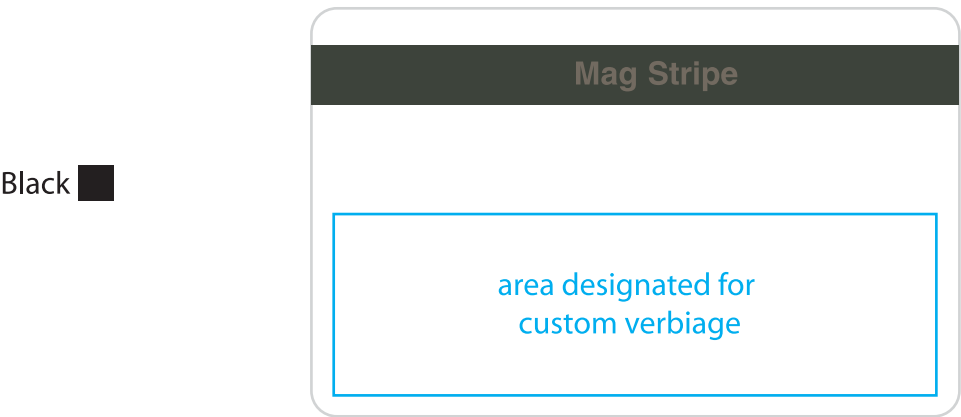
Finished in inches: 3.375"w x 2.125"h (swap for vertical layout)

Artwork required (with bleeds) inches: 3.625"w x 2.375"h pixels: 1088 x 713 at 300dpi



Back of Card

Back of card text or art is limited to inches: 3"w x .875"h or pixels: 900 x 263



— Allows for Bleed

— Actual Card Size

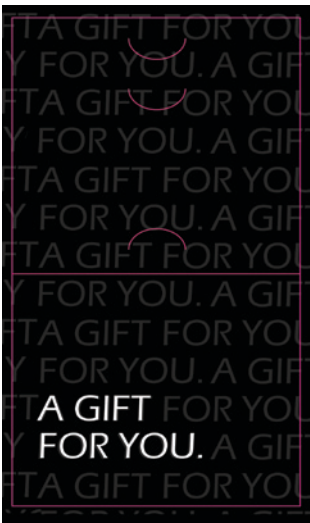
— Live Area (do not place text past this point)

Custom Carriers - Examples

Folding Carrier (FC)



Folded Display (Outside / Inside)



Outside



Inside

Single Panel Carrier (JC)



Displayed - Inside



Folded - Outside Shown

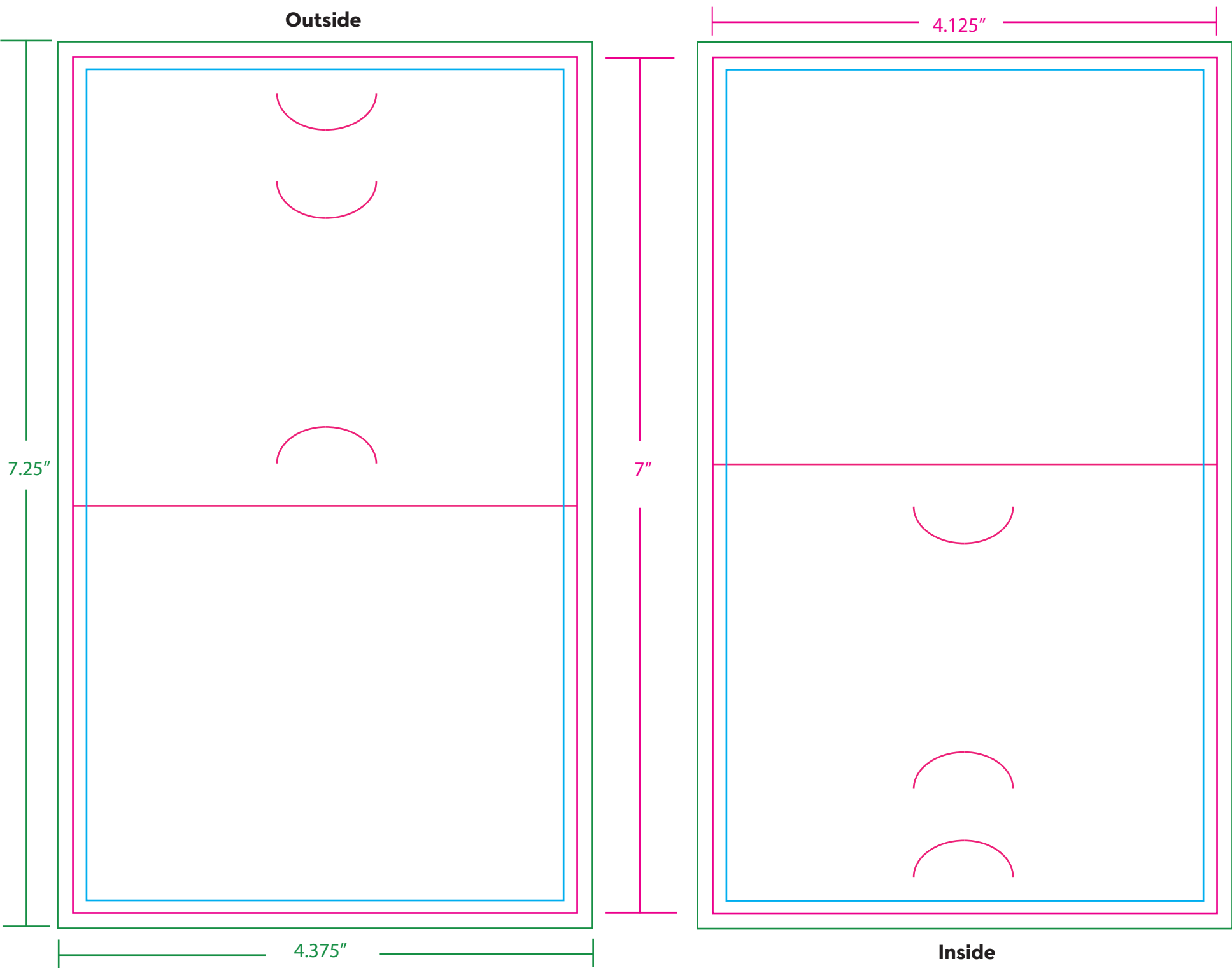


Outside



Inside

Folding Carrier (FC) Template



— Allows for Bleed

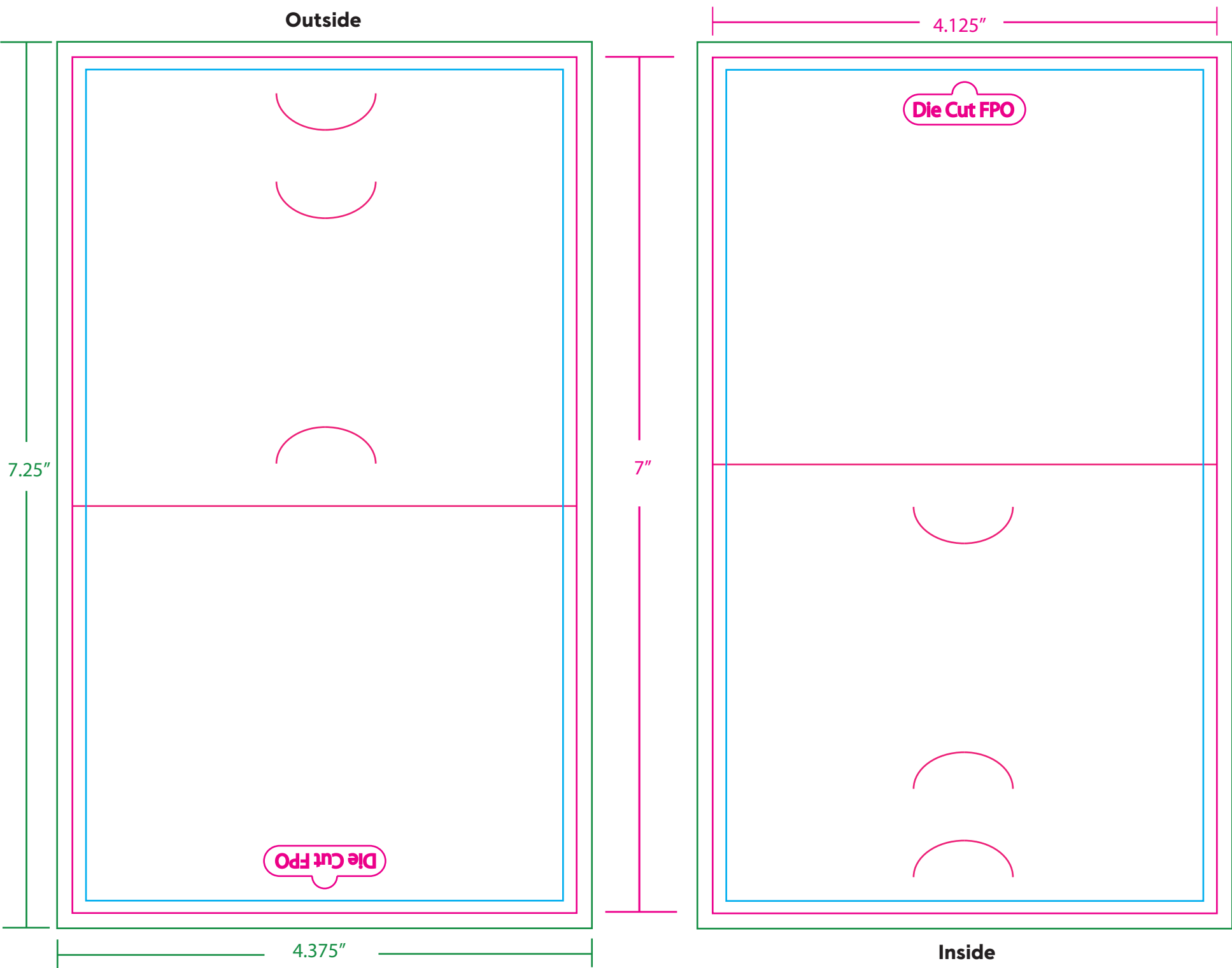
— Actual Carrier Size

— Live Area (do not place text past this point)



Finished in dimensions in inches: 4.125"w x 7"h
Art required in inches or pixels: 4.375"w x 7.25"h or 1275 x 2138 at 300 dpi

Single Panel (JC) Template



— Allows for Bleed

— Actual Carrier Size

— Live Area (do not place text past this point)



Finished in dimensions in inches: 4.125"w x 7"h
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