

# Art Guidelines

We print in CMYK - PMS Colors are an additional fee

Standard Gift Cards print 4/1 (full color on the front and black text on the back)

## Acceptable File Formats:

Illustrator CC or lower

- Please outline all text or send us all fonts used
- Do not flatten artwork

Photoshop CC or lower

- Raster artwork must be at least 300 dpi
- Artwork must have editable layers
- Do not flatten artwork

## Acceptable File Extensions

(.ai) (.eps) (.gif) (.pdf) (.tiff) (.png) (.psd)

## Not Acceptable File Extensions

(.pub) (.xls) (.bmp) (.docx) (.doc)

### • Templates

Other templates may be downloaded at  
[mycardmarket.com/design-center](http://mycardmarket.com/design-center)

• **Logos or graphics provided must be a minimum of 300 dpi (for raster images), or vector artwork.** Many logos and graphics that are emailed or downloaded from the internet are too low resolution for printing (only 72 dpi).

• **Card Size / Bleed.** Please be sure the card is to size: W 3.375" x H 2.125". If the card has color or images running to the edge of the card, .125" bleed must be included, making the total card size W 3.625" x H 2.375".

• **Mag Stripes.** If the card has a mag stripe on the back, please note the mag stripe will sit 3/16" from the edge of the card (top or bottom, whichever works best for you). The mag is 5/16" tall and runs the width of the card.

**PLEASE NOTE: The small area above or below the mag stripe must be left clear of ink for the imaging of the card number.**

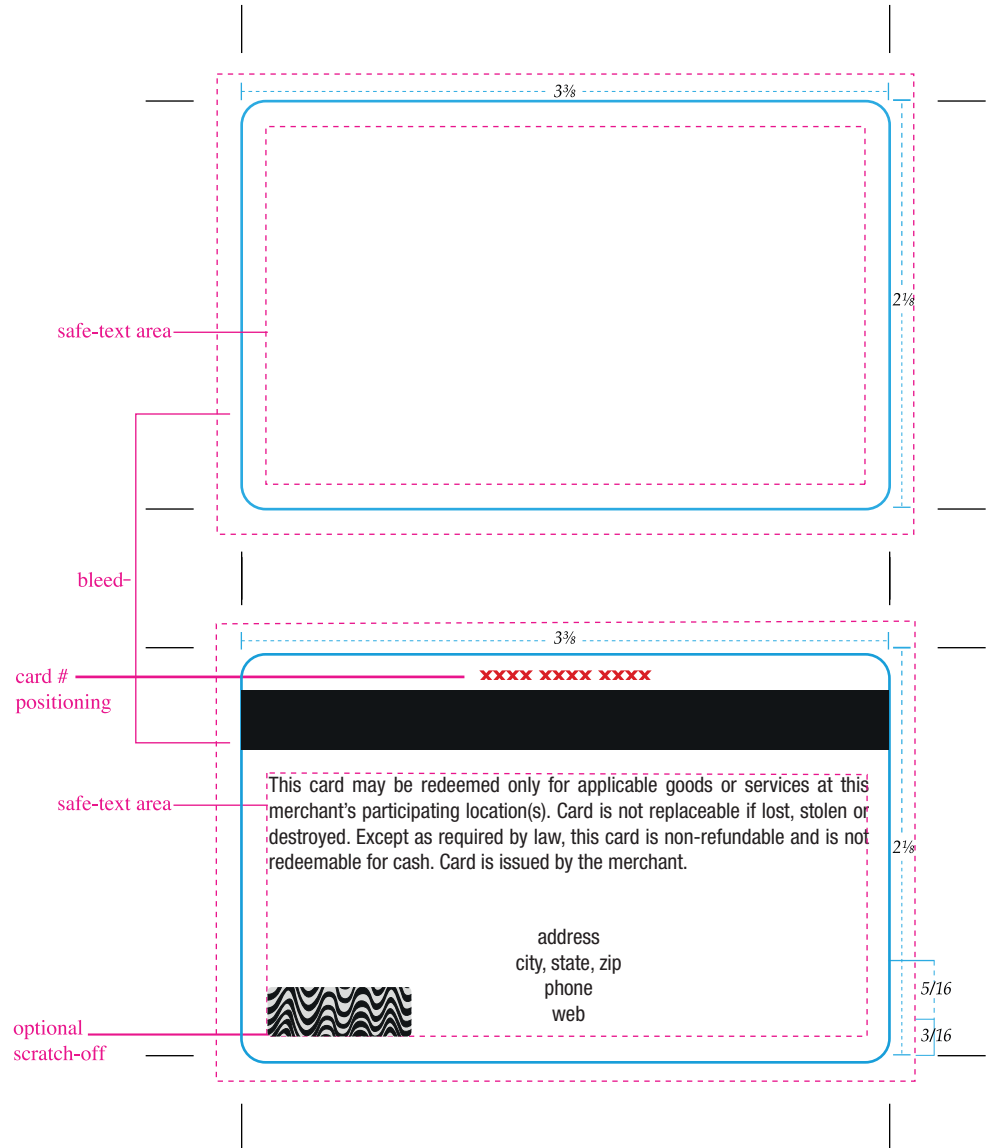
• **Submitting Artwork.** If your artwork is 10MB or less, you may email it directly to your Customer Service Representative.

If it's larger than 10MB, you may upload it to our FTP site via [www.sterlingcardsolutions.com/ftp/](http://www.sterlingcardsolutions.com/ftp/) using the login information below.

User: **enbpart**

Password: **enbpartpassword**

**Please notify your Customer Service Representative after uploading your art and provide the name of the uploaded file.**



 **Card Market®**

These are basic guidelines to assist clients in receiving the best quality final product. If you have any questions concerning art or formatting please contact your Customer Service Representative. Please feel free to ask questions prior to starting on your artwork.

# Art Guidelines



## We print in CMYK for Custom Carriers

Standard Card Carriers print 4/1

### Acceptable File Formats:

Illustrator CC or lower

- Please outline all text or send us all fonts used
- Do not flatten artwork

Photoshop CC or lower

- Raster artwork must be at least 300 dpi
- Artwork must have editable layers
- Do not flatten artwork

### Acceptable File Extensions

( .ai ) ( .eps ) ( .gif ) ( .pdf ) ( .tiff ) ( .png ) ( .psd )

### Not Acceptable File Extensions

( .pub ) ( .xls ) ( .bmp ) ( .docx ) ( .doc )

#### • Templates

Other templates may be downloaded at  
[mycardmarket.com/design-center](https://mycardmarket.com/design-center)

#### • Size

The flat size for the carrier is W: 4.75" H: 6.5"

( Please Include at least 0.25" bleed for all sides )

( Please Include at least 0.25" for all inside edges for the safe area )

The final folded product size is W: 4.75" H: 3.25"



BLEED AREA

CROP/FOLD LINE

TEXT SAFE AREA

CMYK

Black/Grayscale Only

Back

Front

Outside

Inside