

VERTICAL POKER BACK LAYOUT

PLEASE NOTE THE FOLLOWING TO PREVENT ANY DELAYS IN SENDING OUT PROOFS

- Images need to be a minimum of 300dpi (resolution)
- Outline all fonts (Shift•Apple•O)
- Make a note of the PMS colors included in the file/
what PMS colors you want matched. PMS coated values ONLY.
- Embed all linked files and/or include them when sending art.

BLEED AREA (2.657 x 3.657)

Extend artwork to this outer blue box



CUT LINE (2.5 x 3.5)

This is the actual cut of the card



LIVE IMAGE AREA (2.125 X 3.125)

Try to arrange the artwork within this box to keep a safe distance from the cut of the card.

NOTE: Extend artwork out to the bleed area if you would like it to fill the whole card



For any art that has a border, rather it be white or color, we do not recommend proceeding. We cannot guarantee the perfect cut of a border and some cards may look different than others.

ART NOTES:

WE DO NOT ACCEPT THE FOLLOWING TYPES OF FILES:

.doc – Microsoft Word, .xls – Microsoft Excel, .ppt – Microsoft Power Point, .gif – low resolution http or html file
.qxd – Quark Express Document (EXPORT AS .eps IN CURVES), Any and all types of desktop publisher files.