



GRAPHICS GUIDE

Media

Program Specifications

The preferred prepress format is digital files created on a Macintosh computer, using any of the following programs:

MACINTOSH and WINDOWS

- Quark Express up to 8.02
- Adobe Illustrator up to CS4
- Adobe Photoshop up to CS4
- Indesign CS4
- Acrobat up to 9

We also accept digital files created with the Microsoft Windows versions of these packages, however, font issues may arise when these files are opened on our Macintosh computers.

Files can be submitted on CDs, by e-mail or via our FTP site. Include a laser output of the job with the media to ensure accuracy, as well as a contact name and phone number for questions.

Layout

Image Area

Position copy and art at least .125 inches (3.2mm) from all trimmed edges.

Make decorative borders at least .125 inches (3.2mm) wide with a .125 (3.2mm) clearance from the finished size.

Bleeds

All bleeds should extend .125 (3.2mm) inches beyond the finished size.

Magnetic Stripe

The magnetic stripe is applied after the printing process and covers any graphics in the stripe position. No knockout is required.

The edge of the magnetic stripe is positioned .170 inches (4.32mm) from the edge of the card. The height of the stripe depends on the number of tracks as follows:

2-Track Capacity: .330 inches (8.3mm)

3-Track Capacity: .500 inches (12.7mm)

Reverse Type

Reverse type that knocks out of all offset printed colors should be at least 8 points and in a sans serif typeface.

Signature Panel

If a signature panel is to be applied, make allowance in the printed copy for a margin of .0625 inches (1.6 mm) on all sides to allow for bounce. Maintain a clearance of .125 inches (3.2 mm) from edges of a magnetic stripe.

Personalization

HRI Bar Codes

We support all major bar code standards including UPC-A and EAN-13.

For HRI (High Resolution Imaging) bar codes, provide a white knockout to maximize readability. Bar codes should be centered in the knockout with a .125 inches (3.2mm) allowance to provide adequate white space for left and right quiet zones.

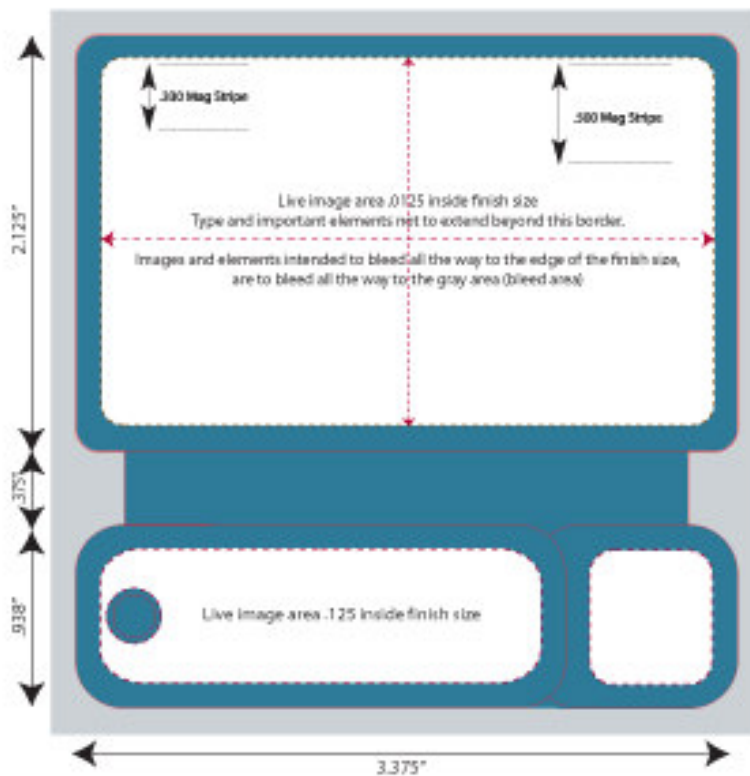


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Combo Card® 1 Specs

All measurements and magnetic stripe positions are fixed to pre-existing dies.
They cannot be moved or altered.

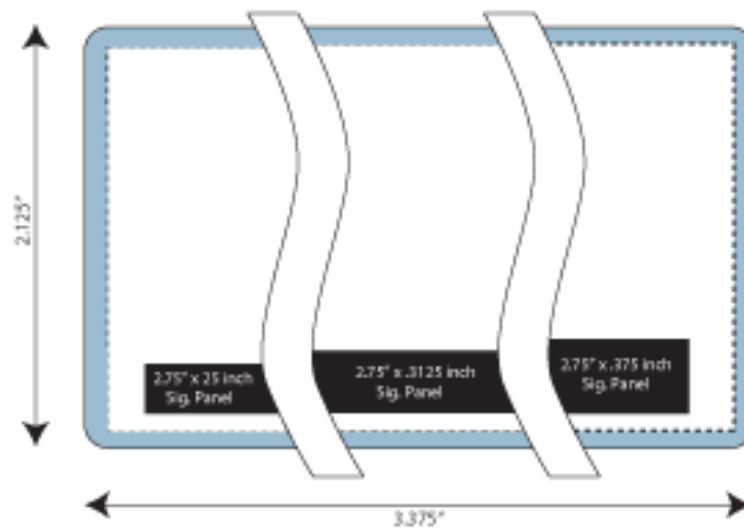
Combo Card® 1 3.375" x 3.435"



Signature Panel Specs

Signature panels can be positioned anywhere on the card - top, bottom or middle.

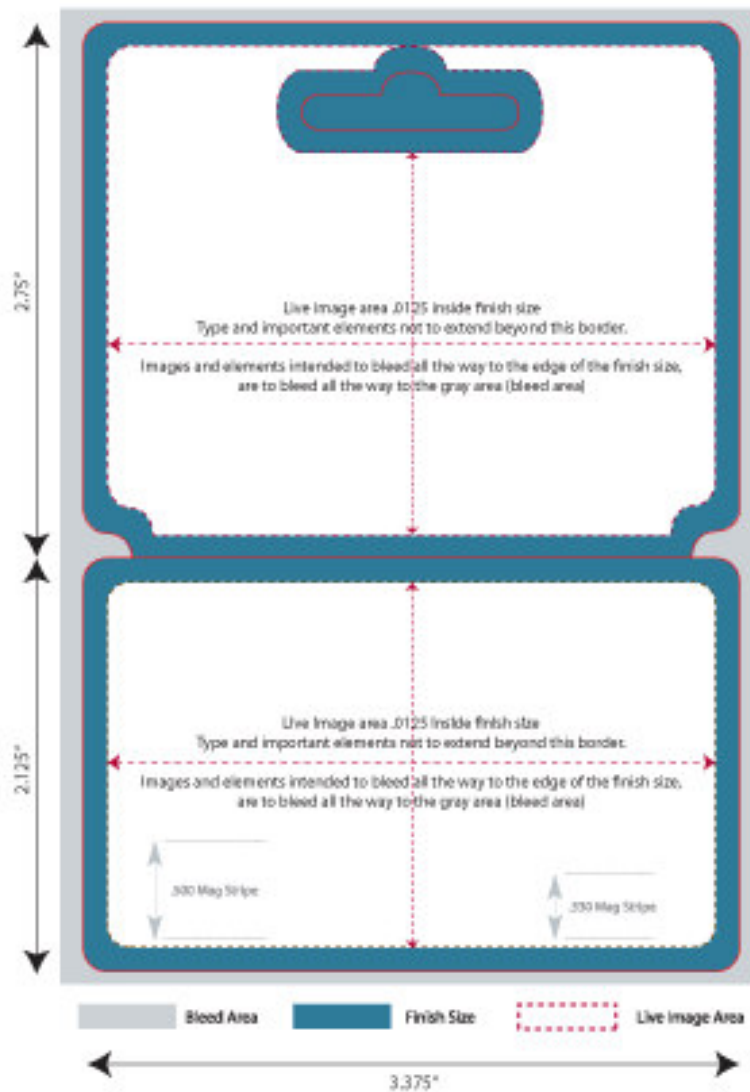
- Ensure 1/8" (.125) clearance if positioned near mag stripe.
- Allow 1/16" (.0625) on all sides for bounce.



MidRAC Card Specs

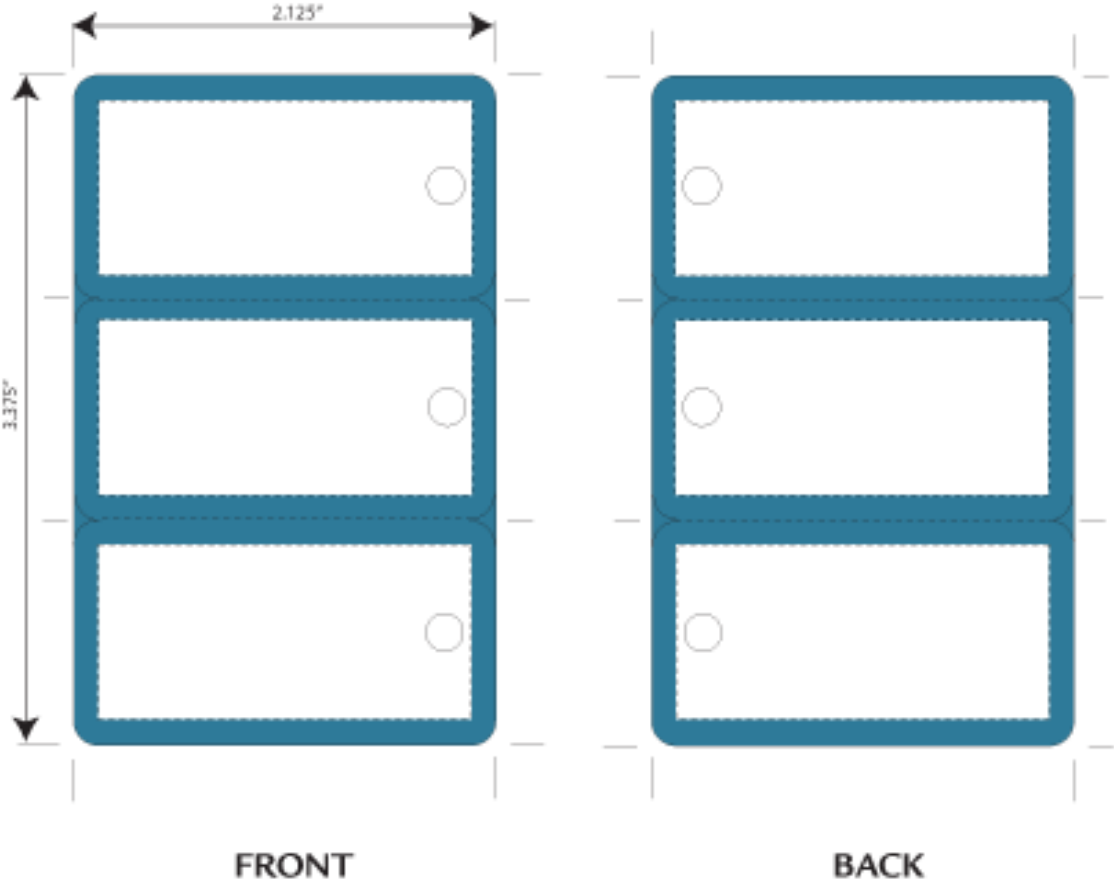
All measurements and magnetic stripe positions are fixed to pre-existing dies.
They cannot be moved or altered.

MidRAC® Card 3.375 x 4.875



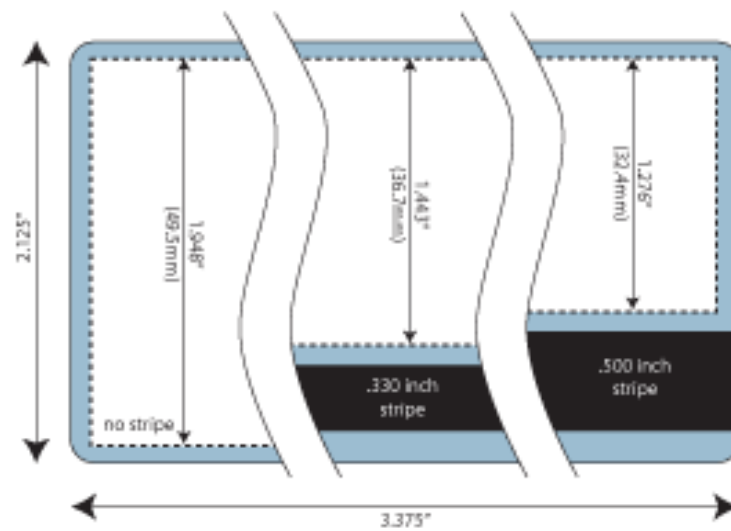
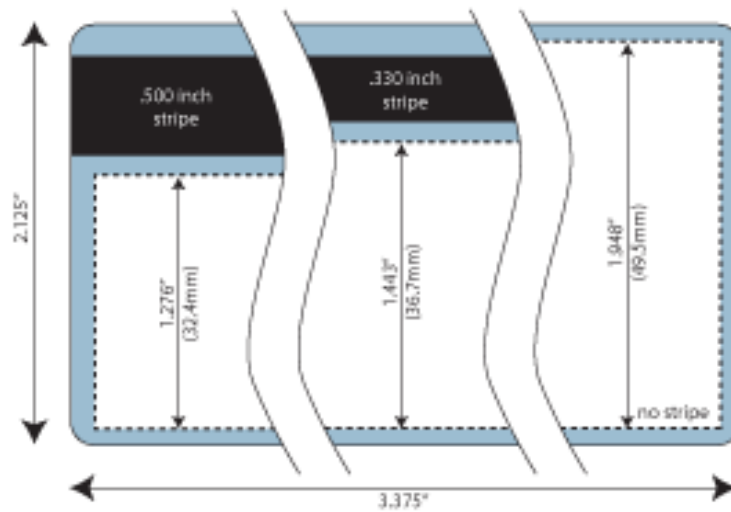
Keytag Specs

Typeset copy to remain within dotted line areas.



Magnetic Stripe Specs

All measurements and magnetic stripe positions can be either top or bottom of card



6 and 8 CHIP Contacts

Card artwork must ACCOMMODATE the presence of the chip.



6 Contact Chip



8 Contact Chip

