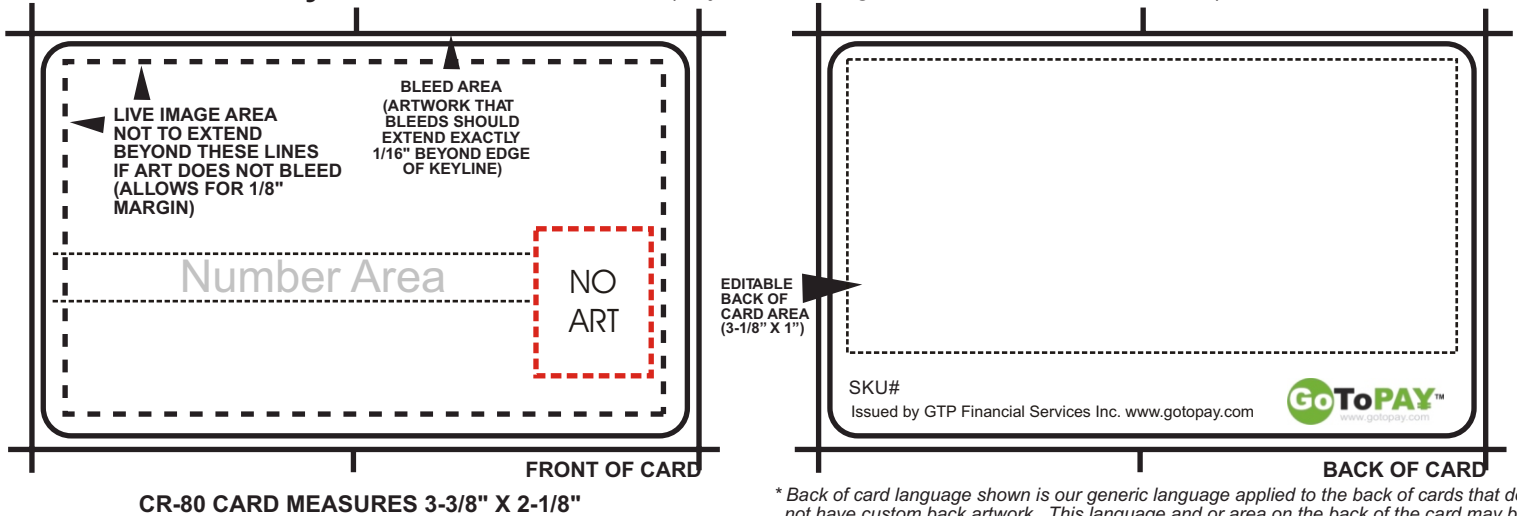


All E-mail correspondence should be directed to: [Artwork@gotopay.com](mailto:Artwork@gotopay.com)  
Please use WINZIP for compression when E-mailing.

★ We don't accept electronic art on 3.5 PC formatted floppy disks, lomega Zip 100 disks or CD's.

Minimum Order for Custom Cards: 100,000 cards-Four Color Process

Layout as shown below (Layout including bleed should measure 3.5" x)2.25"



\* Back of card language shown is our generic language applied to the back of cards that do not have custom back artwork. This language and or area on the back of the card may be customized. (back of card is a single color, 6pt Arial font, editable area is 3-1/8" x 1")

## Art Specs for Electronic Files

### IBM Programs

(In order of preference)

1. **Adobe Illustrator 10.0** or lower
2. **Corel Draw 12.0** or lower

When possible, please use Adobe Type 1 fonts. Please include printer and screen fonts that you used to create your file. All type should be changed to curves to avoid font problems. If you have placed art, include the image file. The entire document needs to be exported in EPS format.

### Image Files

1. EPS (PC) format
2. Tiff (PC) format

**We CANNOT accept Microsoft Word, Excel or Powerpoint**

### If sending directly to print

#### Placed Elements Formats

Please save all elements in your files in these formats:

1. EPS (PC) - **Use for vector art**
2. Tiff (PC) - **Use for CMYK and Halftone Only**

Files saved in any other format can cause problems. **DO NOT** send RGB images. If we must change to CMYK, your image may change to an undesirable color intensity.

#### Placed Element Specs

1. CMYK & Halftone images should be scanned at 300 res (calculate for final size) for output at 150 lines.
2. Line art should be scanned at 1200 res (calculate for final size).

### Fonts

Font problems are common because of the large variety of font manufacturers. Please include all fonts and screen fonts used in your document to ensure that your job prints to your specifications ( even the most common fonts).

### Trapping

In Adobe Illustrator we set the trapping between 1 pt and 1.5 pt depending on the image. We can adjust or set the trapping for you.

### Colors

Please make sure that your art colors are specified as you would like them to print. A PMS color should **not** be separated as process.

### Client Checklist (Very Important)

- Are all of the files, support files and embedded files to be output in the zipped file?
- Did you make a backup of all of your files?
- Did you uniquely name all files?
- Did you attach a .jpg proof of all finished card?
- Did you include your screen and printer fonts?
- Did you indicate on your Print/Proof FPO?
- Did you link all graphics files and are they indicated on your print/proof?
- Did you indicate color elements- Pantone or CMYK values?