

# Graphic Design Fees



Valutec charges a flat \$75 graphics fee that covers the card layout and production work required to provide a “press-ready” electronic file to the card production plant. Rather than charge a variable rate on every job, this fee is intended to simplify pricing for custom card production and will cover the majority of graphics work requests.

Whenever a request exceeds the limits of this fee, Valutec will communicate the cost prior to doing the additional work. PLEASE NOTE: the \$75 graphics fee is included in the cost of custom cards under the Jumpstart and LaunchBox programs (excluding image library purchases).

## Graphics/Production Fee Guidelines

Graphics fees are charged per card design. Which means that merchants who request two or more distinct card designs to choose from will be charged \$75 for each design. Revisions to a single card design are covered by the \$75 fee unless they exceed four (4) proofs.

### 1. \$75 Graphics Fee covers the following work:

- Create a card design or layout from a usable electronic file or high-resolution reflective copy of Merchant logo or other merchant-supplied artwork.
- Provide up to 4 proofs with design and/or content revisions.
- Preflight merchant-supplied card design files and make necessary modifications to put artwork in press-ready format.

### 2. Additional cost will be incurred when we:

- Create a card design using artwork from photos.com or one of Valutec’s image libraries (\$25).
- Produce more than 4 revisions of a card design (\$25).
- Create more than one unique card design as part of the card creation process (\$75).

## Accepted file formats for Art/Graphics

Electronic files created with any of the following graphics programs:

### Macintosh Platform

Quark Xpress 6  
 Adobe PhotoShop 7  
 Adobe Illustrator 10  
 Adobe Pagemaker  
 Macromedia Freehand 8.0  
 Corel Draw 6.0

### IBM/PC Platform

Quark Xpress  
 Adobe Photoshop  
 Adobe Illustrator  
 Macromedia Freehand  
 Corel Draw 7.0

## What is acceptable artwork?

High-resolution electronic images or vector-artwork, reflective art (such as a print made from a film negative or a solid black-on-white print). Printed material such as a brochure, business card, or color printout, is not recommended for high quality card production.

## Logo Design

If merchant does not have a logo, the artist will attempt to typeset the business name in a font and style that fits the business, however, the \$75 Graphics Fee does not cover creation of original artwork for company logos.

## Order Minimums

Custom card production requires the following minimum order quantity based on the card program the merchant chooses:

**Choice program:** 1,000

**Jumpstart/LaunchBox programs:** 500

## IMPORTANT TO DO

Please provide a copy of the “**Graphics Specifications for Printing on Plastic**” sheet to Merchant and/or the Graphic Designer that will be creating card design.

# Graphics Specifications for Printing on Plastic

We accept electronic files on 3.5" Mac or PC formatted disks, ZIP 100 & 250 disks, CD and DVD.

## Sending in artwork

EMAIL ADDRESS - artwork@valutec.net

Use only for artwork submissions. All other E-mail correspondence should be directed to Account Representative

PLEASE compress all emailed graphics files in a ZIP or Stuffit archive.

## Accepted file formats for Art/Graphics

Camera ready art\*, or electronic files created with any of the following programs (in order of preference):

### Macintosh Platform

Quark Xpress 6.0

Adobe PhotoShop 7.0

Adobe Illustrator 10.0

Adobe Pagemaker

Macromedia Freehand 8.0

Corel Draw 6.0

### IBM/PC Platform

Quark Xpress

Adobe Photoshop

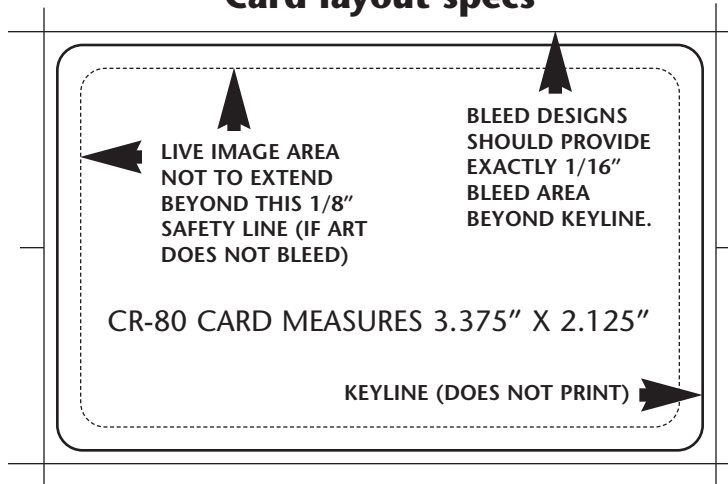
Adobe Illustrator

Macromedia Freehand

Corel Draw 7.0

\***Camera Ready art** = high resolution photographic art such as a print made from a film negative. "Printed" artwork—such as an inkjet or laser print, brochure, or business card—is generally not usable for high quality card production. Design and/or production fees may be incurred for non-conforming submissions.

## Card layout specs



## Sample layout for back of card

The sample layout for the back of the card features a black header bar at the top. Below the header, the text reads:

- You may use this card at any (Merchant) location by simply handing it to the cashier for payment when making a purchase.
- Additional value may be added to this card at any time.
- This is not a credit/debit card and has no implied warranties.
- (Merchant) is not responsible for lost, stolen or damaged cards or any unauthorized card use.
- Card is redeemable for merchandise only. Unused value remains on card and cannot be redeemed for cash.
- We look forward to serving you and hope you enjoy the convenience of our gift/stored value card.

Powered by Valutec      Card # 000000000000

## Fonts

Please include all printer and screen fonts used in your document to ensure that your job prints to your specifications (even the most common fonts). Convert all fonts to outlines in Illustrator files.

## Trapping

Trapping for high-quality press-laminated cards may be set to the same tolerances used for standard offset printing. We use a .144 spread or choke in QuarkXpress and .25 for vector artwork.

## Color

Custom card pricing is based on a 4-color process card front and black on card back. Pantone colors will be separated as process for all cards unless specific arrangement is made for spot color printing.

The heat lamination process may cause colors to darken slightly when compared to a Matchprint or Color Key.

## Placed Images

Please save all art and halftone images in the following formats:

EPS (Mac or PC)

TIFF (Mac or PC)

Files saved in any other format can cause color shifts if we convert them to the proper format. Esp. DO NOT send RGB images.

## Client Checklist

- Are all files, support files and embedded files to be output included?
- Did you backup all of your files?
- If you are submitting a finished design, is an electronic proof included?
- Screen AND printer fonts included?
- Are all graphic files linked and are they indicated on your print/proof?
- Did you indicate all color elements - Pantone or CMYK values?