

## STANDARD & CUSTOM CARD PRODUCTION

### Standard Cards

Merchants may choose from any of the pre-printed card designs shown in the Merchandising Tools & Standard Cards section of this booklet. Next, the merchant selects a typestyle and type color for their company name to be overprinted on the card. No proof is provided or required prior to printing. Standard Card production time is 3 to 5 business days from the date Valutec approves the Merchant Setup Form or receives a card reorder form.

### Custom Cards

Valutec's graphics department can produce a custom card layout utilizing a merchant's logo and/or other artwork, or, the merchant's own graphics professional may create the card design. **Custom verbiage for the back of card should be supplied with artwork.**

Valutec makes every attempt to create a card proof within 2 - 4 days of receipt of artwork and a **complete Merchant Setup Form**. Once the card design proof has been approved, Custom Card production time is approximately 15 business days. Additional time may be required during the peak pre-holiday card ordering season from mid-October through December.

## Card Quality

Valutec produces premium-quality, press-laminated cards for every order, from 100 Standard Cards for a single store to 500,000 Custom Cards shipped to the individual locations of a franchise chain.

## Card Printing

All cards are printed as 4-color process on white base material with black ink only on card back. Pantone or spot colors specified by customer will be converted to 4-color process equivalent for printing. Specialty inks—metallic, flourescent, Pantone spot colors—will add to production time and cost.

## Sending in Artwork

EMAIL TO: [artwork@valutec.net](mailto:artwork@valutec.net)

Use only for artwork submissions. Please compress all emailed graphics files in ZIP or Stuffit format.

MAIL TO: Valutec Card Solutions

Attn: Graphics Dept.

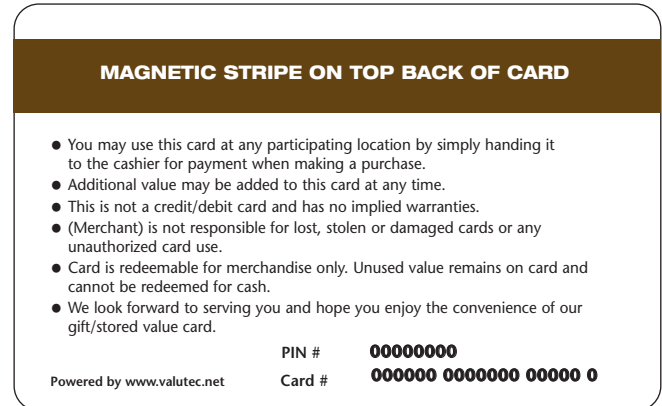
113 Seaboard Lane, Suite A-200

Franklin, TN 37067

Download a complete sheet of card production and artwork preparation specs at [www.valutec.net](http://www.valutec.net).

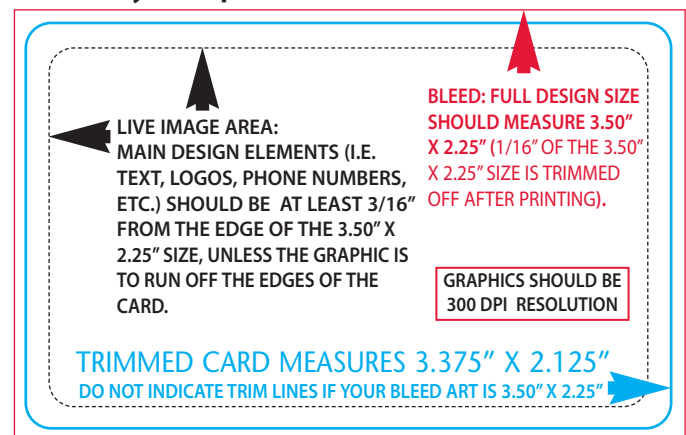
## Back-of-card Verbiage

All standard card designs are preprinted with the bullet-point verbiage shown in the sample below (**with the exception of clear and/or Reward cards**). For custom cards only, the merchant may create their own text or a modified version of the bullet-point verbiage.



- 1 Above card is shown actual size with standard bullet-point text.
- 2 You may customize the back-of-card verbiage (**on Custom Cards Only**) by attaching a copy of the desired wording to your merchant application or emailing it to [artwork@valutec.net](mailto:artwork@valutec.net). There may be special terms and conditions you'd like to include—just keep in mind that space is limited. **Back verbiage should fit in a 3.125" x 1.10" area and be one color (black) to avoid additional printing charges.**

## Card layout specs: Read Q & A's for more details.



**LIVE:** 3.125" x 1.875" major design elements should be placed within the "Live" image area.

**BLEED:** 3.50" x 2.25" all items that run off the card must reach the "Bleed: size/edges. Do not cut off corners of art.

**TRIM:** 3.375" x 2.125" (corner radius is approximately 0.125") cards are cut at "Trim" size.

## Preferred file formats for Art/Graphics

### Macintosh Platform

Quark Xpress 6.5  
Adobe PhotoShop 7.0  
Adobe Illustrator 11

### IBM/PC Platform

Quark Xpress  
Adobe Photoshop  
Adobe Illustrator

Photo images: High-resolution (300 DPI) CMYK tiff, eps, or jpeg.

## Q&amp;A

**Q How do I create my own card design?**

**A** Start with a 3.50" x 2.25", 300 DPI (high resolution), CMYK image/file/document size. This is called your "bleed size". All elements running off the card should reach the edges of this 3.50" x 2.25" bleed size. Measure 1/16" from each of the 4 edges. This is your "trim size"; the size that your art will be trimmed to create your actual cards. *The size of your trimmed cards will be 3.375" x 2.125" with corners that are approximately a 0.125" radius.* Please do not indicate trim lines in your artwork, unless your artwork has a solid white background or you are a professional graphic designer and/or understand what it means to indicate trim lines in a layered Photoshop file, a vector art image or a separate element in a Quark document. Please do not cut off corners of your artwork to indicate curved/radius corners. Measure 3/16" from the edges of the 3.50" x 2.25" size; this is called the "live area". Place all major design elements (text, logos, etc) at least 3/16" from the edges of 3.50" x 2.25" size, in the "live area" (unless the element runs off the edges of the card). Placing elements closer than 3/16" from the 3.50" x 2.25" size may cause them to look off-center.

**Q How long does it take to develop a gift card layout and proof?**

**A** Once acceptable artwork has been received and evaluated, an electronic proof will be created and sent via email within 3 to 5 business days. A color laser proof can also be sent upon request. Color key or matchprint proofs supplied at additional cost. Proofs are not created until complete Merchant Setup Form is received and entered at Valutec.

**Q What types of electronic files do you accept for artwork?**

**A** Digital files for both the Mac and PC platforms created with any of the following programs:

- Quark Express 4.0 to 6.5
- Adobe InDesign
- Adobe Photoshop 7.0 or previous version
- Adobe Illustrator 11.0 or previous version
- Macromedia Freehand 8.0
- Adobe Pagemaker 6.5 or previous version
- Corel Draw 7.0 (Win) & 6.0 (Mac)

**Q What can I do if I don't have digital artwork?**

**A** It's best to contact the printer that has done your business cards, signs, menus, etc. to check the possibility of getting digital art. Photocopies, photographs and printed materials (business cards, brochures, etc.) are less suitable for high-quality graphic production, but in some cases can be used. Additional graphics fees may apply.

**Q What media can be used to send files?**

**A** We can accept your files via CD, DVD, floppy disk, 100 and 250 MB Zip disks, and email attachments of less than 5MB in size (all e-mailed Illustrator eps files should be compressed with Stuffit or WinZip to avoid corruption).

**Q What is the time frame for receiving my completed gift card order?**

**A** After the proof has been approved and returned, custom card production requires approximately 15 business days plus shipping time.

**Q What is the minimum number of cards I can order?**

**A** Each of our program packages provides a different minimum order level. The Jumpstart package includes 100 Standard cards. The LaunchBox packages includes 500 standard or custom cards. The minimum order for the Choice program is 1,000 custom cards. These minimum order quantities apply to each version of a card being printed (example: 1,000 custom gift cards or 1,000 loyalty cards).

**Q Can I order a larger quantity of cards to get a price break and have them stored until needed?**

**A** Yes. We can provide warehousing and fulfillment services for cards and custom merchandising materials. Cost quoted upon request.

**Q What type of magnetic stripe is used?**

**A** Valutec uses a 300 Lo-Co magnetic stripe, (size may vary 7/16" or 5/16").

