

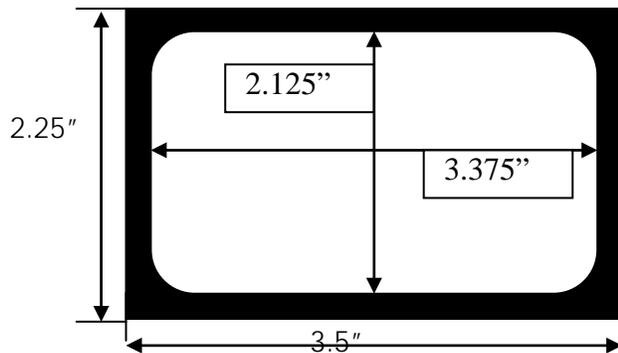
WORLD GIFT CARD

What you need to know about

Artwork

We want you to have the best looking gift card ever. Below is an illustration for your card designer to carefully follow. The artwork that follows the guidelines outlined below is considered finished artwork ready for printing. A logo, business card, or a scanned image is not considered finished artwork. Following these guidelines will also insure the quickest possible shipment of your cards. If you do not have anyone that can help you with your card we can design it for you or refer you to someone. Please see the design fees at the bottom of this page if you need something designed. If you have any questions please call us. Below are the specs that will need to be followed.

Image Size:



The image must be sized to 3.5" x 2.25". The finished card will have .125" radius rounded corners (just like a credit card). The black area will be lost in production of your cards (but please **don't remove it** prior to submitting your artwork), so you will lose the parts of the image that appear in it. Keep all parts of any images that must appear on the card at least 1/16" from the edges. Keep all text at least 1/8" from the edges. Call with any questions you have.

File Format: The best way to get an image to us quickly is to e-mail the image to artwork@worldgiftcard.com as a .TIF file. For best results the image should be created at a **minimum** of 300 PPI (pixels per inch) but preferably 600 PPI or higher. Please send the file in PC byte format (we have to convert Mac files). We can also work with .PSD, .PDF, .EPS, .AI and sometimes hi-resolution .JPG, or JPEG files. Images created specifically for websites are too low resolution and will not print well, so please do not send web images. If you are using Photoshop, please do not flatten the files before submitting the artwork. This will make the process of making future changes easier.

Colors: If your image is a full color card, saving the above mentioned .TIF file in RGB or CMYK mode will work well. If your card has specific colors you would like us to use, you must indicate PMS numbers or CMYK levels. But please keep in mind that we use a CMYK digital printing process, and some PMS colors cannot be matched because the PMS Color Matching system is designed for litho type printing where different colors of ink are mixed to form a specific color. If you want us to match the colors of previous cards or other printed material you are using you must send us a copy of that card or printed material, but keep in mind color doesn't look exactly the same on every substrate. We may need to send a printed proof of the card to verify that the color is correct.

Fonts: If you want us to match a font please tell us what font to use, if it is not a commonly used font or is only available commercially please email it to us. If we are required to purchase the font for your card image, there will be an additional charge. Alternatively, we will use a font that is similar if possible.

Backs: The back of the card generally contains the legal disclaimers and possible contact information for your business. It is black text on white. We can do a full color back at additional cost. Please call for details. [Take a look at the standard text used on the back of most of our cards.](#) If you prefer to use custom text please be sure that it is sized no larger than 3" x 1" and is legible when printed. If you want business contact information on the card you must put the exact information that applies (address, telephone number, web address, etc.) in your source image. Keep in mind that as of August 22, 2010 new federal laws apply with respect to language printed on gift cards – check with your legal help for more information on the laws in your state.

Artwork Rules of Engagement:

- If artwork is sent complete, in an image file we can use, pre-approved, so that we all we have to do is setup the order, print and ship the cards = no artwork charge.
- If artwork is sent complete, in an image file we can use but not approved, we will create a proof of the card (front and back), obtain the approval, setup the order, print and ship the cards = no artwork charge.
- If artwork is sent complete, in an image file we can use but not approved, we will create a proof of the card (front and back), in obtaining the approval there is a single, simple change (spelling, grammar), setup the order, print and ship the cards = no artwork charge.
- If artwork is sent complete, in an image file we can use but not approved, we will create a proof of the card (front and back), in obtaining the approval there is a single revision (color change, text change, image change, etc.) setup the order, print and ship the cards = the artwork charge will be \$25.00.
- If artwork is sent complete, in an image file we can use but not approved, we will create a proof of the card (front and back), in obtaining the approval there are major revisions (color changes, text changes, font changes/searches, image changes, etc.) setup the order, print and ship the cards = the artwork charge will be \$50.00 per hour with a one hour minimum.
- If artwork is sent incomplete, in an image file we can use but not approved, we will respond with the request for the image to be completed and resent = adds \$25.00 to the above.
- If artwork is sent incomplete, in an image file we can use but not approved, we will respond with the request for the image to be completed and resent, and the customer requests that we take the action to complete the image (font substitution, clip art, image touch up, bleed edge, etc.) = the artwork charge will be \$50.00 per hour with a one hour minimum.
- If only a logo is sent and we are requested to complete the image = the artwork charge will be \$100.00 to create the 1st proof and \$50.00 per hour with a one hour minimum for any revisions.
- If no artwork is sent and we are requested to provide an image = the artwork charge will be \$150.00 to create the 1st proof and \$50.00 per hour with a one hour minimum for any revisions.
- Any images sent in files we cannot use will be returned and no action will be taken until we get a file we can use.
- Sending in a business card or a scanned image of a previously used card is not acceptable and will not be used to print cards.
- These apply to card carriers as well.

Submitting artwork: The best way to get an image to us quickly is to e-mail the image to artwork@worldgiftcard.com. We also have an FTP site where large image files can be uploaded, (instructions below), or you can send the images through services like www.yousendit.com or www.mailbigfile.com.

FTP Instructions:

Open Windows Explorer by right clicking on the start button, and then click on explore. After Windows explorer opens, type in **ftp://worldgiftcard.com** in the address bar. The login screen will open, then enter the login information: login: **artwork**, password: **artwork**

Drag and drop your artwork files into the open window to upload the file. Simply close the window to log out.

ftp://worldgiftcard.com

login: artwork

password: artwork

Or, you can also mail the files to us on a CD or DVD disc, to the address below.

World Gift Card

Attention Art Dept.

1321 Precision Dr., Suite 300

Plano, TX 75074.

Please Note:

Our standard shipping time is 7 to 10 business days from the date card proofs are approved by you. However, this WILL vary depending on the size of the order and load of production which changes throughout the year, because of major holidays, special events, and especially around Christmas. So if you need to have cards for a Holiday, special event or the Christmas Season, plan ahead and order early. The Christmas rush starts in late September and continues through December. Production time is longer during this time because of the increased demand. Orders are processed as they are received and put into production as they are approved, so plan ahead! Rush orders during peak holiday seasons will only be processed with a slotting fee to be moved up in the print queue.

Our standard shipping time is the approximate time when cards will ship after proof approval and not the delivery date. This means you must take into account shipping time from our location to yours.

Questions? Call (888) 745-4112, or email the production department at artwork@worldgiftcard.com