



Art timeline & guidelines

Art Timeline:

Once our art department receives your art , it takes approximately 2 business days to create a pre-production proof which is then sent back to you for approval. If you require changes to the pre-production proof it will take an additional 1 to 2 days for the changes to be made and another pre-production proof to be sent to you. Once the pre-production proof is approved it takes 1 to 2 days for the final production proof to be returned for your final approval. Once the final production proof has been approved the art department will immediately send to plate for the production phase.

Pre-Production Proof	-	2 Business Days
Pre-Production Proof Changes	-	1-2 Business Days (usually 1)
Final Production Proof	-	<u>1-2 Business Days</u> (usually 1)
Final Production		4-6 Business Days

Art Guidelines:

Programs Accepted

Quark 6.5 or lower
 Photoshop CS3 or lower
 Illustrator CS3 or lower
 In Design CS3 or lower

Illustrator Files

Preferred

Files Accepted

Quark 6.5 or lower
 Photoshop CS3 or lower
 Illustrator CS3 or lower
 In Design CS3 or lower

Vector Images

CMYK
 Defined PMS

Media Accepted

Cd-Rom
 Email
 Upload to FTP site
 (for files over 5MB -
 email for our ftp in

Raster Images

CMYK
 Monotone, Duotone,
 Tritone
 300 Pixels/Inch (PPI)

Ø **Templates** - Can be downloaded from the website at enbp.com under SUPPORT-TEMPLATES or <http://www.enbp.com/main.php?content=Templates>

Ø **Logos or Graphics provided must be a minimum of 300 dpi** - Many logos and graphics that are emailed or downloaded from the internet are too low of a resolution (72dpi) to use. Some logos can be recreated from these files, but that will be determined on a case-by-case basis. Photos cannot be recreated.

Ø **Card Size/Bleed** - Please be sure the card is to size w 3.375" x h 2.125". If the card has color or images running to the card edge, a 1.8" bleed must be included, making the card w 3.265" x h 2.375".

Ø **Mag Stripe** - If the card has a mag stripe on the back, please note the mag stripe will sit 3/16" from the edge of the card (top or bottom, whichever works best for you). The mag is 5/16" tall and runs the width of the card. *PLEASE NOTE: The small area above or below the mag stripe must be left clear of ink for the imaging of the card number.*

Ø **Linked Images/Fonts** - Please include all fonts and images used in the job. If the art is created in Illustrator, and no changes are anticipated, fonts should be outlined.

If you have any questions concerning art or formatting, please call Peo Akesson at 877-651-8817 or email us at info@sustainablecards.com

Please feel free to ask questions prior to starting on your artwork.

