

## Gift Card Art Requirements

Please provide artwork in any of the following formats by emailing it to: [giftcard@tnbci.com](mailto:giftcard@tnbci.com)

- T** Supported formats are: PDF, JPG, TIFF, EPS, AI or PSD
- T** All artwork needs to be submitted in the exact size of 3.625" x 2.375". This will ensure that the artwork will be printed to the edge of the card, and no bleed area will show around the edges.
- T** Standard actual card dimensions: 3 3/8" x 2 1/8" (3.375 x 2.125)
- T** Keep all text and important images that you wish to be printed .125" away from the trim
- T** Minimum point size for reversed out type is 6 point. Fonts will not be legible if smaller.
- T** Ensure the artwork is saved in CMYK color mode for more accurate color results.
- T** Solid black areas on 4-color process jobs should be rich black. (70 cyan, 30 magenta, 0 yellow, 100 black)

Minimum resolution for artwork is 250 dpi. We recommend 300 dpi or higher. Images must not only meet resolution requirements but must also be within standard card dimensions, as pixelization will occur when an image with lesser dimension is increased to standard card dimension.

Please be advised that the standard CMYK color process applies to the front of the card only. Any colors in addition to black and white on the back of the card will be subject to additional fees. The back of the Gift Cards can only be customized if choosing Custom 1000 or A la Carte programs.

We may at times request additional files when file manipulation is required.

Artwork should be ready in the colors specified to defray additional charges.

Artwork not meeting the above requirements will delay the production of cards.

Additional proofs will be billed at the standard reproofing fee

A standard plate fee per additional design will apply when ordering multiple designs.

**NOTE** – If you are unsure how to get artwork created per these specs, please contact your local printer or a graphic designer for assistance. Artwork can be created/designed upon request. A standard artwork fee per hour will apply.

