

Custom Cards

Design Specifications

Artwork Specifications

- All artwork must be submitted press ready.
- All work must be created in CMYK. Do not send RGB or PMS images. If we must change to CMYK, your image may change to an undesirable color intensity.
- All artwork must have a resolution of 300 dpi at print size.
- If photos are part of your artwork, each photo must have a resolution of 300 dpi at print size. Do not use photos taken from the Internet. Internet photos have a resolution of 72 dpi and cannot be improved.
- Artwork that bleeds must extend 0.125" beyond the edge of the card on all sides to allow for shifting during the cutting process.

Formats

FOR PC USERS: Artwork must be created in Adobe Illustrator CS2 or lower, Adobe Photoshop CS2 or lower, or InDesign CS2 or lower. Acceptable formats are eps, tiff, ai, psd, or pdf. Do not flatten files.

FOR MAC USERS: Artwork must be created in Adobe Illustrator 11.0 or lower, Adobe Photoshop 8.0 or lower, Adobe InDesign 3.0 or lower, or QuarkXPress 6.1 or lower. Acceptable formats are eps, tiff, ai, psd, or pdf. Do not flatten files. If you are sending a Quark eps, please send the originating files. The easiest way is to "collect for output".

Do not send PowerPoint, Publisher or Word files. They are not graphics programs and will not work. If you are sending linked artwork, be sure to include the originating art.

The artwork for each card must be on its own disk. Do not put multiple card styles on a single disk. Artwork may be saved on zip disk, floppy disk, CD or DVD. Do not email files larger than 1 MB. They may be lost or distorted in transit.

Type Specifications

Type is best handled as vector art. As a precaution, all type should be converted to outlines in Illustrator or converted to box in Quark. Include all fonts used to create your artwork to ensure that your job prints to your specifications (even fonts you might think are the most common). Text supplied in Photoshop must have the fonts included and should be saved on separate layers.

Proofing & Production

The program is designed for 4 color process printing on the front and black on the back. For orders of 25,000 cards or more, one PMS color may be specified for the back. Special pricing must be obtained for any orders that vary from these standards.

Proofs will be provided via email unless otherwise requested. Please print the proof, sign and fax back per the instructions included in the email. Production will not begin until FINAL, PRINTER-GENERATED proof sign off is received. Proofs for Custom orders of more than 25,000 cards will be sent directly to the shipping address and contact name on the enrollment form. Instructions for proof approval and sign

off will be included. The original proof must be returned per the instructions before card production can begin. One proof is included in the standard pricing. Each additional proof is \$35.

IMPORTANT: Incorrect graphics will delay your order and may be subject to a \$75 per hour fee for alterations.

Production time is 21 business days from FINAL proof approval for card orders less than 50,000; production time for larger orders will be determined by quantity ordered.

Send Digital Artwork to:

Email Address: EGCARTwork@elavon.com

Ship To Address: Elavon

Attn: Boarding-EGC

7300 Chapman Highway

Knoxville, TN 37920

EGC Support: 1-800-725-1243, option 8, ext. 8045

Please include the following in your artwork submission:

1. Name of business for which artwork is being submitted
2. Indicate that the artwork is for a CUSTOM order
3. Contact name and phone number
4. If artwork is not being submitted for the back of the card, please acknowledge that you would like the back to be BLANK
5. If you would like to include the Consumer Balance Inquiry phone number on your card, that number is 1-866-794-4839. No charges apply for the use of this number.

