



**CR100**

**Prepress & Media**

We are able to handle both conventional and digital materials offering the maximum flexibility.

**Conventional**

1 up right reading negative film emulsion down with a 150 line screen. Do not include keylines. If 4 colour process please include a colour key. Please review layout information.

**Digital**

We can accept files in PC or MAC format.

MAC Quark 4.1

Adobe Illustrator 8 or 9

Adobe PageMaker 7.5

Adobe Photoshop 7

In Design 2.1

EPS

Ensure that all text is converted to curves or you must include all fonts. We can accept CDs, 3.5 diskettes and zip files under 4 megs via e-mail.

**Layout & Design**

**Image Area**

Design card to size 67X98mm (2.625 X 3.875 in) 1 up. Do not include the keylines in the design. Non bleed art should be 3mm (.125 in) inside the finished edge of the card.

**Bleeds**

All bleeds should extend 3mm (.125in) beyond the finished size.

**Reversed Type**

Reverse type that knocks out all printed colours should be at least 8pt type in San Serif typeface. Closed or delicate typefaces or smaller point sizes may fill in especially if the colour is dark and requires two hits.

**Magnetic Stripes**

Magnetic stripes used on this size of card. While they can be post applied the card could not be encoded by us.

We would need to have them sent out and manually encoded at a premium.

**Layout & Design contd.**

**Bleeds**

All bleeds should extend 3mm (.125in) beyond the finished size.

**Reversed Type**

Reverse type that knocks out all printed colours should be at least 8pt type in San Serif typeface. Closed or delicate typefaces or smaller point sizes may fill in especially if the colour is dark and requires two hits.

**Personalization Areas**

Thermal printing maybe done on these cards but is not edge-to-edge, see the image area on diagram. If a bar code is to be applied a knockout area of a 45 X 13mm (1.8 X .500 in) minimum will be required. The bar code layout must have space for quite zones in the upper left and right of the area. Embossing on this sized card is not possible.

The white area represents the area that can be imaged by the thermal printer. Colour, monochrome and scratch off are all possible on this size. A secure tamper proof pattern is also possible in the overlay for security.

