



**CR80**  
**ABA STANDARD**  
**ISO 7078**

**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 Corel Draw 9

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.

Check your cd's to include:

Fonts + Photo's + Images + Text

**Layout & Design**

**Image Area**

Design card to size 85X54mm (3.375 X 2.125 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 that are post applied will cover any graphics printed on the card. Pre-applied magnetic stripe require a 3mm knockout for the magnetic stripe. The mag stripe is positioned 4.45mm (.175in) from the top edge of the card.

track 2 extends 8.3mm (.625in)

track 3 extends 12.7mm (.500in)

**Layout & Design contd.**

**Smart Cards**

When we are printing 'chip-in' the design can extend to 1mm from the edge of the chip. Consider that in some chips the milled area on the reverse side will have depression area which can effect the print.

**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 print, inkjet and embossing areas must be at least 3mm (.125 in) from any edge or the magnetic stripe. 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. When embossing is required consider the impact of the embossed characters on the text or graphic on the reverse side of the card.

