



GIFT CARD ARTWORK SUBMISSION REQUIREMENTS

ACCEPTED APPLICATIONS AND FILE FORMATS

APPLICATIONS

Adobe Illustrator CS3 +
 Adobe PhotoShop CS3 +
 Adobe Acrobat

FILE FORMATS

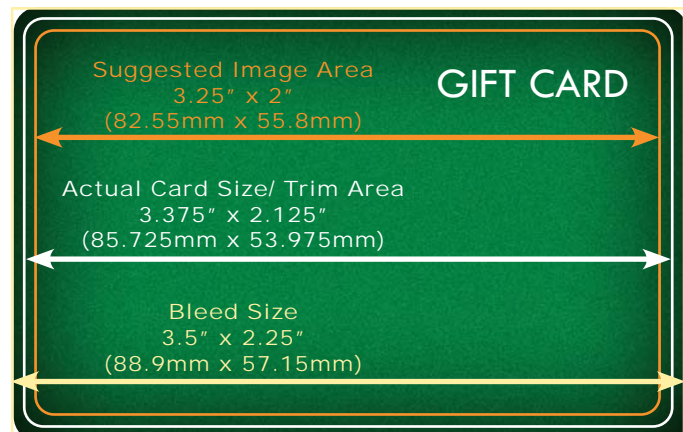
.ai, .eps, .pdf
 .psd, .png, .tif, .jpg, .pdf
 .pdf

WE CAN NOT ACCEPT THE FOLLOWING:

- Corel
- PageMaker
- Bitmap Images
- Low Resolution (72dpi or web images)
- Word Documents
- Indexed Files
- Web Graphics
- Publisher
- Paintshop
- Mac Fonts

ARTWORK SPECIFICATIONS

- Standard card size is 3.375" x 2.125" with corners at .125" radius.
- Image area size is 3.25 x 2". It is suggested that all text and images fit within this area unless designed otherwise.
- Bleed area size is 3.5" x 2.25". Images that are to be printed to the trimline must have an allowance for bleed. (see example to the right)
- Adobe PhotoShop files should, at least, be 300 dpi resolution (at full size), 1200 dpi for black and white bitmap lineart.
- All files received should be in CMYK mode/format



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SUBMISSION TIPS AND SUGGESTIONS

- Provide all linked artwork files. If using Adobe Illustrator, be sure to embed raster graphic images.
- Provide files in the original application format used to design the artwork whenever possible.
- Provide fonts or create outlines/convert text to curves. (Note: Type created as outlines or curves is now art, type corrections to outlines type may cause problems due to font style size and spacing.)
- Remove all objects placed as temporary guidelines or templates. This prevents any accidental deletions on our end.
- If providing Adobe Acrobat files, the files should be CMYK press ready and all art and fonts embedded. Possible problems can arise if Acrobat files have to be opened for adjustments and manipulation.
- Specify Pantone Process colors if artwork is to be printed spot-color process.
- Do not use the “style” menu to designate font style. Some fonts do not have “bold”, italic” or “bold italic” versions and using the style menu could cause problems with the output of your file.
- Fonts that are reversed out should not be smaller than 6pt.

FILE SUBMISSION

SENDING ARTWORK ON DISK

ACCEPTED DISK FORMATS

- DVD
- CD
- 3.5” Floppy

When sending a disk, we require that a color hard copy of the artwork be sent for reference.

SENDING ARTWORK VIA EMAIL (PREFERRED METHOD)

FOR ATTACHMENT FILES LESS THAN 10 MB

Please send files to: Gift.Card@WorldPay.us

When sending files via email, please DO NOT compress with compression software (ZIP, SIT).

POSTAL SERVICE, FEDEX OR UPS

MAIL A DVD, CD OR DISK AND HARD COPY TO:

WorldPay
ATTN: Gift Card Art Dept.
600 Morgan Falls Road
Atlanta, GA 30350
800.200.5965

If you have questions, please call [800.200.5965](tel:800.200.5965).