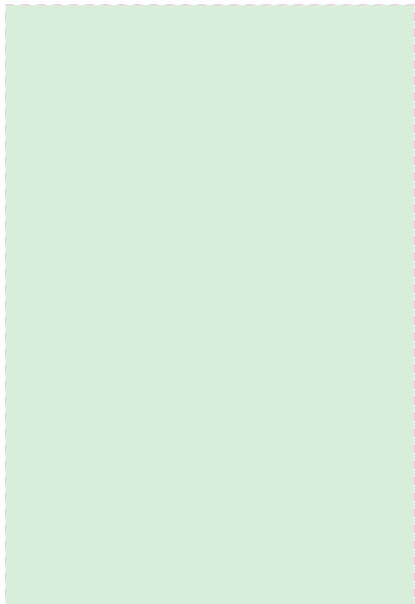


QUALITY PLAYING CARDS

card template [POKER]



INSTRUCTIONS: PLACE YOUR ARTWORK ON THE ARTBOARD ABOVE, BEING SURE TO ACCOUNT FOR THE BLEED, MAKE SURE THAT IMPORTANT INFORMATION & LOGOS FALL WITHIN THE LIVE/SAFE AREA. PLEASE BE SURE TO CENTER YOUR ARTWORK TO THE ARTBOARD AS DESCRIBED.

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DETAILED INSTRUCTIONS:

BLEED AREA:

WHEN YOU SET UP YOUR ARTWORK, PLEASE SET THE ARTBOARD AT **2.63" X 3.63"** AND FILL YOUR ARTWORK WITHIN THE ARTBOARD. THIS WILL ALLOW FOR A BLEED ON THE CARD. THE BLEED WILL BE CUT OFF WHEN THE CARDS ARE CUT IN PRODUCTION.

LIVE AREA:

THE LIVE AREA IS SIZED AT **2.125" X 3.125"** & IS THE AREA WHERE ALL IMPORTANT ELEMENTS OF YOUR ARTWORK **MUST** STAY WITHIN. THIS MOSTLY PERTAINS TO TEXT & LARGE ARTWORK (LIKE LOGOS), SO THAT THEY DO NOT GET TOO CLOSE TO THE EDGE OF THE CARD. BORDERS NEED TO BE NO LESS THEN 1/8 OF AN INCH FROM THE LIVE EDGE TO THE EDGE OF THE CARD.

ACTUAL CARD SIZE:

AS IT STATES, THIS IS THE "DIE-LINE" WHERE THE CARD WILL BE CUT.

SENDING ARTWORK & ACCEPTED FILES:

THE TYPES OF ART FILES THAT WE ACCEPT ARE : .AI (PREFERRED), .PDF (UNLOCKED AND NOT FLATTENED OR OPTIMIZED), .PNG/.JPG (MUST BE 300 DPI AT PRINT SIZE, KEEP COMPRESSION LOW ON JPGS), .PSD. (ALL CARDS NEED TO BE GROUPED BY PIPS & ON THEIR OWN LAYER OR ALL CARDS MUST BE SEPERATE FILES & LABELED CORRECTLY) COLORS **MUST** BE IN CMYK FORMAT.

IF YOU WISH FOR OUR GRAPHICS TEAM TO LAYOUT YOUR ARTWORK INSTEAD, PLEASE MAKE SURE YOU INCLUDE INSTRUCTIONS AS TO WHERE THE CARDS WILL GO, & LABEL THEM WITH THE CORROSPONDING NUMBER AND PIP (IE: 6H OR 6 HEARTS).

PRINTING DISCLAIMER:

BOTH PRINTING AND DIE-CUTTING ARE MECHANICAL PROCESSES & EACH INTRODUCE SMALL AMOUNTS OF VARIATION TO THE FINAL PRODUCT. WHILE THE VARIATION WILL NEVER BE ANYWHERE CLOSE TO THE AMOUNT OF BORDER WE KEEP AROUND THEM, THE CLOSER YOUR ART IS TO THE EDGE, THE MORE NOTICEABLE THE VARIATION IS. (I.E.- IF YOU PRINT YOUR ART 1MM FROM EACH EDGE & THE CUT IS OFF BY 1MM, ONE SIDE NOW HAS YOUR ART TOUCHING THE EDGE AND THE OTHER HAS A 2MM GAP.) THIS IS NOT JUST NOTICEABLE, IT LOOKS LIKE AN OBVIOUS MISTAKE. IF YOUR ART STAYS 5MM FROM THE EDGE & THE CUT IS OFF BY 1MM, YOU STILL HAVE 4MM ON ONE SIDE & 6MM ON THE OTHER. THIS DIFFERENCE IS MUCH LESS NOTICEABLE (MOST PEOPLE WOULDN'T EVEN BE ABLE TO TELL THERE WAS A DIFFERENCE). IF YOU WOULD STILL LIKE TO GO OUTSIDE OUR SPECS YOU **MUST** PRINT OUT THIS FORM & SIGN & DATE IT BELOW, THUS ACKNOWLEDGING YOU WERE MADE AWARE OF OUR SPECS, THE REASONING BEHIND THEM, & THAT WE WILL NOT BE HELD RESPONSIBLE FOR ANY ISSUES THAT MAY ARISE BY YOU CHOOSING TO PRINT OUTSIDE OF OUR SUGGESTED SPECIFICATIONS.