

## Regular Gift Card (GCRC30 & GCRC20)

### General Requirements

- Artwork submitted to Givex should be final. Please review your artwork and card back before sending to avoid additional proofing costs. The proof you review is meant to be a confirmation of the files submitted. Drafts must occur before submitting artwork.
- Artwork submitted that is not to specification will result in delays and appropriate charges if modification is needed.

### Page Bleed Requirements

- Please allow for 0.125" bleed around card artwork (please see diagram below)
- Borders are not recommended due to the possible 0.0625" shift that may occur when die cutting.

### Color Requirements

- The card front prints CMYK; card back prints 100% black
- All RGB images need to be converted to CMYK
- If spot/Pantone colors are required, please speak to a Givex sales representative for a revised quotation. Spot colors require special attention and will add cost to the manufacturing process.
- If any shade of grey is desired, Givex recommends the values be set at C(0), M(0), Y(0), K(0-100)
- If black is desired on the card front, Givex recommends that the values be set at C(50), M(50), Y(50), K(100)
- Due to the nature of printing and laminating plastic, shades of blue containing more than 60% magenta, may result in a purple tone.

### Image Requirements

- Pictures must be TIFF or EPS files, 300dpi to scale (Givex cannot accept web images)
- Vector artwork must be in Illustrator EPS format
- Final layout should be done in QuarkXpress, TIFF or EPS (Mac platform)
- Templates are available
- Please do not supply images over 300 dpi at final size

### Font Requirements

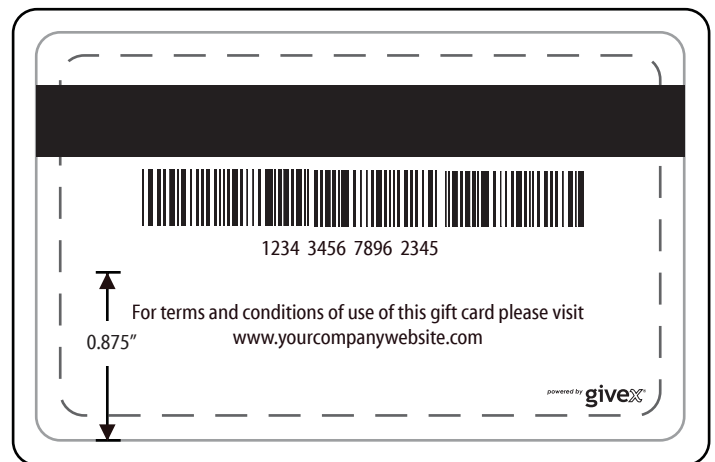
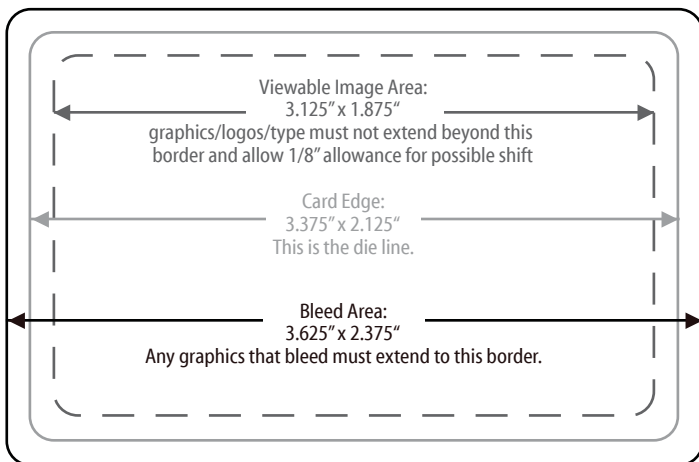
- If possible convert your fonts to curves
- Include any supporting files such as fonts and logos/images

### Card Back

- You may choose orientation of the magnetic stripe on either the top, or the bottom of the card
- The top or bottom 0.875" of the card is reserved for any text or legal disclaimers
- Barcode is optional and Givex numbers will be made to fit (Please confirm as to whether or not you need a bar code with your POS hardware technician)
- Bar codes for 20 mil cards will incur addition cost; please speak to your Givex sales representative for more information on pricing

### Submission

- Submit files to your Givex sales representative by email or on CD.  
*\*Any files sent via email must be compressed before attaching\**



If you have any questions or problems please contact your Givex representative.