

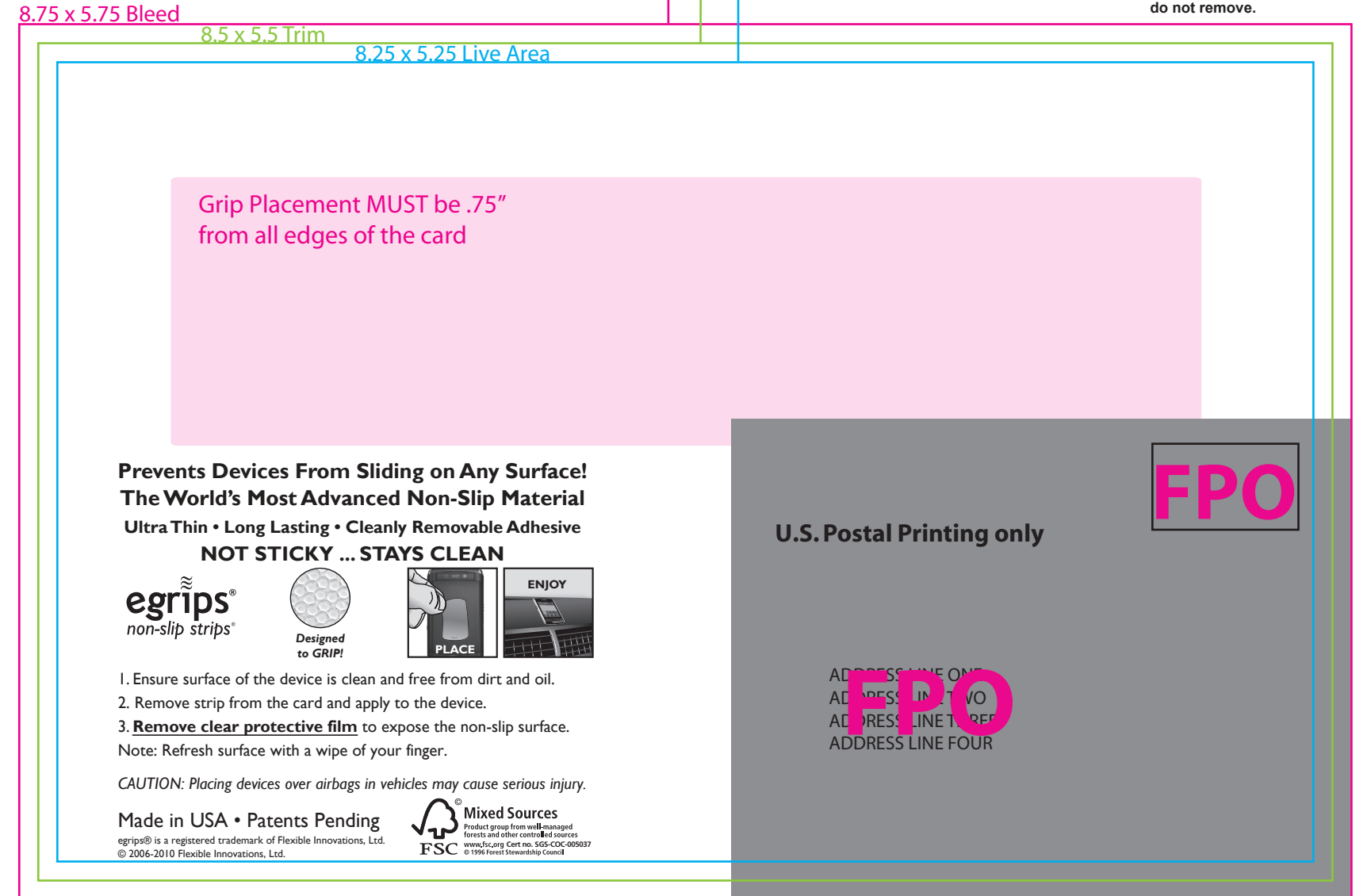
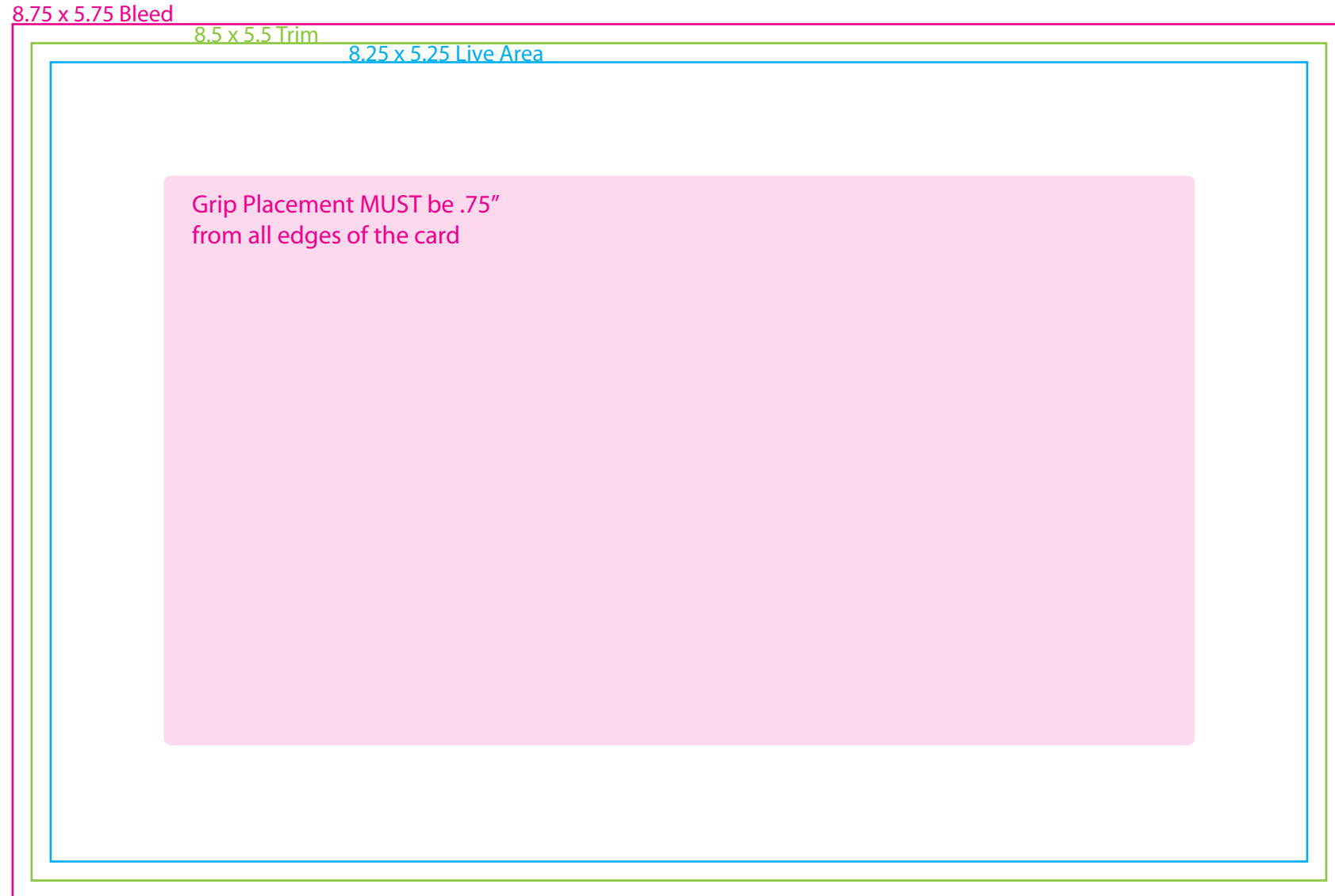
# egrips® 4 Over 4 / 8.5" x 5.5" Direct Mail Card Template

All artwork needs to have a **full bleed** off the page for proper print. Unless the background is white.

Artwork (mainly text and logos) needs to be off of the trim line at all times, please keep everything like text and logos within the **live area**, other images may bleed off the page.

Grip **MUST** be a minimum of 3/4" away from any EDGE on the card.

Back page for mailing, bottom right side has egrips instructions, bottom left side for mailing information, please include your return address and logo here if you would like. Entire top half of this side can be used for additional customer print and/or egrip placement (within the pink areas).



## Card and Grip Production Specifications:

- Your card may be positioned vertical or horizontal.
- Grip placement may be anywhere and in any direction on the card.
- Type size should be no smaller than 6 point in size.
- Grip printing will be digital 4 color process (CMYK) on an HP Indigo press
- Spot and additional PMS colors are NOT available.
- Please follow template for bleed, trim and live area for grip and card.
- Card Printing is offset 4 color process (CMYK).
- The application instructions will be displayed on the back of the card in grayscale, you may use up to 1/2 of the back of the card for your design if needed, our graphics department will place this into the artwork for print. Please check with pricing if you wish to print 4/4.

## Electronic File Specifications:

- All files **MUST** be submitted as vector based .eps, .ai or .pdf files, Adobe Illustrator CS4 compatible in CMYK format or high resolution bitmap formats such as .tif, .psd or Photoshop .eps files at a MINIMUM of 300 dpi.
- Use Type 1 PostScript fonts **ONLY**. Include the screen font (font suitcase or bitmap font) and all PostScript printer fonts for all typefaces used in your document and any linked artwork. Do NOT use TrueType fonts. Supply all fonts used, including those that may be embedded in imported graphics. If Type 1 fonts are not available, convert all type to curves to preserve file appearance.
- **THE RESOLUTION OF SCANNED IMAGES IS CRITICAL FOR REPRODUCTION.** MINIMUM resolution for photographs is 300 dpi AT 100% SIZE. MINIMUM resolution for line art scans is 1200 dpi AT 100% SIZE.
- Uneditable PostScript files, such as Quark EPS, cannot be accepted. No PostScript files are accepted unless they are created as EPS files in programs such as Illustrator, Freehand or Photoshop.
- Submit along with the file: all typefaces in PC format, all imported graphic files, all high-resolution scans.
- If desired for verification of the final output of your ad, include a printout or proof as a guide for color matching and breakdown or an uneditable Adobe Acrobat PDF, .gif or .jpg file for reference.