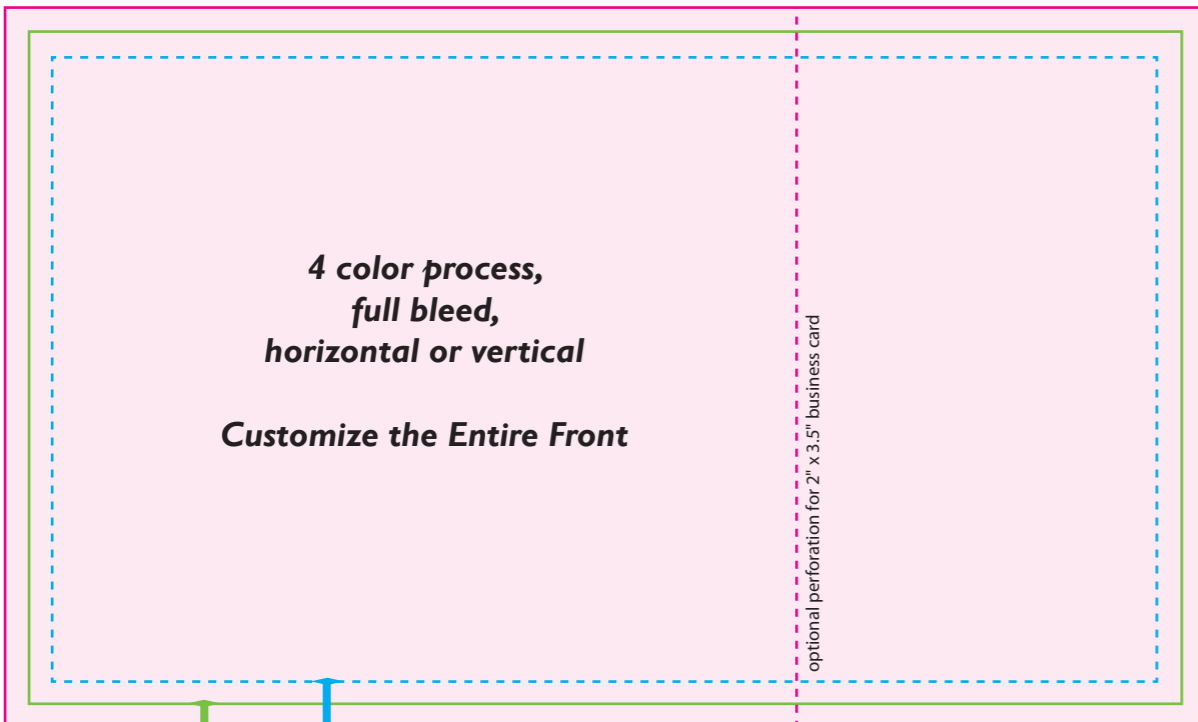


3.5" x 6" Marketing Card Template

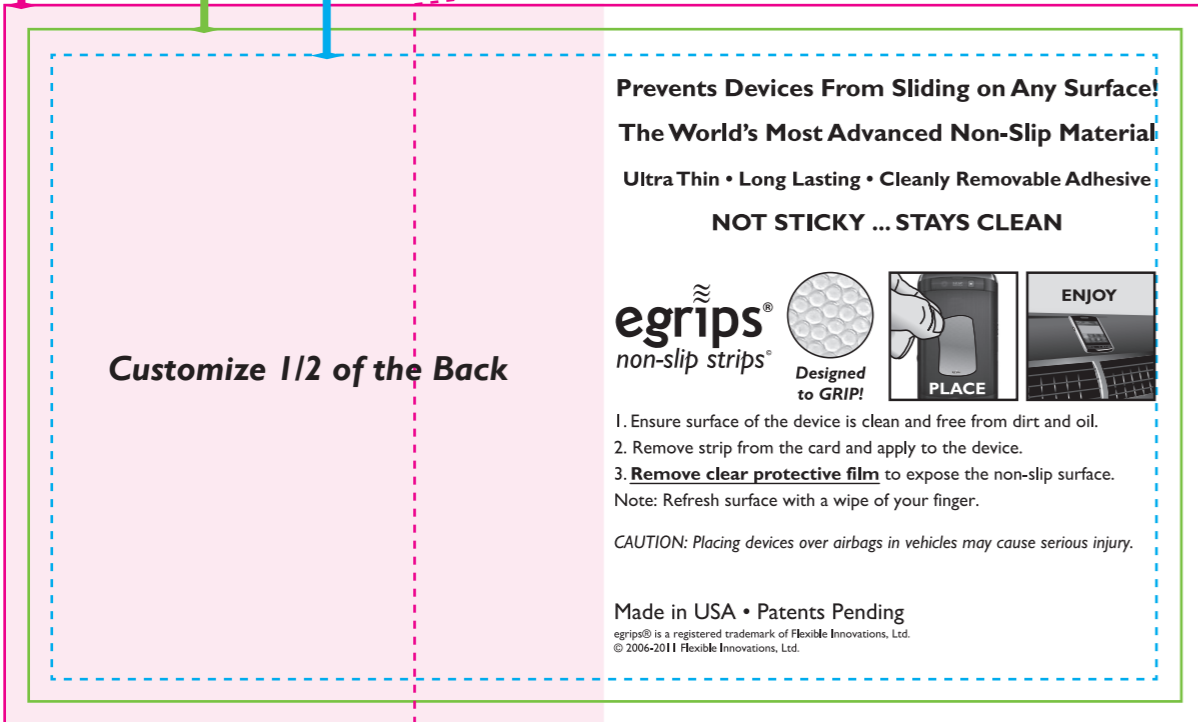
FRONT



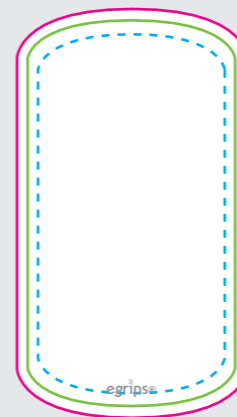
6.25 x 3.75 | 6 x 3.5 | 5.75 x 3.25

(perforation location back up print guideline)

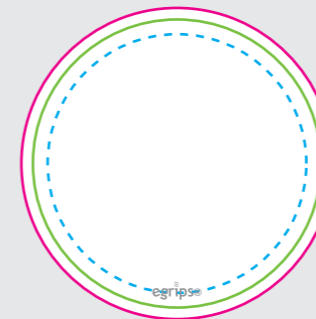
BACK



egrips® Non-Slip Shapes ... Pricing located here: www.egrips.com/promo



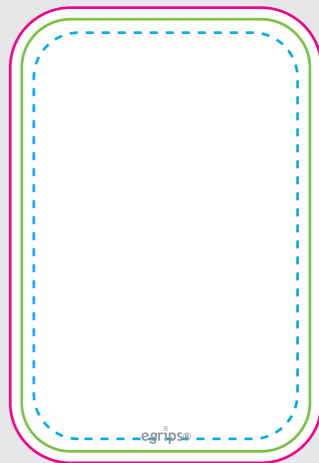
SMC - 1.08" x 2" Strip



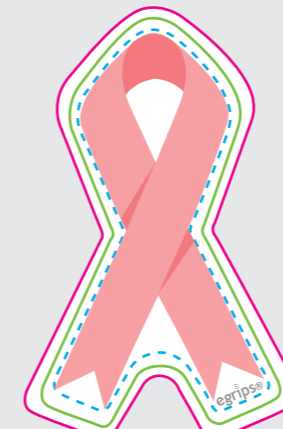
CMC - 1.5" Circle



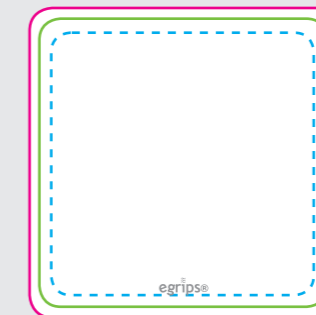
LMC - 1.5" x 2.25" Rectangle



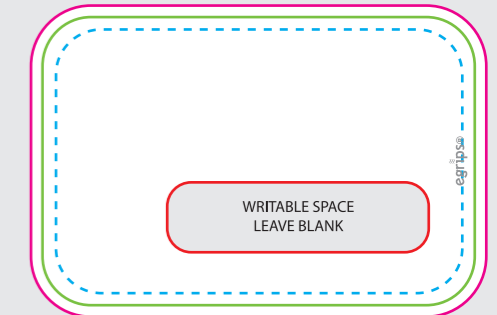
FMC - 2.15" x 1.95" FootBall



RMC - 2.125" x 1.25" Ribbon

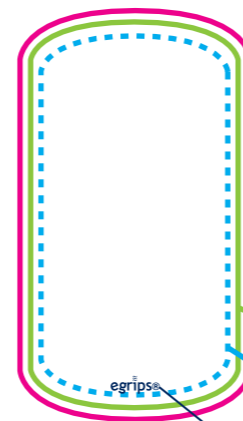


QMC - 1.5" Square



WMC - 1.5" x 2.25" - Writable Rectangle

- Open & Edit this PDF in Adobe Illustrator to create your vector artwork.
- All background artwork must go out to the **bleed line**, unless the background is white.
- Text and Logos must stay within the **live area** dotted line.
- The **trim line** is where your artwork will be cut.
- Background images may bleed off the edge of the cleaner and card (full bleed).



BLEED: Is the artwork that goes past the final cut line, which will be cut off in final production. This is a safety measure so that there won't be a white line along the edge if the trim is off slightly.

TRIM: Is the line where your product will be cut to its final shape.

LIVE AREA: is the safe area on the inside of the cut line, where any important text and images need to be placed. It's also a good idea to avoid having any borders or lines that run right along the cut line as they may be lost.

A small 6-pt "egrips®" logo is lightly marked on the Non-Slip Strip®, to protect our US Patent and Trademark from those that violate Federal Laws. The location of this mark may be located anywhere within the blue live area.

File Requirements:

- We LOVE Vector Artwork that is 300 + DPI & 800 DPI for the GRIP looks Amazing.
- We print CMYK. If using Spot/PMS colors, please supply Best Match CMYK Values.
- We use the PC version of Adobe CS5 and CANNOT use MAC fonts.
- MAC users must provide PC Fonts or Outline your MAC fonts.
- We need CS5 compatible .EPS, .AI or .PDF files in CMYK format ... Min 300 DPI.
- We can accept Hi-Res TIF, PSD, Photoshop EPS, and PostScript files from CS5.
- Supply Linked Files, OR Save with option "Include all Linked Files".
- Scanned Images & Photographs should be 300+ DPI and at 100% size.
- Line Art Scans should be 800 - 1200 DPI at 100% Size.
- Quark / Corel Draw: Only PDFs from these programs are usable.

GRIP:

- Grip can be placed anywhere and in any direction on the card.
- Grip is printed digitally, 4 color process (CMYK), full bleed.
- Grip Type Size cannot be smaller than 6 pt.
- Grip looks best with 800 DPI artwork.

CARD:

- Card is printed offset, 4 color process both sides (CMYK), full bleed.
- Card can be designed vertical or horizontal.
- Customize half of the card back, other half has egrips® instructions.
- Card Type Size cannot be smaller than 6 pt ... 4 pt font for legal.

FONTS:

- Type I PostScript fonts ONLY ... NO TrueType fonts.
- Include Screen Font (font suitcase / bitmap font) and all PostScript printer fonts.
- Make sure to include fonts that are embedded in imported graphics.
- If Type I fonts are not available, convert to curves to preserve file appearance.

Send artwork to art@egrips.com , up to 20 MB. Files larger than 20 MB should be sent via YouSendIt, or uploaded to our FTP site ... email for FTP login info.

Send artwork questions to graphics@egrips.com