

# Custom Gift Card & Carrier Artwork Submission Requirements

## Customer Artwork Submission

Below are specifications for Custom Gift Card artwork submission. *Any files received, not in compliance with the definitions below, must be converted for compliance. Design assistance fees may apply for any necessary changes or adjustments. Templates available upon email request.*

### 1. Dimensions

– Provide 1/8" bleed area on each edge of the design.

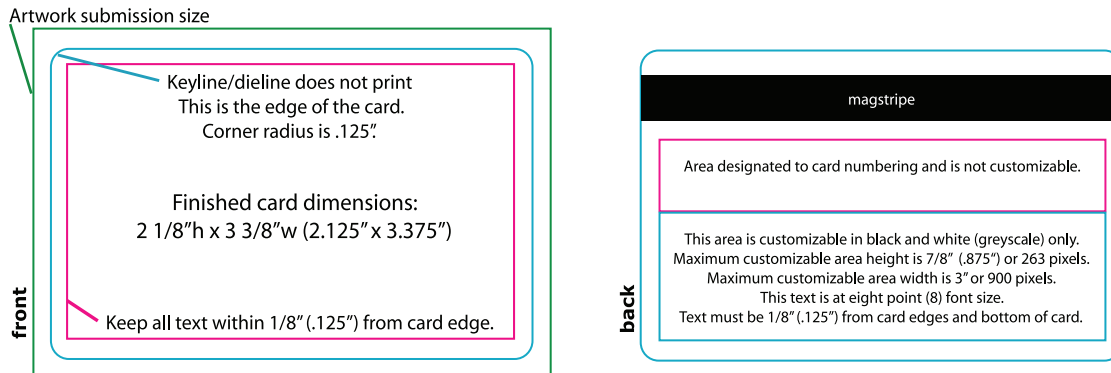
#### Cards

**Finished in inches:** 2.125"w x 3.375"h (swap for vertical layout)

**Artwork required in inches:** 2.375"w x 3.625"h

**Artwork required in pixels:** 713 x 1088 at 300dpi

**Back of card text** or art is limited to 7/8"h x 3"w or 263 x 900 in pixels to allow room for card security feature.



#### Carriers

**Finished in dimensions in inches:** 4.125"w x 7"h

**Art required in inches or pixels:** 4.375"w x 7.25"h or 1275 x 2138 at 300 dpi

### 2. Color Build

**Orders for Custom Cards ONLY** may submit artwork in CMYK format or may submit vector art with up to four (4) spot colors defined (PMS). For CMYK builds that require specific colors built into them, please select colors from the *Process Coated* PMS palate. Please use the *Solid Coated* PMS color palate when building spot color defined vector images.

**Orders with Custom Cards with Custom Carriers or Carrier only orders** must submit CMYK build files for cards and carriers. Custom Cards cannot be printed with spot colors. They will be produced in/and/or converted to CMYK.

RGB files received will be converted to CMYK. Any color profile conversions made may/will cause a color shift and/or cause colors to lose vibrancy.

### 3. Images and Text

Front of Custom Card may only be color. Back of card images may be Greyscale (Black & White) only. Color is not available on the backside of the card. Any verbiage to be used on the back of card may be submitted in a text document (.txt, .doc, attachments or plain text in an email).

Custom Carriers allow for full color front and backsides. A standard template in black & white indicating: To, From, and Amount, is used when no Carrier backer is submitted.

Templates in pdf format are available for corresponding carrier styles, indicating fold, cut, and die lines.

### 4. Compliant File Extensions

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

Ensure all text embedded in any vectorized document has been converted to shapes. This eliminates need to install fonts on machines for PC or MAC in Design and/or Production Facilities. Programs supported:

- Adobe Products (Photoshop, Illustrator, Acrobat)
- Macromedia Freehand
- Quark 6
- Stuffit
- WinZip

Any files not on this list may be deemed as non-compliant and may incur design fees to convert. Non-compliant files types include business cards, faxes, and/or any form of pre-printed media. Please email with any questions about other file types.

### 5. File Naming and Delivery

Files should be named using Merchant Name, such as:

"billsCatering\_cardFront.tif", "jewelryStore\_cardBack.eps:" or "blueWaterCafé\_carryFront.jpg"

Files named "gift card" or "artwork" with no merchant name may be easily misplaced due to volume of jobs being processed.

Please email files as attachments with the Merchant Name and Merchant ID# in the subject line of all correspondence to:

[GiftCardArt@firstdata.com](mailto:GiftCardArt@firstdata.com)

Multiple files for delivery may be compressed for delivery using Stuffit (.sit) or WinZip (.zip).

Files may also be delivered on CD or ZIP disc to:

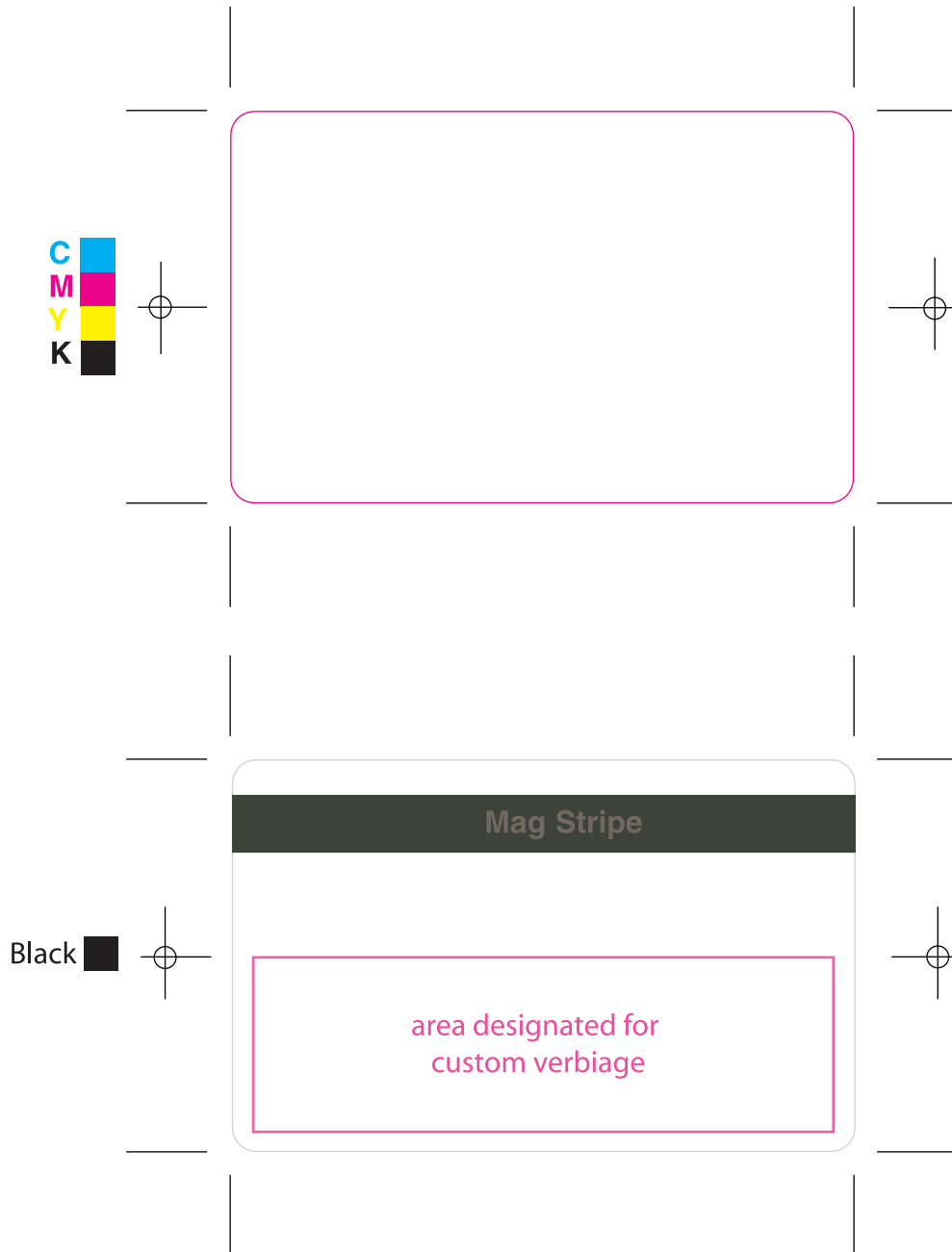
**First Data Gift Card Design**  
**6200 S. Quebec #310**  
**Greenwood Village, CO 80111**

Media discs and other materials will not be returned. Please retain a copy of your files for your records.

---

\*For additional specs, templates or questions, please contact us by email or visit us on the web at [www.firstdatagiftcards.com](http://www.firstdatagiftcards.com)

# CR-80 Custom Card Template

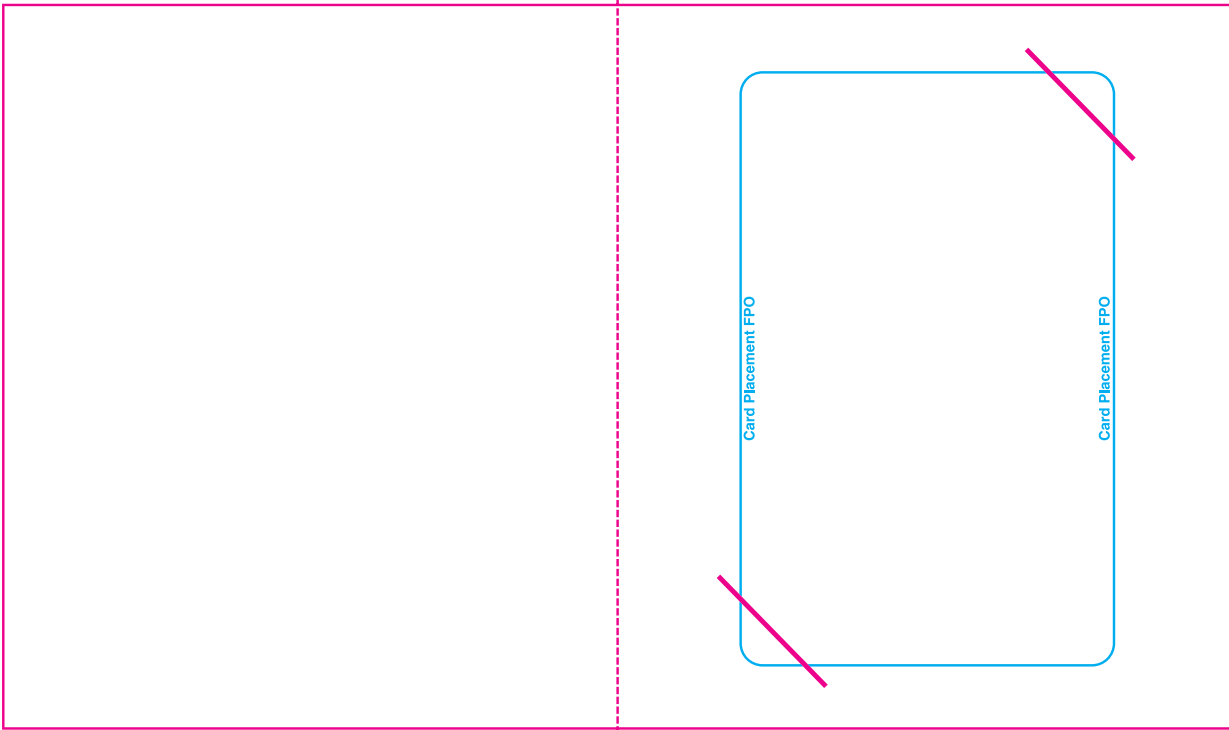
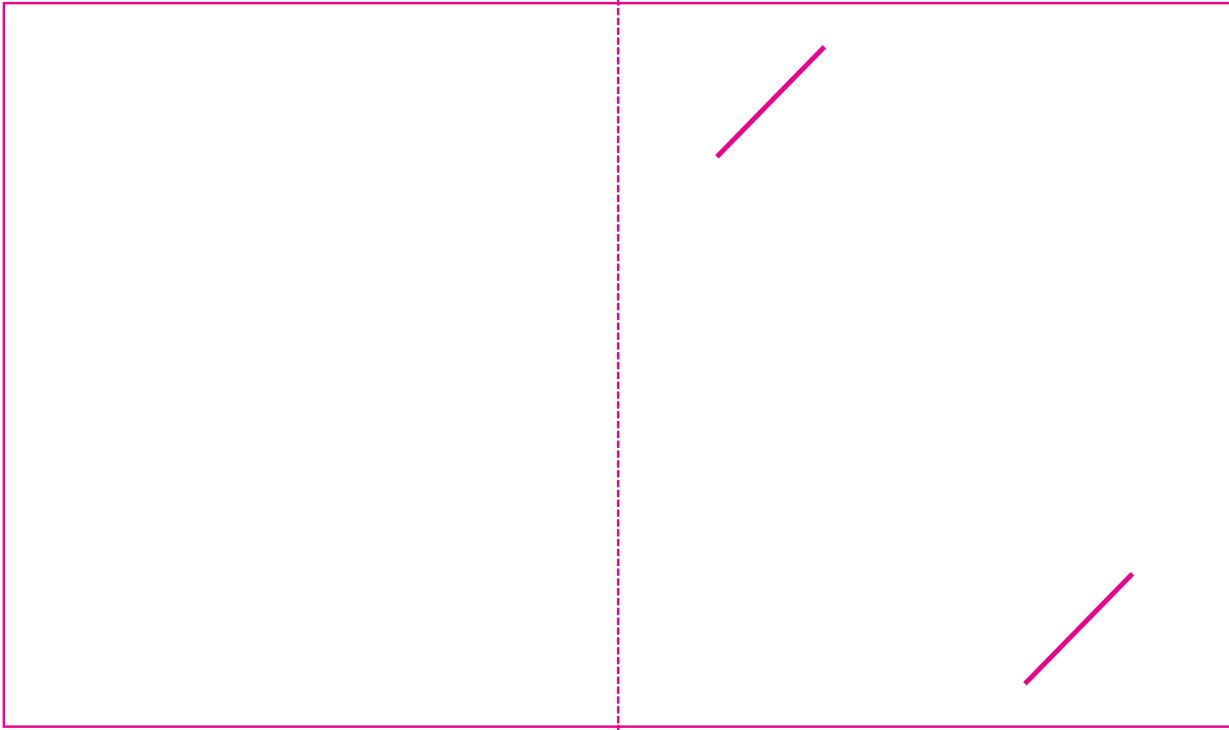


# FC - Top Folding Carrier

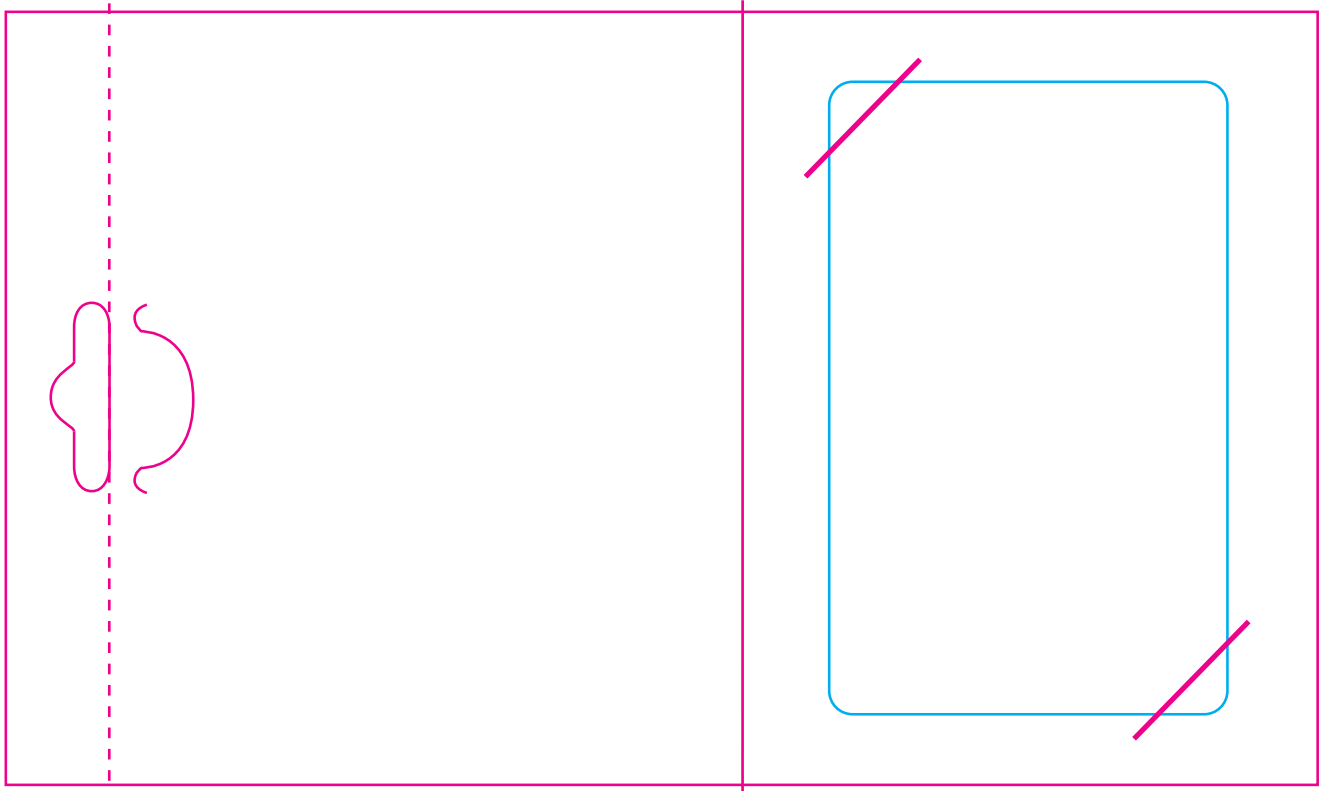
Outside



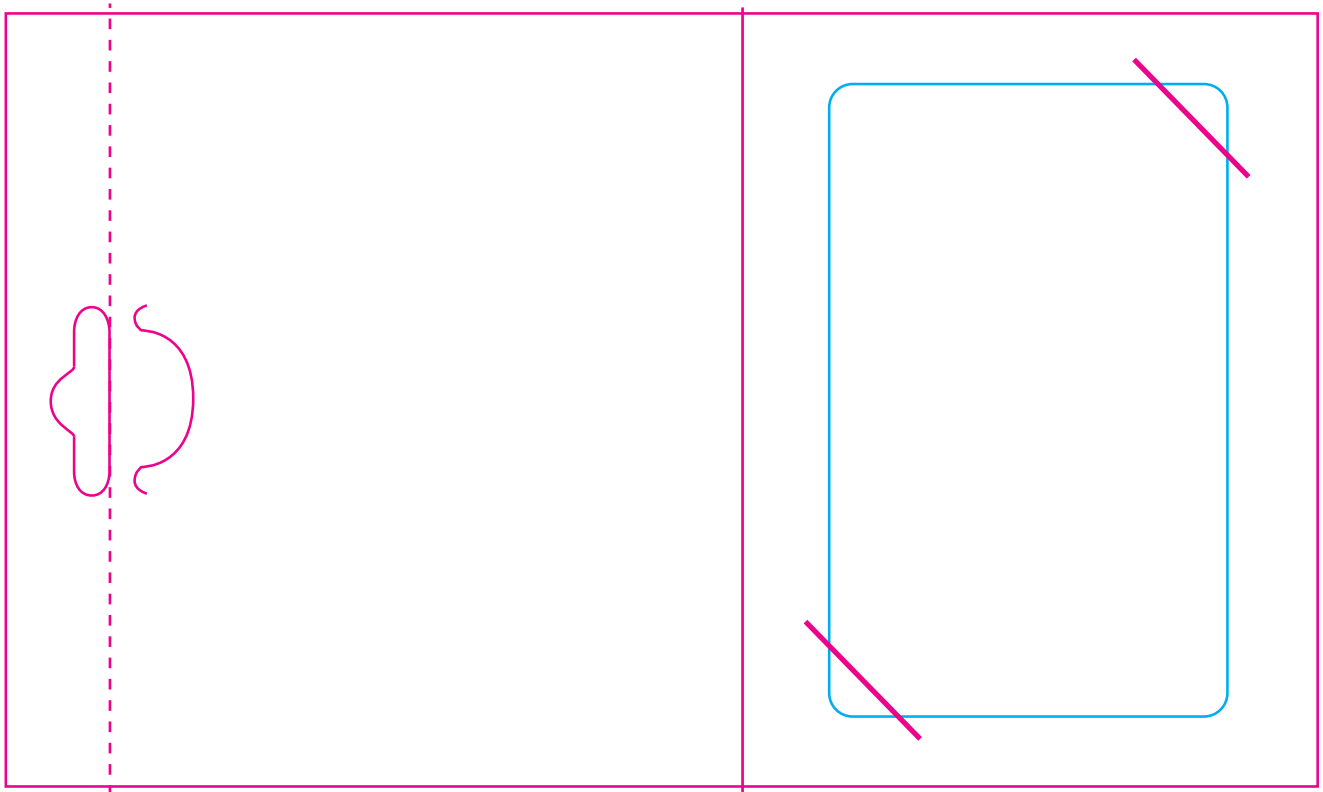
Inside



# JC - Hanging/Folding Carrier



Back



Front