

BEFORE SUBMITTING FILES

Prior to submitting your artwork for printing, please check your files carefully to confirm they do not contain any spelling or graphical errors. When we receive an order, we assume all files are print ready and we will not be held responsible for typographical errors.

FILE FORMATS & SUBMISSIONS

All files should be in vector format or at least 300 dpi with CMYK color mode. Be sure to convert all text to outlines/curves and embed any linked files. Files may be submitted via email, our website, or services such as WeTransfer or DropBox.

PREFERRED FORMATS:

Vector or 300 dpi .pdf, .tif, .eps, or .ai.
(.psd, .indd, and .jpg also accepted)

UNACCEPTABLE FORMATS:

Microsoft Word, Powerpoint, or Publisher files

SAFETY AREA & BLEED

To ensure the best quality output, be sure to keep all important content at least 1/8" from the edge of the canvas (before bleed is added) so it does not get cut during the trimming process.

WHAT IS VARIABLE DATA?

If you'd like each plastic card or decal to contain a unique name and/or number on it, this means that it will contain variable data. For example, variable data is very common on plastic membership cards when each card will contain a different member name and member ID number. It is also popular on parking permits when every decal is required to have a unique number.

HOW TO SETUP YOUR ARTWORK FOR VARIABLE DATA

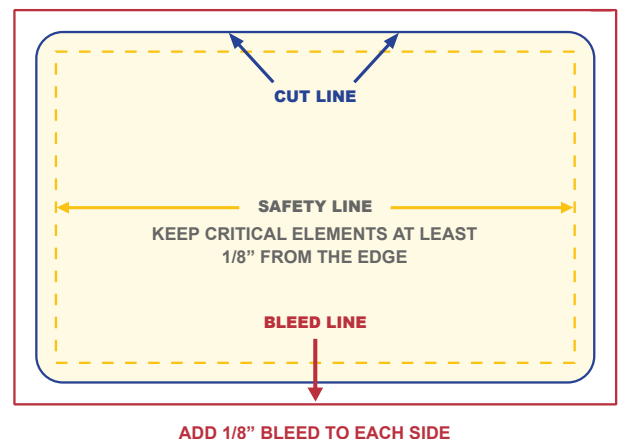
If you would like each card to contain a unique number and/or name, be sure to leave that layer editable in your artwork and provide the font if it's uncommon. For sequential numbering, just let us

DIMENSIONS WITH BLEED

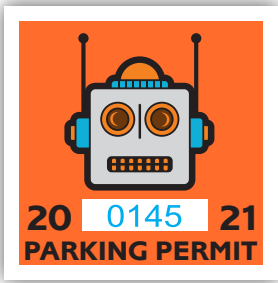
When setting up artwork, be sure to add 1/8" bleed on each side (1/4" total). Before exporting your files, confirm that outlines have been created on all fonts and that all linked files have been embedded.

EXAMPLE BLEED DIMENSIONS:

Product	Final Trim Size	Size w/ Bleed
Plastic Card	3.375" x 2.125"	3.625" x 2.375"
Rect. Parking Decal	3" x 2"	3.25" x 4.25"
Circle Car Magnet	4" Circle	4.25" x 4.25"
Bus. Card Magnet	3.5" x 2"	3.75" x 2.25"
Indoor Magnet	4" x 7"	4.25" x 7.25"



ADD 1/8" BLEED TO EACH SIDE



know the starting number. For example, if the first decal is numbered 0145 and sequential numbering is requested, the next decal will be 0146, 0147, and so on.

If non-sequential numbering or name personalization are required, please provide a data file.

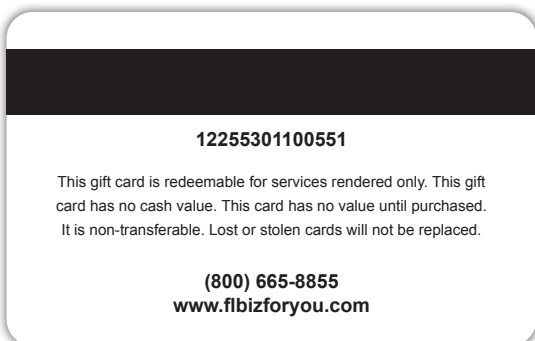
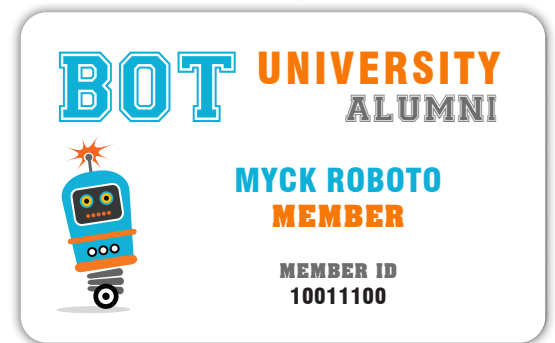
HOW TO SETUP YOUR VARIABLE DATA FILE

Your data file should contain a unique column for each field of data. In the provided example, this includes the First Name, Last Name, and Member #. A unique row should be provided for each card containing the data that will be printed on that card. In the provided example, row 4 is for MYCK ROBOTO. The card to the right illustrates how this data is output on the final card.

EMBOSSING: Raised letters and numbers are available in large (OCR) or small (regular) sizes. OCR allows for 18 characters per line. Regular allows for 26 characters per line. Please be aware of maximum character size limits when submitting data. Characters are usually tipped in either black, silver, or gold

BARCODING & QR CODES: We can generate any industry standard barcode you'd like. Just specify the barcode type (such as Code 128) and let us know if you'd like a human readable number to appear beneath the barcode. If non-sequential barcoding is requested, simply supply a data file containing the details. We also have the ability to produce static or variable QR codes according to your specifications.

	A	B	C
1	First Name	Last Name	Member #
2	BEN	BOTSON	10011110
3	JOHN	DROID	10011101
4	MYCK	ROBOTO	10011100



MAGNETIC STRIPING & ENCODING: We offer LoCo or HiCo mag stripes. Magnetic stripes can be encoded on track 1, track 2, and/or track 3. Please specify your preferred mag stripe type and encoding details when placing your order. If the encoded data will differ from the data getting printed on the card, be sure to create a unique column in your data file to identify this. Your artwork should contain white space 3/4" from the top of card when a magnetic stripe is used so the design does not interfere with the mag stripe.

DATA FILE FORMATS

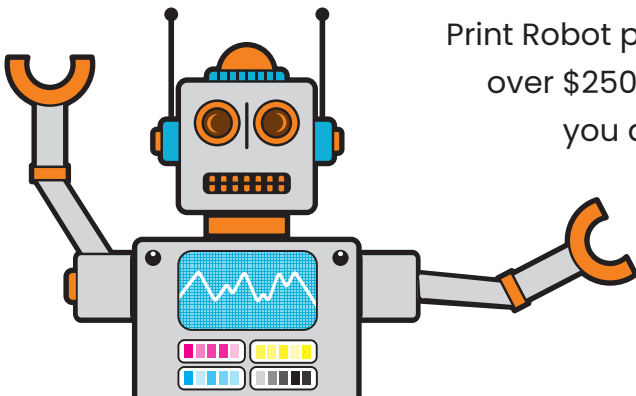
ACCEPTABLE FORMATS: Data files can be created in a spreadsheet such as Microsoft Excel or Google Sheets or exported from a variety of programs. We accept .xls, .xlsx, .csv, and .txt files in comma-delimited or fixed length formats. A field description should be included for reference.

UNACCEPTABLE FORMATS: We CANNOT accept data from a .pdf file or any type of scanned document.

If you have any questions regarding how to prepare your artwork or would like input on how to achieve the best possible printed piece, we are happy to help!

Call 800.547.6624 or email sales@printrobot.com for assistance.

NOT SURE WHERE TO START? WE'RE HERE TO HELP!



Print Robot provides FREE design services on most orders over \$250. Just send us your logo and an idea of what you are looking for and we'll take care of the rest.

EMAIL QUESTIONS AND/OR ARTWORK TO
SALES@PRINTROBOT.COM