SECURE payment systems

All custom gift card artwork should be emailed to: *artwork@securepaymentsystems.com*
Please use WinZIP for compression.

★ **IMPORTANT:** *The custom gift card design process will not begin until we have received a custom gift card agreement and it has been approved by SPS.*

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1 Sending Artwork

All gift card artwork correspondence should be emailed to artwork@securepaymentsystems.com and prepared according to the Secure Payment Systems (SPS) spec sheet which can be found on page two of this document.

If SPS will be helping with design assistance, please **provide all logos, photos and text** you wish to include on your gift cards in the proper Hi-Res 300dpi format as specified within the SPS spec sheet in order to produce a quality print of your cards.
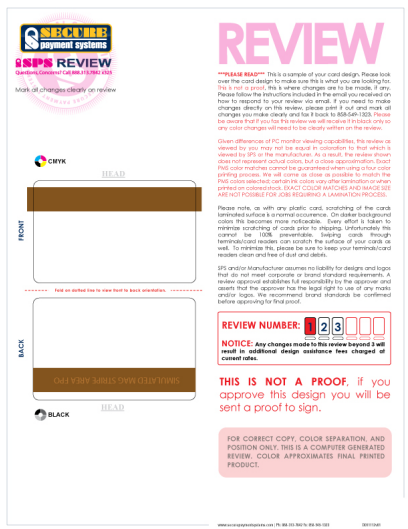
2 Review of your Artwork

Once artwork is received, a review of your artwork will be created and sent to you for approval before a proof is made. When you receive the review, look it over carefully and provide detailed instructions of any changes you may have. You will be emailed instructions on how to provide these changes along with the review.

If changes to your review are requested, you will receive consecutive reviews of your artwork until approval has been given for proofing. Once approval of the review is received, your artwork will be sent for proofing.

An example of the review you will receive can be seen in **Fig. 1**. Reviews are in Adobe PDF format and you must have an Adobe PDF or equivalent reader to view the reviews.*

Fig 1

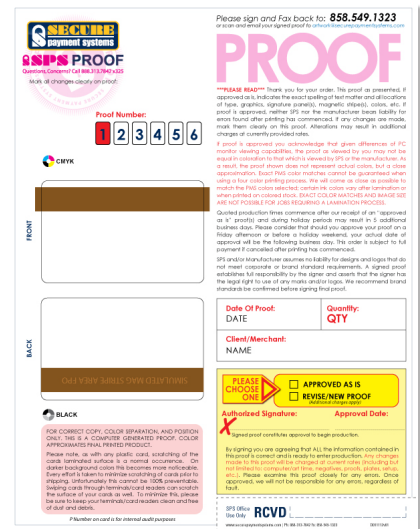Example of the Custom Gift Card Review Sheet

3 Proofing of your Artwork

Proofing of your artwork generally takes 1-3 business days for you to receive. Once you receive the proof, review it, sign it and fax it back to the number provided in your proof email.

If changes to your proof are requested, you will receive consecutive proofs of your artwork until approval has been given for the printing of your cards. **Changes made to proofs will be charged at current rates per proof change (including but not limited to: computer/art time, negatives, proofs, plates, setup, etc.)**, Please make sure changes to your artwork are completed during the review process.

An example of the proof you will receive can be seen in **Fig. 2**. Proofs are in Adobe PDF format and you must have an Adobe PDF or equivalent reader to view the proofs.*

Fig 2

Example of the Custom Gift Card Proof Sheet

4 Turn Around Time

Once SPS has received your signed proof, your cards will be scheduled for print. Printed cards generally ship 14 business days from the date of our receipt of an "APPROVED AS IS" signed proof. During holiday periods, production times incur an additional 5 business days.

Unless instructed, all card orders are shipped "3-Day". Once cards are in production, a request for a change in shipping speed may not be possible.
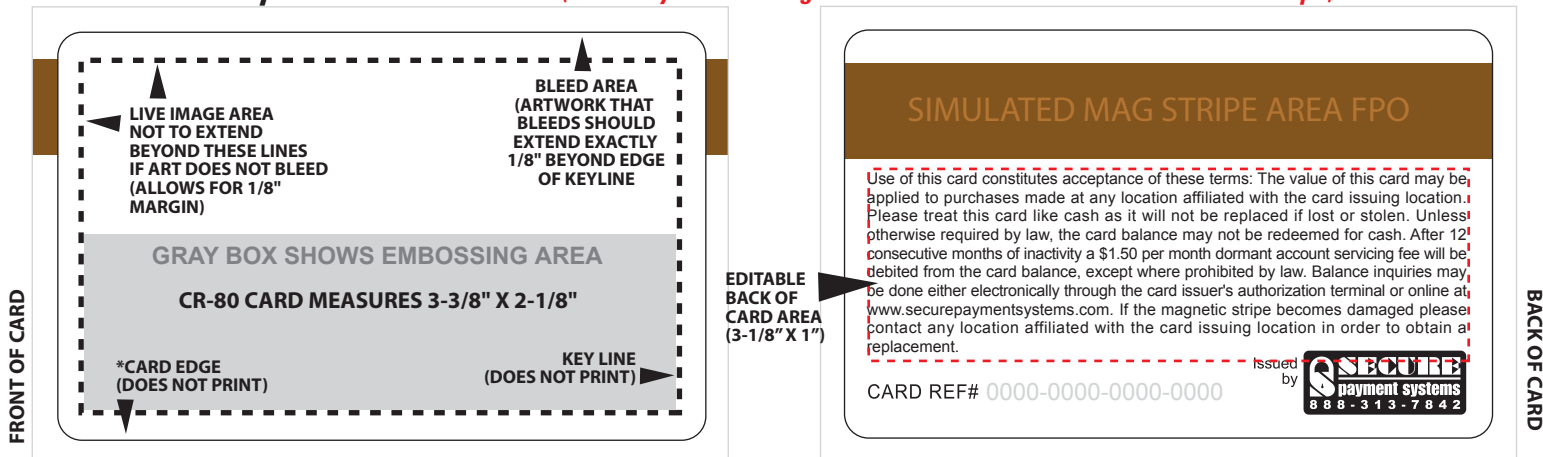
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* If you are unable to view reviews or proofs in an Adobe PDF format, you may request them to be sent in a .jpg format.

All artwork correspondence should be directed to: *artwork@securepaymentsystems.com*
Please use WinZIP for compression when E-mailing.

★**We also accept electronic art via CD, DVD, and FTP if too big for email.**★

Minimum Order for Custom Cards: 250 cards-Four Color Process / 250 cards-Spot Colors

Layout as shown below (*Final Layout including bleed should measure 3.625" x 2.375" at 300dpi*)

FRONT OF CARD

LIVE IMAGE AREA
NOT to EXTEND
BEYOND THESE LINES
IF ART DOES NOT BLEED
(ALLOWS FOR 1/8"
MARGIN)

BLEED AREA
(ARTWORK THAT
BLEEDS SHOULD
EXTEND EXACTLY
1/8" BEYOND EDGE
OF KEYLINE

GRAY BOX SHOWS EMBOSSING AREA

CR-80 CARD MEASURES 3-3/8" X 2-1/8"

*CARD EDGE
(DOES NOT PRINT)

KEY LINE
(DOES NOT PRINT)

EDITABLE
BACK OF
CARD AREA
(3-1/8" X 1")

SIMULATED MAG STRIPE AREA FPO

Use of this card constitutes acceptance of these terms: The value of this card may be applied to purchases made at any location affiliated with the card issuing location. Please treat this card like cash as it will not be replaced if lost or stolen. Unless otherwise required by law, the card balance may not be redeemed for cash. After 12 consecutive months of inactivity a $1.50 per month dormant account servicing fee will be debited from the card balance, except where prohibited by law. Balance inquiries may be done either electronically through the card issuer's authorization terminal or online at www.securepaymentsystems.com. If the magnetic stripe becomes damaged please contact any location affiliated with the card issuing location in order to obtain a replacement.

Issued by **SECURE payment systems 888-313-7842**

CARD REF# 0000-0000-0000-0000

BACK OF CARD

* DO NOT crop artwork to card edge. All artwork should be cropped to 3.625" x 2.375" at 300dpi. Please DO NOT include the card edge in your artwork. Final artwork size should be 3.625" x 2.375" at 300dpi. NOTICE: If you place text beyond the Live Image Area it may be cut.

* Back of card language shown is our generic language applied to the back of cards that do not have custom back artwork. This language and or area on the back of the card may be customized. (back of card is a single color, 6pt Arial font, editable area is 3-1/8" x 1")

Art Specs for Electronic Files

IBM Programs

1. **Adobe Illustrator CS 5.5** or lower   2. **Adobe Photoshop CS 5.5** or lower

All fonts should be changed to curves / converted to outlines to avoid font problems. If you have placed art, include the image file. The entire document should to be exported in EPS format or saved in its native file format.

Image Files *(must be 300dpi or above)*

1. EPS (PC) format   2. TIF (PC) format   3. JPG (PC) format

We CANNOT accept Microsoft Word, Excel or Powerpoint

Placed Elements Formats
Please save all elements in your files in these formats:
1. EPS (PC) - Use for vector art
2. TIF (PC) - Use for CMYK and Halftone Only

Files saved in any other format can cause problems. **DO NOT send RGB images. If we must change to CMYK, your image may change to an undesirable color intensity**.

Placed Element Specs
1. CMYK & Halftone images should be scanned at 300dpi resolution (calculate for final size) for output at 150 lines.
2. Line art should be scanned at 1200dpi resolution (calculate for final size).

Fonts
Font problems are common because of the large variety of font manufacturers. Please convert all fonts to outline to ensure that your job prints to your specifications (even the most common fonts).

Artwork Templates
Templates are available for download from our website at:
www.securepaymentsystems.com/literature.html

Colors
Cards are printed with a 4 color process (CMYK). Exact PMS color matches cannot be guaranteed when using a four color printing process. We will come as close as possible to match the PMS colors selected; certain ink colors vary after lamination or when printed on colored stock. EXACT COLOR MATCHES AND IMAGE SIZE ARE NOT POSSIBLE FOR JOBS INVOLVING A LAMINATION PROCESS.

Borders
We suggest not using borders on your card artwork. Printing cards with borders can result in the borders having an uneven look. Although every effort is taken to ensure there correctness, we cannot guarantee they can or will be printed evenly on all 4 sides.

Dark Backgrounds
Please note, as with any plastic card, scratching of the cards laminated surface is a normal occurrence. On darker background colors this becomes more noticeable. Every effort is taken to minimize scratching of cards prior to shipping. Unfortunately this cannot be 100% preventable. Swiping cards through terminals/card readers can scratch the surface of your cards as well. To minimize this, please be sure to keep your terminals/card readers clean and free of dust and debris.

Client Checklist (Very Important)

☐ Are all of the files, support files and embedded files to be output on the disk?

☐ Did you make a backup of all of your files?

☐ Did you label all disks?

☐ Did you convert all fonts to outline?

☐ Did you link or imbed all graphics files and include them in your zip file?

☐ Did you indicate color elements- Pantone or CMYK values?

☐ Is Artwork too big to email? Request ftp access by emailing artwork@securepaymentsystems.com

Design Beautiful Rewards Cards with keytag cards from SPS.

All artwork correspondence should be directed to:
artwork@securepaymentsystems.com

Please use WinZIP for compression when E-mailing.

DO NOT send RGB images. If we must change to CMYK, your image may change to an undesirable color intensity.

All text should be kept within this shaded area. Cards are cut and scored and may affect artwork beyond this area.

Final artwork size should be 3.625" x 2.375" at 300dpi. (this includes bleed)

Card edge and reference number positioning FPO. DO NOT include in your artwork.

*DO NOT crop artwork to card edge.
*DO NOT include the card edge in your artwork.

BLOSSOMS
unique floral design

1"

2.375"

2.125"

FRONT OF KEYTAG CARD

SIMULATED MAG STRIPE AREA FPO

Use of this card constitutes acceptance of these terms: The value of this card may be applied to purchases made at any location affiliated with the card issuing location. Please treat this card like cash as it will not be replaced if lost or stolen. Unless otherwise required by law, the card balance may not be redeemed for cash. After 12 consecutive months of inactivity a $1.50 per month dormant account servicing fee will be debited from the card balance, except where prohibited by law. Balance inquiries may be done either electronically through the card issuer's authorization terminal or online at www.securepaymentsystems.com. If the magnetic stripe becomes damaged please contact any location affiliated with the card issuing location in order to obtain a replacement.

CARD REF#
XXXXXXXXXXXXXXX

Issued by
SECURE payment systems
888-313-7842

CARD REF#
XXXXXXXXXXXXX

See card for terms and conditions

Issued by
SECURE payment systems
888-313-7842

Keytag Card

BACK OF KEYTAG CARD