

# VERTICAL POKER BACK LAYOUT

## **PLEASE NOTE THE FOLLOWING TO PREVENT ANY DELAYS IN SENDING OUT PROOFS**

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- Images need to be a minimum of 300dpi (resolution)
- Outline all fonts (Shift•Apple•O)
- Make a note of the PMS colors included in the file/  
what PMS colors you want matched. PMS coated values ONLY.
- Embed all linked files and/or include them when sending art.

### **BLEED AREA (2.657 x 3.657)**

Extend artwork to this outer blue box



### **CUT LINE (2.5 x 3.5)**

This is the actual cut of the card



### **LIVE IMAGE AREA (2.125 X 3.125)**

Try to arrange the artwork within this box to keep a safe distance from the cut of the card.

**NOTE:** Extend artwork out to the bleed area if you would like it to fill the whole card



For any art that has a border, rather it be white or color, we do not recommend proceeding. We cannot guarantee the perfect cut of a border and some cards may look different than others.

ART NOTES:

### **WE DO NOT ACCEPT THE FOLLOWING TYPES OF FILES:**

.doc – Microsoft Word, .xls – Microsoft Excel, .ppt – Microsoft Power Point, .gif – low resolution http or html file  
.qxd – Quark Express Document (EXPORT AS .eps IN CURVES), Any and all types of desktop publisher files.