

GETTING STARTED

4 EASY STEPS AND GUIDELINES TO ORDERING

STEP #1 ARTWORK & LOGOS

- In order to create your design choices, we ask that you supply any special artwork you wish to feature on your cards. (e.g. sponsor logo)
- Please supply art and logos on a full color ad slick or send on disk. Adobe Illustrator & Adobe Photoshop® documents are preferred. A variety of file formats are accepted including high resolution .jpg and .tiff files.

STEP #2 SUPPLYING YOUR PHOTOGRAPHS

- It is best to use 35mm color glossy photos or high resolution (300 dpi) digital photos.
- Minimum size 3^{1/2}" x 5"
- Negatives, Slides, & Transparencies are also accepted.
- Please try to take photos in a consistent format. Either all vertical or all horizontal.
- Be sure to include the photographer's name to receive photo credit.
- You may wish to submit an action photo for the front & a still photo for the back of each card. (No additional charge)
- Please Do Not send Polaroids®
- No matte finish photos
- Do Not Cut or Crop photos
- Do Not Staple or Paper Clip photos
- Do Not Write directly on the photos (Use Labels)

TIPS AND RECOMMENDATIONS

- When taking your pictures, focus is extremely important. Maintain a steady hand and proper focal point. If the photos are "Fuzzy" the trading card will also be "Fuzzy".
- Be aware of glare (eyeglasses, windows, reflective logos, etc.). Also pay attention to shadows and lighting, especially from baseball caps (sunlight, artificial light and darkness) place your subject(s) accordingly.
- 200 speed film works well for still photos taken both indoors and out, as it gives a better "fill" to the photos. Poor lighting or photos taken in shade will require a flash. Action shots will require at least 400 speed film.
- When taking digital photos please use your camera's highest settings. Files must be at least 300 dpi at 2.5" x 3.5" or 72 dpi at 11" x 15". The higher the picture quality the better it will appear on the printed card.

STEP #3 CHOOSE A CARD STYLE

Please choose your card style from our current style library of over 40 custom templates. Each style will be customized to fit your organization's image including colors and logos. Please choose a:

VISIT
WWW.CHOICESPORTSCARDS.COM
TO SEE OUR LATEST DESIGN STYLES

• **Front Design Style**

• **Back Design Style**

(all backs can be printed in full color or black and white)

• **Checklist Card Style**

(Optional)

STEP #4 COMPLETE PROPER FORMS

• **Order Form**

(Other Side)

• **Computer Bio/Stat Template For Each Card**

(Please ask your sales rep. for a free copy of the template)

CHOICE
MARKETING
SportsCards

Mailing Address:

P.O. Box 4040 • Elwyn, PA 19063

Shipping Address:

369 Turner Way • Aston, PA 19014

1-800-999-CHOICE (2464)

ORDER FORM

ORGANIZATION: _____ CONTACT PERSON: _____

SHIPPING ADDRESS: _____
(NO P.O. BOXES)

CITY: _____ STATE: _____ ZIP: _____

PHONE: _____ FAX: _____

EMAIL: _____ WEB SITE: _____

LEAGUE DEAL:

YES NO

Check PO: # _____

Credit Card:   

Checks M/O's made payable to
Choice Marketing, Inc.

_____-_____-_____-_____- Exp. Date: ____/____

PLEASE INCLUDE PAYMENT WITH ORDER OR COPY OF ORIGINAL DEPARTMENT P.O.

Name on card: _____

Billing Address: _____

Signature: _____

CARD SETS *Please provide list of cards in set on separate sheet.*

• SET NAME: _____ TYPE: RETAIL PROMOTIONAL PHOTO CREDIT: _____

CARDS PER SET: _____ #OF SETS _____ ADDITIONAL UN CUT PRESS SHEETS QUANTITY _____ (50 Included)

• CARD FRONT STYLE _____
• CARD BACK STYLE _____
• CHECKLIST COVER CARD STYLE.. _____
(Please count cover card as 1 card in set)
 PLEASE CALL TO DISCUSS **1**

PACKAGING: (Please Check):
 RESEALABLE TEAM BAGS
 SHRINK WRAP
 FIN SEAL
 SNAP CASES & FACTORY SEAL*
* additional fee **2**

INK: (Please Check):
 4 COLOR FRONT / FULL GRAYSCALE BACK
 4 COLOR FRONT / 4 COLOR BACK **3**

UNCUT MULTI-CARD BLOCKS & STRIPS

#OF CARDS IN BLOCK/STRIP _____
QUANTITY OF BLOCK/STRIP _____
(1000, 5000, Ect)
#OF ORDERS:* _____
PERFORATED: YES NO **1**

CARD STYLE:
CARD FRONT STYLE _____
CARD BACK STYLE** _____
 PLEASE CALL TO DISCUSS **2**

PLEASE SKETCH PREFERRED LAYOUT
(each block represents a card)

* FOR MULTIPLE ORDERS OF THE SAME SIZE/QUANTITY ENTER # OF DIFFERENT BLOCKS/STRIPS FOR SINGLE CARD ORDER, ENTER 1
** PLEASE CALL FOR AVAILABILITY OF FULL COLOR CARD BACK STYLES

INDIVIDUAL CUSTOM CARDS

SIZE 1	2 1/2" X 3 1/2"	3 1/2" X 5"	5" X 7"	8" X 10"
	<input type="checkbox"/> TRADING CARD	<input type="checkbox"/> POST CARD	<input type="checkbox"/> JUMBO POST CARD	<input type="checkbox"/> HERO CARD
	1,000\$119.00	1,000\$218.00	1,000\$377.00	1,000\$695.00
	2,000\$159.00	2,000\$298.00	2,000\$470.00	2,000\$785.00
	5,000\$279.00	5,000\$538.00	5,000\$795.00	5,000\$1,585.00
	10,000 & Over CALL	10,000 & Over CALL	10,000 & Over CALL	10,000 & Over CALL

QUANTITY 2		PRICE (See Above)	# OF ORDERS	TOTAL
<input type="checkbox"/>	1,000 CARDS.....	\$ _____	x _____	= \$ _____
<input type="checkbox"/>	2,000 CARDS.....	\$ _____	x _____	= \$ _____
<input type="checkbox"/>	5,000 CARDS.....	\$ _____	x _____	= \$ _____
<input type="checkbox"/>	OTHER AMOUNT _____	\$ _____	x _____	= \$ _____
	Shipping (\$3.50 per 1,000 cards)	\$ _____		
	6% TAX (PA Residents)	\$ _____		
	GRAND TOTAL	\$ _____		

DESIGN 3

• CARD FRONT STYLE _____
• CARD BACK STYLE** _____
 PLEASE CALL TO DISCUSS

*FOR MULTIPLE ORDERS OF THE SAME SIZE/QUANTITY ENTER # OF DIFFERENT BLOCKS /STRIPS FOR SINGLE CARD ORDER, ENTER 1
** PLEASE CALL FOR AVAILABILITY OF FULL COLOR CARD BACK STYLES



Call for more information: 1.800.999.CHOICE or 610.494.1270 • Fax: 610.494.8074
Web: www.choicesportscards.com • E-mail: info@choicesportscards.com