Custom Trading Cards Specs

CHOICE MARKETING
SportsCards™

Example:

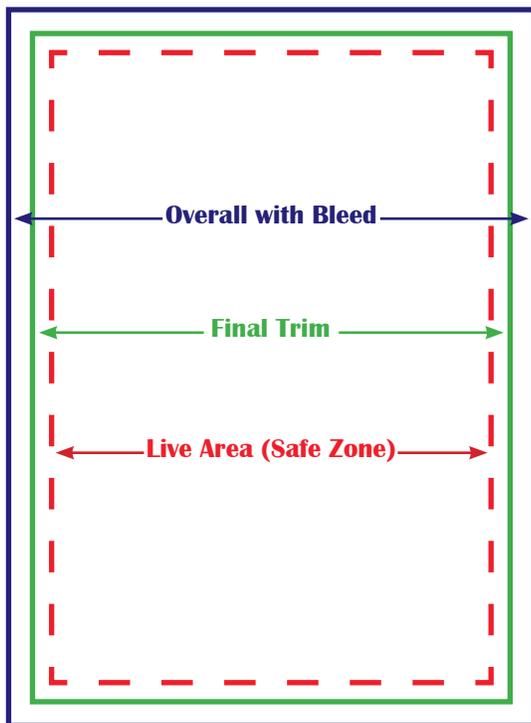## Card Setup:
When you setup your cards, please set your files to 2.75"x3.75" to include the bleed area (.125 all sides). The bleed area will be cut off.

Overall with bleed:
2.75 in. x 3.75 in.

Final Trim:
Your cards will be cut to 2.5"x3.5"

Live Area (Safe Zone):
Please keep all your important information within this area. Safe zone area is approximately .125 inside the trim line.

If your text gets too close to the edge of the card, it could get cut off during the cutting process.

Color Mode:
All files must be **flattened** and in **CMYK** or **Grayscale** color mode. Please convert all RGB files to CMYK before sending.

Preferred File Format:
- Press Ready PDF
  - *Create a single Press Ready PDF file, for each card Front and Back.*

Other Acceptable File Formats:
- .tiff, .jpg, .psd (Photoshop)
- .eps, .pdf, .ai (Illustrator)
  - *Convert all fonts to outlines and include all placed graphics in CMYK or Grayscale color mode.*
- .indd (InDesign)
  - Include ALL fonts and external linked files. Stuff or Zip the files into one file and upload to Choice's Dropbox.
  https://www.hightail.com/u/choicesportscards

Unacceptable File Formats:
- Corel Draw
- Microsoft Word, Microsoft Publisher, Microsoft Paint
These programs do not create press-ready files and need to be converted to one of the accepted formats.

browser: choicesportscards.com
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