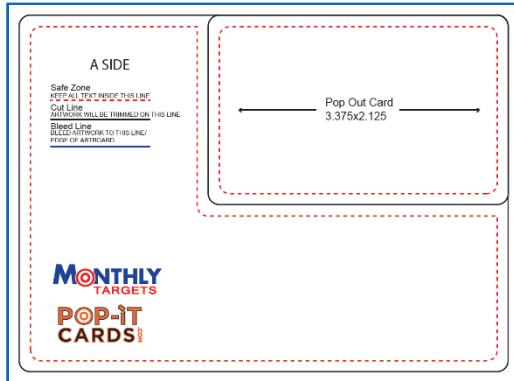


ART SPECS

TEMPLATE GUIDES



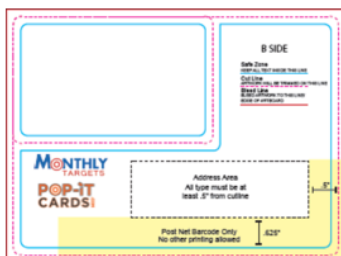
- Represents bleed line. Design to this point.
- Represents the safety zone. Keep all text and copy (and relevant images) inside this safety zone to avoid the cut line.
- Represents the cut line. This is approximately where the cutting will occur.

FILE FORMAT

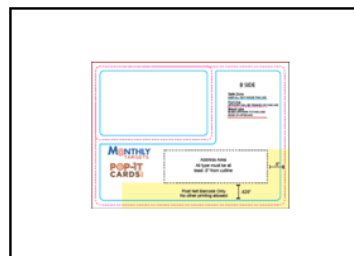


DOCUMENT SET UP & DESIGN

Document size should be the exact size of the template provided.
Do not place the template on a larger document.



THIS



NOT THIS



HIGH RESOLUTION

We use the latest cutting edge print technology. Please supply images that are at least 300 dpi.

ADDRESS BLOCK

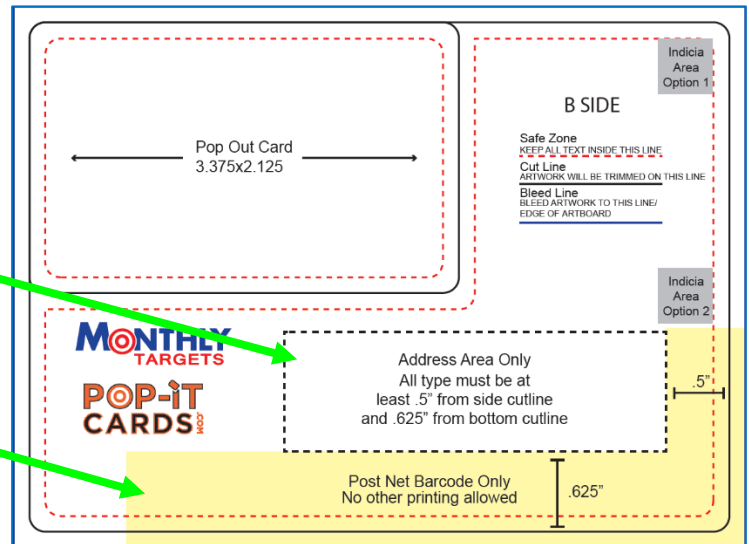
We will fill this in for you. Please leave this area blank.

POSTAL REQUIREMENTS

The yellow shaded area on your template must be white space. Please do not design this area.

INDICIA

Indicia is the area where we place our postal permit for the USPS, similar to that of a stamp. Please remove the Indicia Area Option that you do not prefer and we will create the Indicia for you.



VARIABLE DATA & IMAGES

Create one-to-one dialogue with customers through sophisticated use of variable data, addresses, images and text elements.

- Variable data is a great way to personalize each of your Pop-it-Cards. The same way we “mail merge” the addresses from your database into the address block on your artwork, we can use variable data throughout your piece.
- Wherever you want to introduce variable data, indicate by using **<brackets>**.
- We need to map the information in your mail file (aka database) with the information inside of the brackets. Identify the column header inside of the brackets so we know which column is your database to map.

Example:

<FIRSTNAME>, Happy Birthday!

Or

<FIRSTNAME>, <MESSAGE1>

In the latter example, you can have 1 database with multiple messages.



IMPORTANT! Your variable data fonts must be true type fonts only.

WYSIWYG! The variable data you provide to us in the art file via <BRACKETS> should be the color & size of your choice. Do not worry about records that are very long. We will auto size long records down to fit.

NEED HELP? WE ARE HERE FOR YOU.

CALL 855-CLEVER-1 (855-253-8371) EMAIL art@MonthlyTargets.com Mon -Friday 8:30am – 5pm PST

VARIABLE IMAGES

- We can swap in variable images too!

Example: 3 store location campaigns require 3 different maps to show customers where you are located.

- Insert a <BRACKET> and indicate the column header such as <MAPIMG>.
- Make sure you have the variable images saved in a folder and that the exact name of the image file (example, MAP1.jpg) is identified in your database.

SAVING YOUR ART FILE

- When saving a PDF, please use the high quality print option.
- Check the box to include the bleed.
- Crop marks should not be included.



DESIGNS WITHOUT VARIABLE DATA/IMAGES

PDF

- Save as PDF using the high quality print option.
- Do not use crop marks.
- Check to make sure bleeds are included.

ILLUSTRATOR/PHOTOSHOP/IN DESIGN

- All fonts should be outlined or included in a folder with original art file.
- All images must be embedded in the original art file or included in a 'links' folder.

ART FILE WITH VARIABLE DATA/IMAGES

- Build your final art file with 2 master layers; static & variable.
- Save 1 PDF with both layers visible for our reference.
- Save another PDF with only the static layer visible. We will use the reference PDF to place your variables accordingly.
- Include the fonts used for your variable text.

