



Promo Printing Group, Inc.

3210 S. Dale Mabry Highway • Tampa, FL 33629

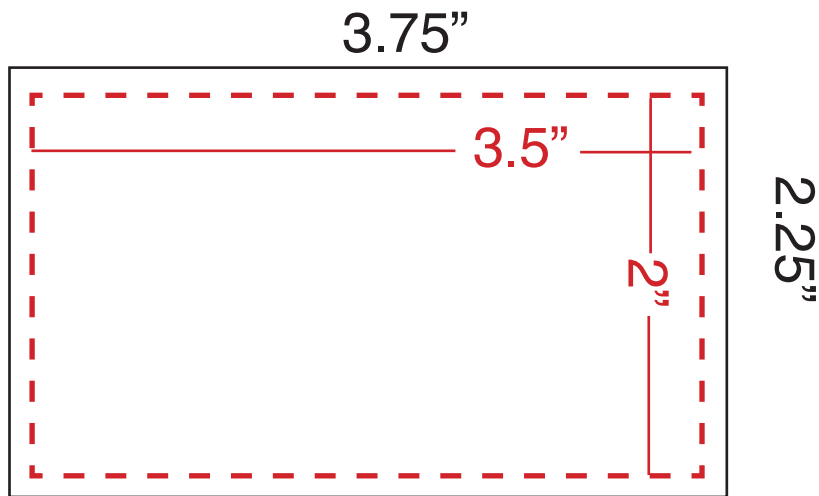
Local: 813-831-9902 • Fax: 813-831-9903 • Toll Free: 866-831-9902

3.5" x 2" Scratch off specs

Size: 3.75" x 2.25" trims to 3.5" x 2"

Colors: Full Color BOTH Sides (CMYK)

Paper: 12 point Coated both side with Premium UV Gloss on front only

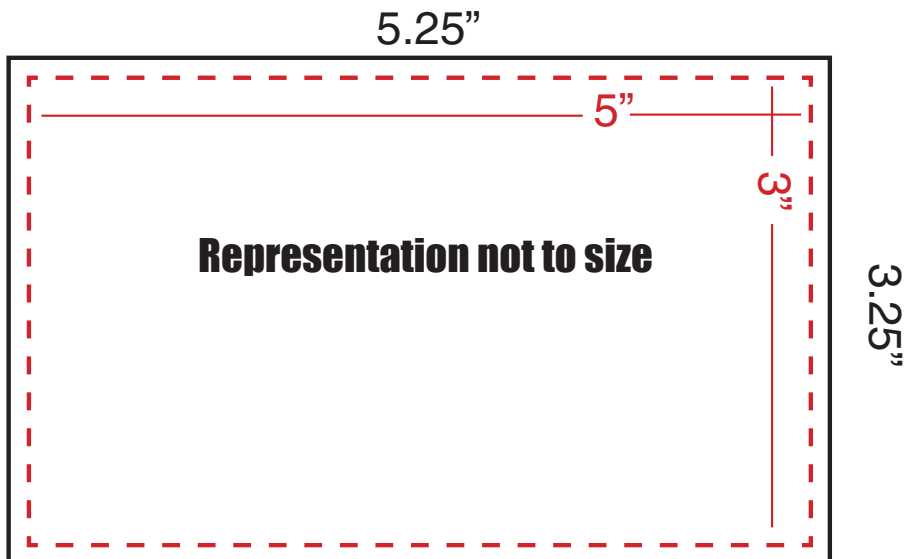


5" x 3" Scratch off specs

Size: 5.25" x 3.25" trims to 5" x 3"

Colors: Full Color BOTH Sides (CMYK)

Paper: 12 point Coated both side with Premium UV Gloss on front only

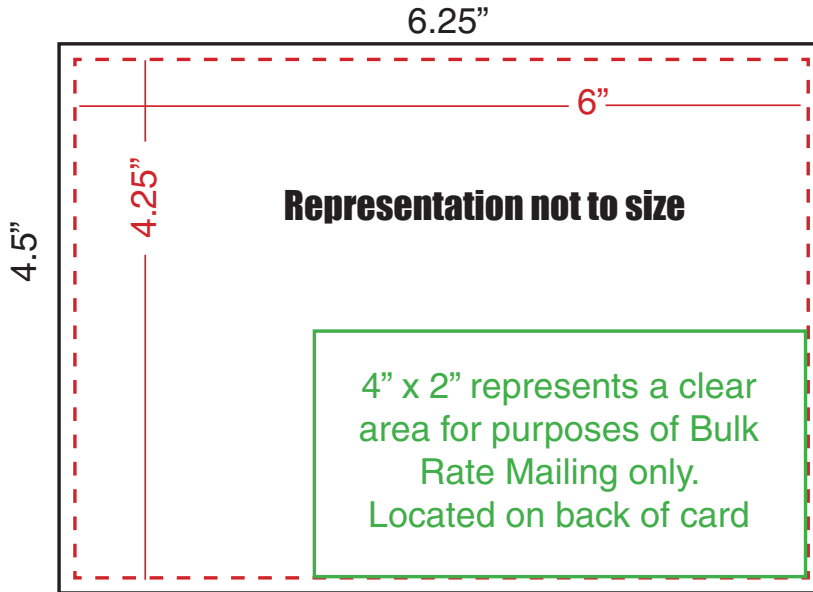


6" x 4.25" Scratch off specs

Size: 6.25" x 4.5" trims to 6" x 4.25"

Colors: Full Color BOTH Sides (CMYK)

Paper: 12 point Coated both side with Premium UV Gloss on front only

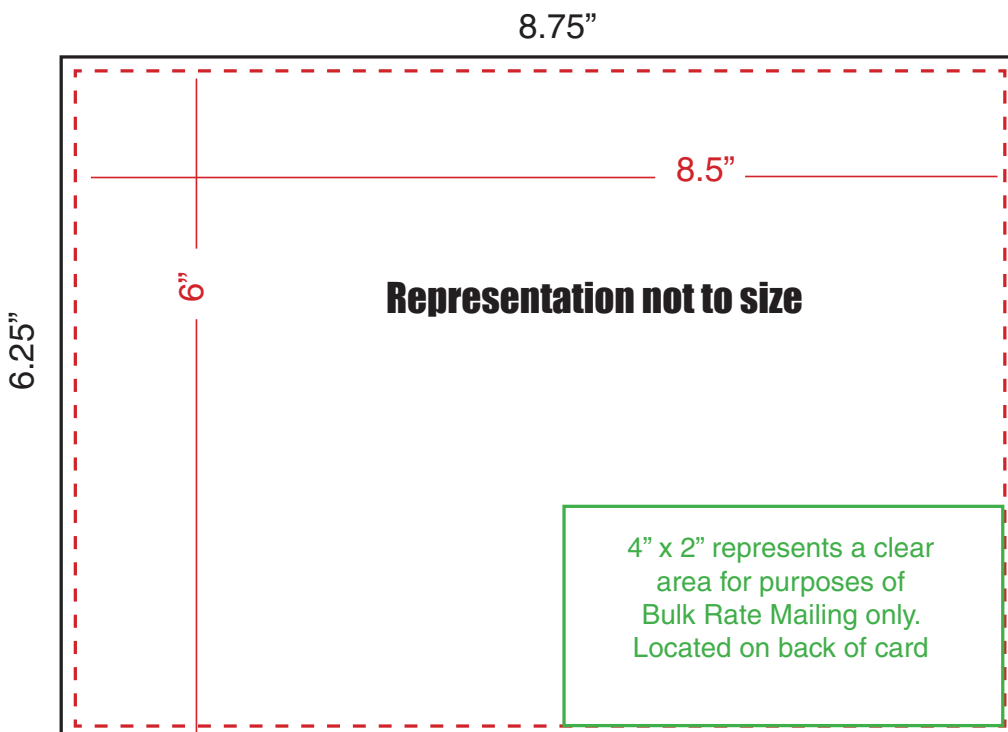


8.5" x 6" Scratch off specs

Size: 8.75" x 6.25" trims to 8.5" x 6"

Colors: Full Color BOTH Sides (CMYK)

Paper: 12 point Coated both side with Premium UV Gloss on front only



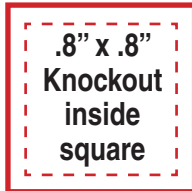
Scratch off Areas

1" Circle (Gold or Silver)



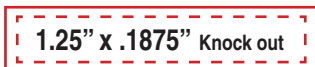
White knockout must be .8" in diameter to be completely covered by a 1" scratch off circle. (Can be placed anywhere on card, but at least 1/8th inch from the bleed) Prizes are inkjetted. Maximum 2 lines of type, 12 characters

1" Square (Gold or Silver)



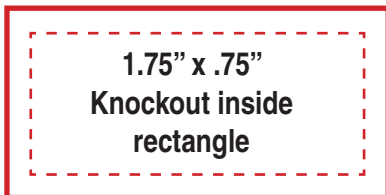
White knockout must be .8" x .8" to be completely covered by a 1" x 1" scratch off square. (Can be placed anywhere on card, but at least 1/8th inch from the bleed) Prizes are inkjetted. Maximum 2 lines of type, up to 12 characters each, including spaces.

1.5625" x .3125" Rectangle



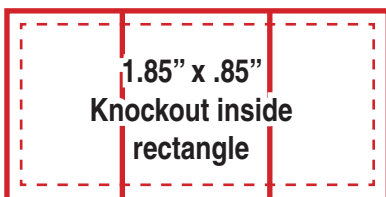
White knockout must be 1.25" x .1875" to be completely covered by a 1.5625" x .3125" scratch off rectangle. (Can be placed anywhere on card, but at least 1/8th inch from the bleed) Prizes are inkjetted. Maximum 1 line of type, up to 20 characters, including spaces.

2" x 1" Rectangle



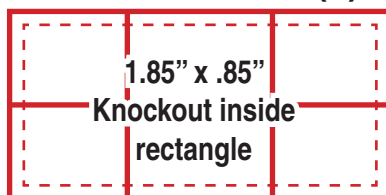
White knockout must be 1.75" x .75" to be completely covered by a 2" x 1" scratch off rectangle. (Can be placed anywhere on card, but at least 1/8th inch from the bleed) Prizes are inkjetted. Maximum 2 lines of type, up to 20 characters each, including spaces.

2" x 1" Scratch (3)



White knockout must be 1.85" x .85" to be completely covered by a 2" x 1" scratch off rectangle. (Can be placed anywhere on card, but at least 1/8th inch from the bleed) Prizes are inkjetted. Maximum 2 lines of type in each box, up to 8 characters each, including spaces.

2" x 1" Scratch (6)



White knockout must be 1.85" x .85" to be completely covered by a 2" x 1" scratch off rectangle. (Can be placed anywhere on card, but at least 1/8th inch from the bleed) Prizes are inkjetted. Maximum 2 lines of type in each box, up to 8 characters each, including spaces.

General Art Specifications

Promo Printing works primarily on a MAC based platform. However, can accept PC files as PDF, EPS, and TIF. Please call us toll free to discuss your options or email us at steve@premiumpostcards.com

For your order to go smoothly, please read the following artwork specifications. If you are not a designer and have hired a third party to do your design work, please make sure that they have a copy of this page before they start working on your design.

- All postcards are printed CMYK (4 color process) on front & back.
- All colors must be converted to CMYK prior to submission. Any author's alterations that have to be made at this end will be billed at and hourly rate of \$75.00 per hour with a minimum charge of \$25.00.
- We can not accept any JPEG or Gif Files unless they are 300dpi.
- Name your file the same name as your company.

Acceptable Media Formats:

- CD Rom - Mac
- Email art to steve@premiumpostcards.com
- Post files to our FTP site (see below).

Acceptable Programs and Files:

Adobe Photoshop CS3 or below (flatten image and convert to Tif or EPS)

Adobe Illustrator CS3 or below (create fonts to outlines, embed CMYK images and submit as EPS)

Adobe In-Design CS3 or below*

Adobe PageMaker 7 or below*

Quark XPress 7.3 or below*

Macromedia Freehand 10 or below*

* Mac or PC (must include all fonts and support documents)

Layout Specifications:

- Document size must match the final card dimension
- All artwork must include a 1/8th inch bleed. (For example a 4.25" x 6" Postcard would be set up as 4.5" x 6.25" or a 5" x 3" scratch off would be set up as 5.25" x 3.25".)
- Do not include crop marks.
- All images should be 300 dpi at 100%
- Keep all text and important images at least 1/8" - 1/4" from the edge of the card.
- Do not stylize fonts in Quark or Freehand. This means do not use the type style option for bold, italic, shadow or outline effects.

Please contact Steve with any questions at TOLL FREE 1-866-831-9902.



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