

Rack Card Imprint Guide

Our 4" x 10" Rack Cards provide effective prevention information on easy to read, easy to understand, and easy to distribute information cards. Build community support and raise awareness by adding an imprint to the back side of each card.

Pricing

- Minimum quantity to imprint is **100**
- **Black and white only** imprints are **\$0.05** per card
- **Full color** imprints (any other than black and white) are **\$0.10** per card

Art & Typesetting

There are **three ways to submit** your artwork and/or custom message:

1. Using the online designer on the product page
2. Before adding the product to the cart (our art department will layout your imprint for you)
3. Emailing your artwork to **sales@ptrpress.com** or your sales rep (our art department will layout your imprint for you)

Whichever method you choose to submit your artwork, **we will send you a proof** for you to approve before we begin your order. If your artwork needs work, you may be charged an art fee (our sales and/or art department will contact you beforehand so you can authorize any additional changes & charges).

When submitting artwork, please keep in mind:

- Imprint size for rack cards should be no more than **3" W x 3" H**
- **Fonts must be converted to outlines** prior to submission to insure accuracy. Failure to convert fonts may result in the art department choosing a similar font as a replacement, unless a font file is provided.
- Artwork must be at least **300 DPI** and **preferably saved as a vector file** (.ai, .pdf, .svg, or .eps). Vector files provide the best quality and can be resized without loss of sharpness or detail.
- Raster files (.psd, .tif, .pngs, .jpg) are also accepted. However, the imprint must be created at 3" W x 3" H and saved at 300 DPI. **HINT:** If you're questioning the quality of your imprint, zoom in. If the imprint looks blurry / has fuzzy edges -- it is not suitable for printing. Resizing the imprint will not fix the quality.
- **WE DO NOT ACCEPT:** GIF files, Word documents, photocopies and any low-resolution/72 DPI files that are commonly found on the internet.

Shipping & Delivery

Please allow up to **7-10** days for shipment after we receive approval of the proof.

Returns

We **cannot** accept returns on personalized materials unless an error has occurred due to a problem on our end.

**Questions? Call (877) 329 - 0570 or email info@ptrpress.com
and our sales and/or art department will be happy to help you!**

