

Mechanical Specifications

Camera Ready Art:

Must be supplied as PC/MAC compatible electronic files (with file extensions) at **300 DPI, CMYK ONLY**. Art should include instructions and proofs where applicable.

Card Size:

Our cards consist of a **live image and text area of 4.75" x 3.125"**. All images, text, and color must be confined within this space – **NO BLEED**. Final trim size is **5" x 3.5"**, creating a margin around the live area (.125" on each side and .1875" at top and bottom). See example at right. →

Preferred File Type:

High-Resolution Adobe PDF (PDF/X-1a). Other file types will be evaluated on a case by case basis. We cannot accept Microsoft Word or Publisher files as artwork.

Fonts/Images:

Use only postscript fonts. Text 12 pt or smaller should be one color (100% black). Please use high-resolution images only. Web graphics are unacceptable.

Printing & Color:

All cards are printed black and white. Color is available at an additional cost.

Output:

Please compress files (if necessary) using either WinZip or Stuff-It and upload them directly to our production department at: <http://upload.marketsharepubs.com>

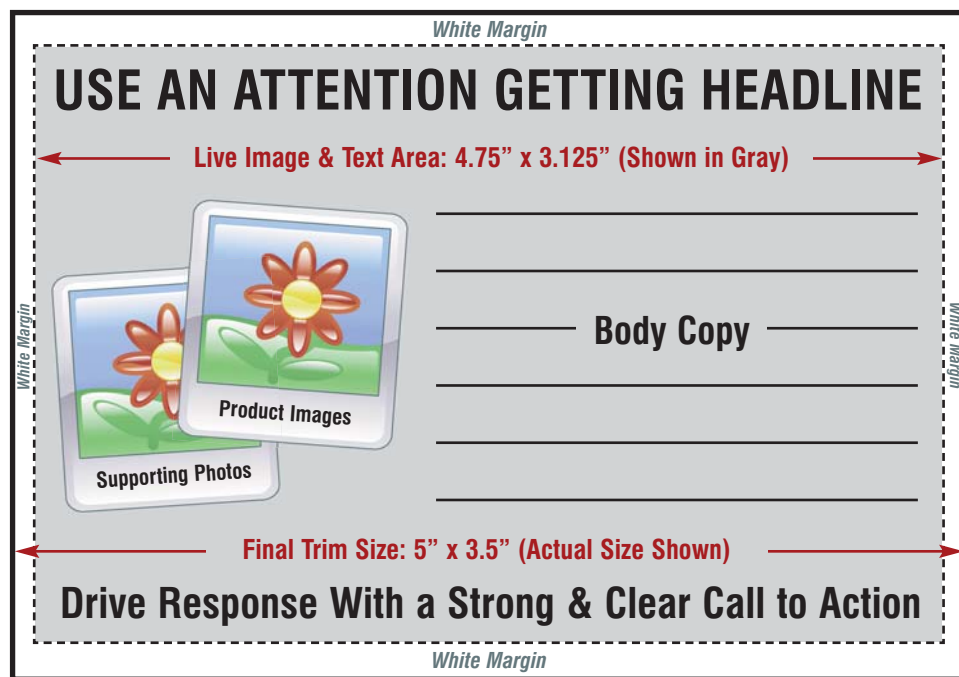
USPS Automation-Compatibility:

Business Reply Mail (BRM) and Courtesy Reply Mail (CRM) must meet the postal automation compatibility requirements for pre-barcoded reply cards. Learn more at: http://pe.usps.com/mpdesign/mpdfr_intro_all.asp

Intelligent Mail Barcodes:

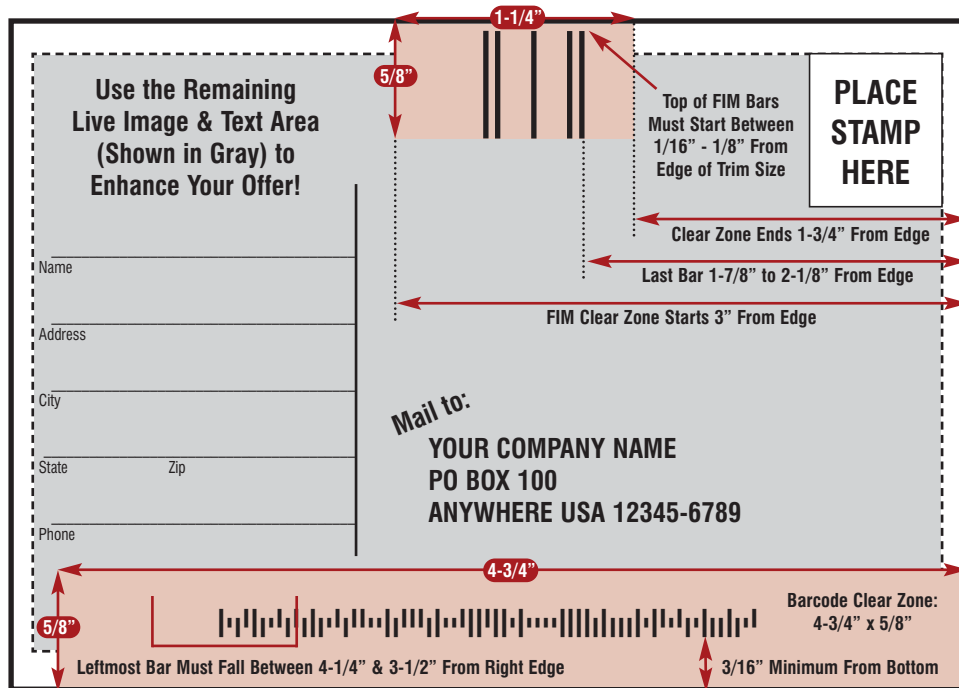
For information visit our website: <http://www.marketsharegroup.com/imb.asp>

Understanding Card Size & Basic Layout



The message side (front) should be designed to get attention, pique interest, convey benefits and get response with the use of a strong headline, copy, graphics, and a call to action.

Barcode & FIM Placement (Reply Side)



The reply side (back) can be used to further promote your message. This requires response be enclosed in an envelope or driven to the web/phone. You can also use a CRM (shown above) or BRM reply format.



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