

## Business Card Printing Setup Information and File Tips

Our color business cards are printed in just two days for most orders. We are only able to print business cards from files with crop marks or from page layout and illustration programs which generate crop marks. If your file does not offer the option to print with crop marks, we will not be able to print business cards from your file.

### Layout

Business cards must be designed as a standard 2" x 3.5" card. Your document size should be the same as the card: 2" x 3.5". Only place one card on the page - not multiple up. If you have a 2-sided card, page 2 is side 2.

If your card includes a background or graphic, you must include 1/8" bleed in your design.



**INCORRECT: Missing crop marks**



**INCORRECT: Missing bleed**

Bleed refers to the amount of area that a color or image extends past the edge of the page. Bleed is needed to properly trim your cards so that a thin white edge does not show after the cards are trimmed from a larger sheet.



**CORRECT: Includes crop marks and bleed**

## SAVING A PDF FILE WITH CROPS AND BLEED

### From an InDesign file

Your instructions may vary slightly depending on the platform and version of InDesign that you are using.

Open your document. Ensure that there is 1/8" bleed on all sides as needed. Select **PRINT**

In the **SETUP** screen:

**Paper size:** Choose Letter if your image is smaller than 8.5 x 11,  
Choose Tabloid if your image is larger than 8.5 x 11

**Page position:** Choose Centered

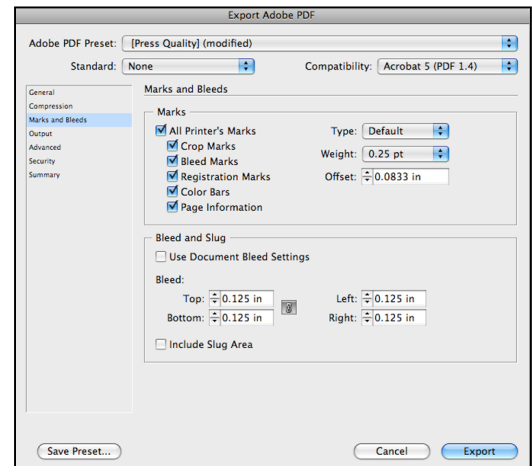
In the **MARKS AND BLEED** screen:

**Marks and bleed:** Select All Printers Marks

**Bleed and Slug:** Check: Use Document Bleed Settings  
It should read: 0.125 for left, right, top and bottom

If not, uncheck this box and enter the numbers manually.

Select **EXPORT** and choose **Adobe PDF**, then and **Press Quality**.



### From an Illustrator file

Your instructions may vary slightly depending on the platform and version of Illustrator that you are using.

Create your document. Your page size should be the exact size of the item you are printing after it is trimmed. Ensure there is 1/8" bleed on all sides as applicable.

In the top menu bar, select **OBJECT**:

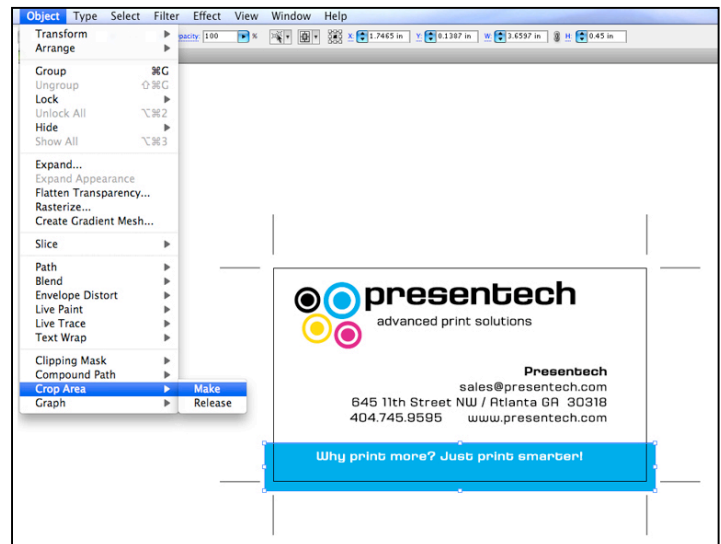
Select **CROP AREA, MAKE**  
Crop marks will be added to your document.

Now, you need to make your document larger so the crop marks print on the page.

Under **FILE**, select **DOCUMENT SETUP**

Add 1" to each dimension. Press **OK**.  
The crop marks are now contained on the page.

Select **SAVE AS** and choose **ADOBE PDF**.



## SUPPORT FILES

### **Save your file as a press ready pdf for printing**

We suggest sending a press ready pdf to print your order. Be sure to include crop marks and the required bleed. This avoids the need to send fonts and support files. If sending a native file, please include all image and graphic files. We are only able to print business cards from programs that offer the ability to generate crop marks with bleed.

### **Never use images that you found on a web page.**

Web images may look great on the screen, but will not print like they appear. It is better to leave off a logo or photo altogether rather than paste one from a web page.

### **Never “up res” your image as this may cause undesired softness or blurring.**

Be sure to use a high resolution graphic that will not lose quality when printed. Opening a graphic into Photoshop and increasing the size or dpi will typically result in a poor quality image when printed. Better yet, use a vector graphic that is designed for high quality print. Just because it looks Ok on the screen has no relationship to how it will look when printed.

## COLOR FORMAT

### **Convert all your graphics from RGB to CMYK**

Your images may print off color or with inaccurate color if you neglect to convert images. Since your monitor is RGB, RGB images look great on screen, but they will look washed out and off color when printed on a CMYK printer or plotter.

### **Solid or spot colors should be Pantone (PMS) coated**

Do not convert solid colors to CMYK as this can change their color value. We suggest referring to a current Pantone color to accurately choose and confirm your color. Never rely on your screen image for color.

### **A note about color accuracy**

Our presses are calibrated to produce the most accurate color possible. Please do not use your own printer or monitor as a guide to color accuracy. Since we print using CMYK inks, spot colors may print differently than their PMS equivalent. If you are concerned about color accuracy, request and allow enough time to request a proof before printing your order.

**Please contact us if you have any questions. Thank you for your order!**