Z-CARD® design & pre-press checklist

Please make sure your Z-CARD® design meets the following specifications before sending for production.

☐ Begin your design with the correct Z-CARD® electronic template for inner sheets and outer cards. Please do not alter the templates or they will have to be corrected, which will affect production time and cost.
Note: There are separate templates for outer cards and folded inner sheets.
    Design inner sheets and outer cards on their own templates.

☐ Be sure to follow the template guidelines. **1/8" safety zone is required.** All live art must exist at least 1/8" within crop marks. All bleeds must extend past the crop marks by at least 1/8" to allow for continuity of design. Thereis a 3/8" safety zone around the outer card placement. Copy and image safety zones are set to allow for manufacturing tolerances.

☐ Either delete all magenta lines, frames, measurements, and instructions from the template, or leave them on a separate, non-printing layer before submitting your art to us. Leave crop and fold marks in place. Be sure to include the supplied Z-CARD® patent box. The patent box must appear anywhere within the layout. Do not alter this information box in any way.

☐ Along with your completed files, please include a print-out (if mailing a disc) or a low-res PDF (if posting to our FTP), for reference and to indicate how you would like your outer cards positioned.

☐ **Minimum type size:**
Minimum point size for 1 color type, no background: 4 point
Tint Matched type for CMYK mix, no background: 7 point
Minimum point size for type reversed out of 1 color (solid) background: 6 point
Minimum point size for type reversed out of background (CMYK mix/image/pattern): 8 point

☐ **Acceptable files:**
Art must be formatted for Mac (when applicable) and created in either InDesign, Illustrator, Photoshop, or Quark. Please be sure to include all fonts and linked images. Do not forget to include fonts that may be embedded in graphics as well. If your copy is in a foregn language, please outline all of the text before sending for production.

☐ **Z-CARD® FTP instructions:** Please contact your salesperson for instructions on uploading your files to the Z-CARD FTP site.

☐ Please complete the work order form on the following page. It may be printed out and mailed with your disc, or If you are posting files to our ftp, attach it to the email that you send to your sales rep, when posting artwork to our FTP.

If you have design, software, or ftp related questions, feel free to contact the Z-CARD® Designer.
Claudia Goldstein: cgoldstein@zcardna.com / 212-797-3450 ext 310

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Please fill out this form and submit it with your artwork.

Artwork submitted by:

Phone number: Email Address:

Inner Sheets

Name of file:

Software used:

Format (Specify Z-Card, K-Card, or C-Card, the number of panels):

Size (Credit Card, Midsize, Jumbo, etc.):

Color Separation (check all that apply): **C**yan__ **M**agenta__ **Y**ellow__ **B**lack__

Spot color(s) used, if any:

Fonts used:

Linked images:

Any special instructions:

Outer Cards

Name of file:

Software used:

Size (Credit Card, Midsize, Jumbo, etc.):

Color Separation (check all that apply): **C**yan__ **M**agenta__ **Y**ellow__ **B**lack__

Spot color(s) used, if any:

Fonts used:

Linked images:

Any special instructions: