



## Business Cards

- The standard business card is 3.5" x 2" (black line)
- It is inadvisable for text or critical design elements to be placed closer than 1/4" from the edge. (red line)
- Graphical elements that bleed-off the page should extend 1/4" beyond the edge of the card. (blue line)
- Graphical elements should be 300 dpi. (Web graphics, often at 72 dpi, will look fuzzy when printed.)
- When using Microsoft Publisher, be sure to embed fonts in your file. Go to Tools > Commercial Printing Tools > Fonts. Put a check in Embed True Type Fonts when Saving Document. Uncheck the other boxes.
- It is advisable to use the CMYK color space. While a misadjusted monitor may still cause colors to appear significantly different to you than how they'll look when printed, using CMYK instead of RGB will stop you from using unprintable colors, such as a glowing neon green.
- We can print a proof for you on our printer, but the colors still may not match because of differences between laser and offset printing, and the changes caused by the UV coating on the business cards. It will, however, be closer than what you see on a backlit computer monitor.
- Please note that while we will review the technical aspects of your design, make suggestions to improve your results, and perform "pre-press" adjustments, we generally do not proofread your copy. Be sure you double-check your spelling, phone numbers, e-mail addresses, and other text. Once we submit the file for printing, you will be responsible for printing charges even if there are typos or other errors.