

# A little prep. A big impression.

For the 3.5" × 2" 16pt Matte business cards. Keep this guide beside you as you prepare your artwork.

## FULL CANVAS, WITH BLEED

### 3.75" × 2.25"

Trimmed print size: 3.5" × 2"

## IMAGE RESOLUTION

### 300 dpi

At the full printed size.

## COLOR / PREFERRED FILE

### CMYK / PDF

Export at full size.



Example. The press template has trim, bleed and safe area drawn in; design on top and hide the guide layer.

## 01 / Extend your background.

Allow **1/8"** **bleed beyond each trimmed edge**. Continue background colors and images into the bleed to help avoid white edges after cutting. Your full canvas is 3.75" × 2.25".

## 02 / Protect the important details.

Keep text and logos **1/8"** **inside the trim**. Printed borders need at least 1/8" inside trim, plus bleed.

## 03 / Front and back, two pages.

Send both sides as two pages in one PDF, front first. Cards for several people? Up to four versions of one design, different names and the same layout, go in one order as one PDF with one proof.

## Before you send it

- My page is 3.75" × 2.25", including bleed.
- My images are 300 dpi at their full printed size.
- My artwork is in CMYK, ready for print.
- Text and logos are 1/8" inside the trim.
- I've hidden guide layers and exported both sides as one full-size PDF.

## Your proof first. Your approval before print.

Your PDF proof arrives by email; check content and positioning. Screen color may differ from print. A hard-copy proof is available on request. Production starts after approval.