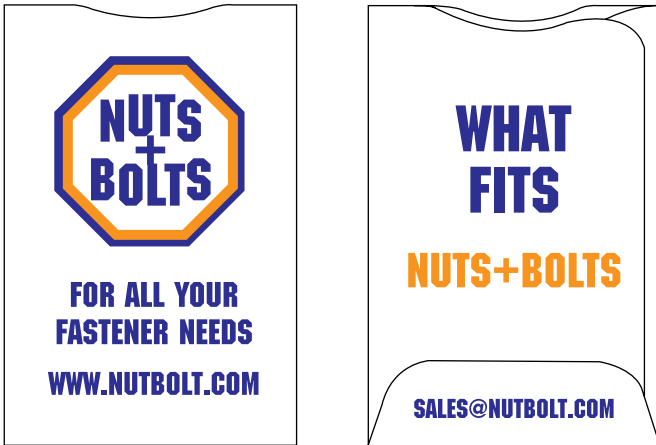


## WHAT WE MEAN BY "SIMPLE PRINTING" AND HOW TO GET THE BEST RESULTS FROM OUR PRINT-FROM-STOCK PROGRAM

*Although credit card sleeves are used here as a product example, the principles presented are applicable to our other envelope products such as gift card envelopes, remittance envelopes, doorknob hang ups, #9 and #10 commercial styles.*

### ACCEPTABLE



FACE

BACK

#### ARTWORK SHOWN IS SIMPLE COPY

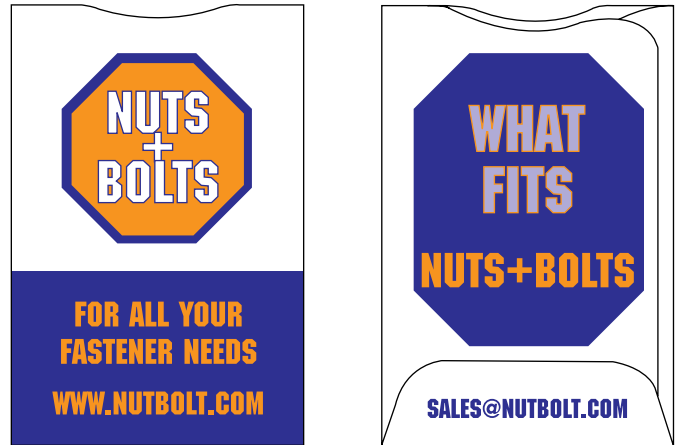
Logo and text does not bleed or wrap; there are no large blocks of color or subtle gradients/tints; there is tight registration in the logo on the face side only.



#### ARTWORK SHOWN

is at least 1/4" in from any edge  
(safe area in red dashed line)

### NOT ACCEPTABLE



FACE

BACK

#### ARTWORK SHOWN IS NOT SIMPLE COPY

Tight registration on both sides, large blocks of color, bleeds/wraps. Can be corrected by simplifying logo, removing color block, changing text to solid color.



#### ARTWORK SHOWN

is too close to the edge  
(safe area in red dashed line)

**Our Fast Turn Around and Low Cost Program works beautifully when the artwork you submit is simple copy:** Text and/or Logo with no bleeds, no wraps, no large blocks of color, no subtle gradients/tints, but may have tight registration (traps) on face side only; good contrast halftones okay at 5% min/80% max density — no white/solid black areas (we use 110 linescreen); and all content is at least 1/4" in from any edge. All copy must be approved.

**Any questions or concerns, no matter how seemingly small, please contact us.**