



## Artwork Guidelines:

Please ensure that all artwork follows the directions provided on the Guidelines layer. Artwork which does not follow the guidelines will be returned for correction.

All artwork, including text & images, must be on the Artwork layer.

All artwork, including photos/images, must be **CMYK** and at 300dpi.

Please package images and fonts with your submitted artwork files.

### Bleed Area

Artwork must extend to the **light blue** line

### Safe Zone

Text must remain within the **red** lines

## Variable Data:

Any Variable Data fields must be on the Variable layer indicated with < >  
(Example: <Location>, <First Name>, etc.)

<FULLNAME>

<ADDRESS1> <ADDRESS2>

<CITY>, <ST> <ZIP>



**DO NOT PLACE ARTWORK IN MAILING BLOCK**

Prsrt. Std  
U.S. Postage  
**PAID**  
ConvertaCard

www.converta.com (844) 960-2400