



## snapNwin® ARTWORK GUIDELINES

**SIDE A - Magnetic Snap-Out Side**



**SIDE C - Opposite Card Side**



**Snap-Out Magnet**



**SIDE B - Inside Hidden Message Side**

**Side A** Known as the **Magnetic Snap-Out Side** incorporates the snap out magnet portion of the card.

**Side B** The **Inside Hidden Message Side** usually reflects the prize, code or the message you wish deliver when the Magnet portion is snapped off from the card. There could be a number of messages depending on the details of the promotional campaign.

**Side C** Known as the **Opposite Card Side**, usually includes advertising space and/or contest details.

Please prepare artwork using the 3 separate templates for each card size, provided for download.

### INSTRUCTIONS:

1. Please submit 3 art files (one for each snapNwin Side) separately, as a "Press Quality" PDF file format or vector EPS (300 dpi minimum for color images) with all fonts converted to outlines (paths).
2. Send a separate image for each additional version (prize level) of Side B, inside message. If variable PIN codes are part of the design use black (K) only text on a white background or box and supply codes as separate table (.CSV)
2. Please convert all Spot and RGB colors to CMYK for 4 color process printing. Contact the snapNwin supplier in advance for availability and special pricing on spot, fluorescent or metallic inks.
3. Preference is for files created from native Indesign or Illustrator programs prior to conversion to PDF. Artwork created with Microsoft Word, Powerpoint and Publisher, or Corel Draw is not acceptable.
4. Wherever applicable, artwork should include a .125"(3 mm) bleed outside die cut lines.
5. Art not intended to print to the edges and copy should remain .125" (3 mm) away from die cut lines.
6. Do not include crop and bleed marks or dielines in final submitted artwork. Send separate PDF's with these marks as guidance if desired.

Upload the artwork by FTP or email as specified by your authorized snapNwin supplier or licensee. The above are general guidelines and refer to each supplier for any specific requirements not noted here.