Playing Card Specifications

The final image area should be 2.125" wide x 3.125" tall.

3.5"

2.125"

3.125"

Image Area

2.5"

THUNDERHEAD
BREWING COMPANY

KEARNEY • NE • USA

www.morrispress.com
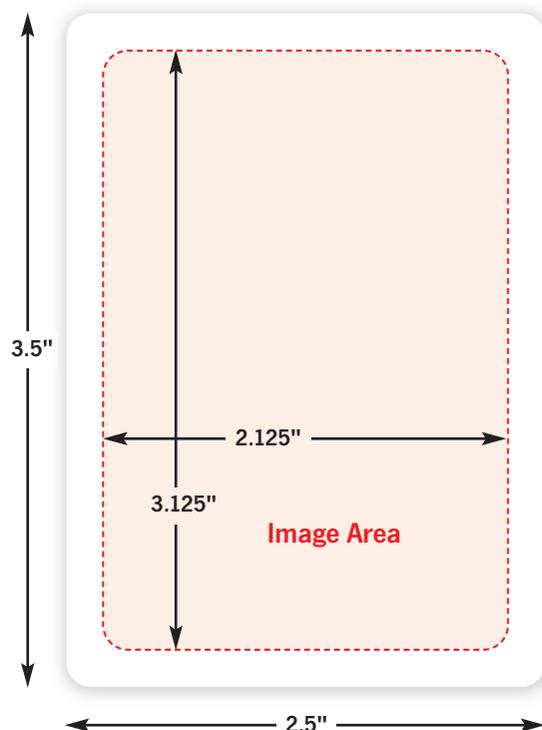
Finished card

File Format

Your file should be several megabytes in size if it's the correct resolution. You may want to modify the brightness, contrast, and color in a photo-editing program. If you submit press-ready card artwork, Morris Press cannot be held responsible for photo quality or colors since we do not make alterations to or correct colors on press-ready files.

You can convert your file to a **PDF** with embedded fonts. Otherwise, provide fonts and any linked artwork in one of these formats: **.eps .tif .ai .jpg .psd**

Digital Devices

Most newer digital cameras with 4 Megapixels or more can take photos suitable for printing. However, don't use a compression setting on your camera; it affects color and photo quality. Make sure your camera is set for uncompressed image data. Check your owner's manual for details.

Images dragged from a web site or taken from a cell phone are usually not at a high enough resolution – okay for video media, but not print.

Resolution

An image that looks good on your computer's monitor does not mean it will print well. Resolution determines the quality of a digital file that will be printed. The more pixels per inch (ppi) in an image, the better the printing quality.

If you provide a photo or Photoshop® file, divide each axis by 300. The result is the largest size an image can be printed at *maximum* quality. We will accept files as low as 150 ppi. Images won't be as sharp as 300 ppi, but will still be of acceptable quality. In this case, divide each axis by 150.

Example of image at 1536 ppi x 2048 ppi:

300 ppi   1536 ppi x 2048 (each axis divided by 300)
highest quality   = 5.12" x 6.83" maximum print size

150 ppi   1536 ppi x 2048 (each axis divided by 150)
medium quality   = 10.24" x 13.65" maximum print size

Proofing

If you need assistance designing or preparing your artwork, our talented staff is ready to help. Call us at **800-570-1773** for details. Whether you submit a press-ready file or we design your card, you'll **receive a FREE color proof** to review and approve.