



DESIGNING YOUR LOYALTY CARD

SPECS AND NECESSARY INFORMATION

1. CARD DESIGN INFO

- a. Allow for placement of the magnetic stripe
4mm from the top of the card
- b. Actual Card Size
86mm x 54mm
- c. Bleed
1.5mm on each side
- d. DPI
300-800 dpi
- e. Format
Workable or Layered PDFs and Working Raw files are acceptable for print

2. BASIC INFO TO HAVE ON YOUR CARD

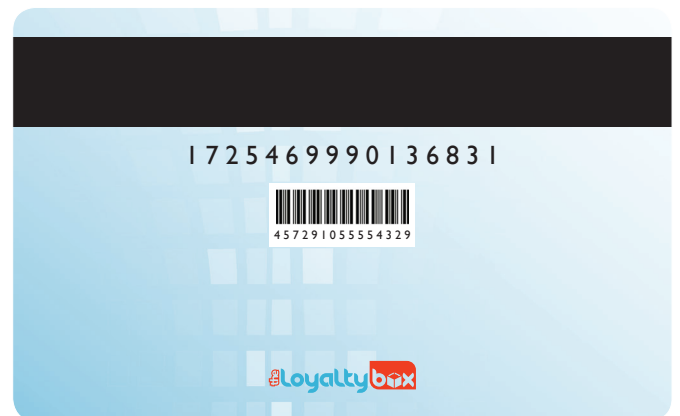
- a. Logo
- b. Membership number
- c. Magstripe

3. OPTIONAL INFO TO HAVE ON YOUR CARD

- a. Loyalty Program name
- b. Barcode
- c. QR Code



FRONT OF CARD SAMPLE



BACK OF CARD SAMPLE