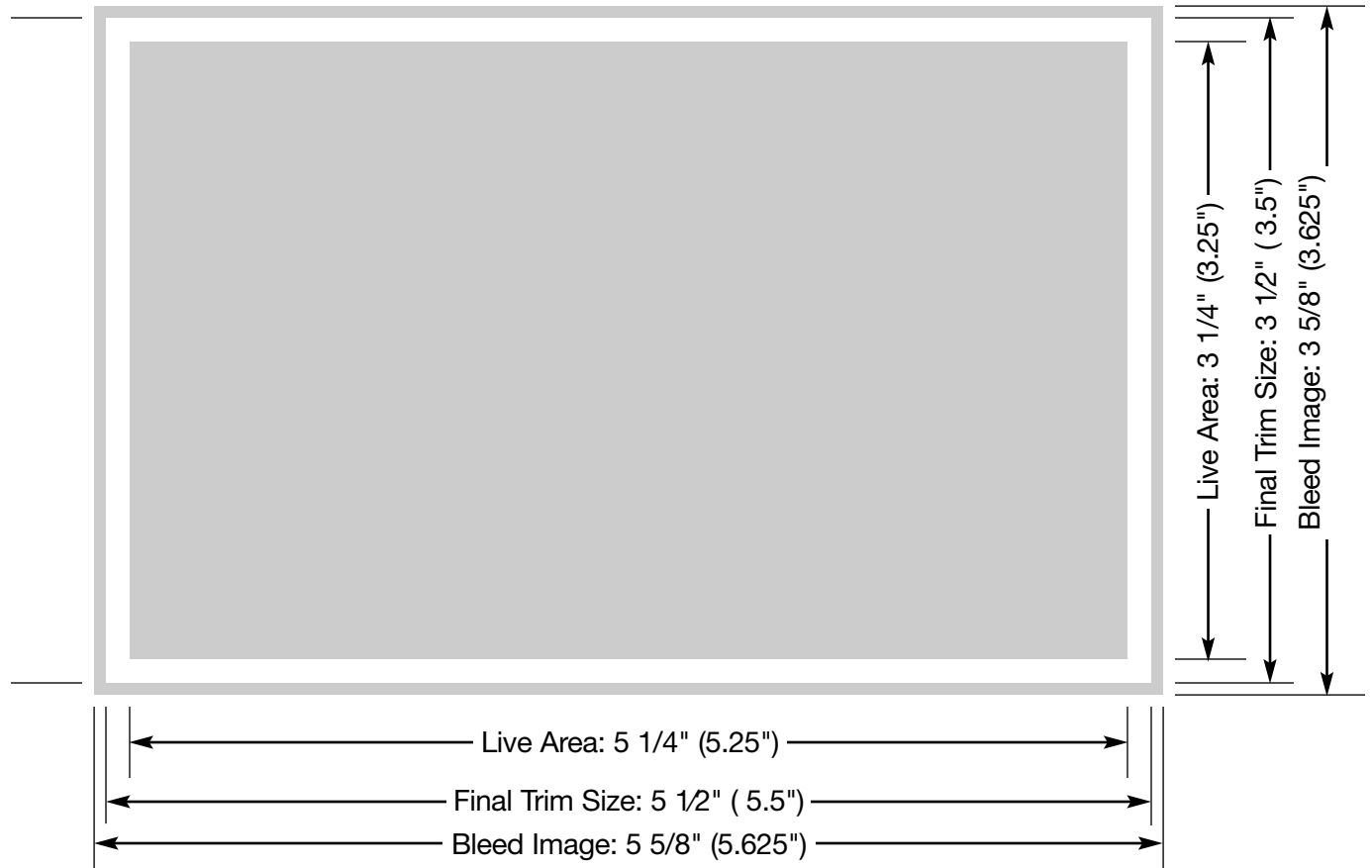


# ARTWORK SPECIFICATIONS FOR RSVP® PICTURE POSTCARDS

Standard • VIP Edition • 3.5" x 5.5"



RSVP® pre-press is completely digital and all printing is CTP (Computer to Plate). This means that we expect to either receive a Quark file or design the card for your advertising. Since no film used for printing, we can not accept supplied film for your advertising. You will receive a digital proof prior to mailing. Like all digital proofs actual color may vary slightly during printing. Advertisers should work with their placement agency or if necessary RSVP Corporate to create a card that meets their expectations and requirements.

There are two separate and distinct RSVP card sizes, which are clearly indicated on our master schedule.

	SHOWN ABOVE: RSVP Standard (VIP Edition)	RSVP Elite®
<b>Format:</b>		
Bleed Image:	3 5/8" x 5 5/8" (3.625" x 5.625") <i>(Above dimensions include 1/16" for trim on all sides)</i>	4 3/8" x 6 1/8" (4.375" x 6.125")
Final Trim Size:	3 1/2" x 5 1/2" (3.5" x 5.5")	4 1/4" x 6" (4.25" x 6")
Card Face:	four-color with aqueous coating or UV*	four-color with aqueous coating or UV*
Card Back:	black only	black only
Resolution:	200 line screen	200 line screen

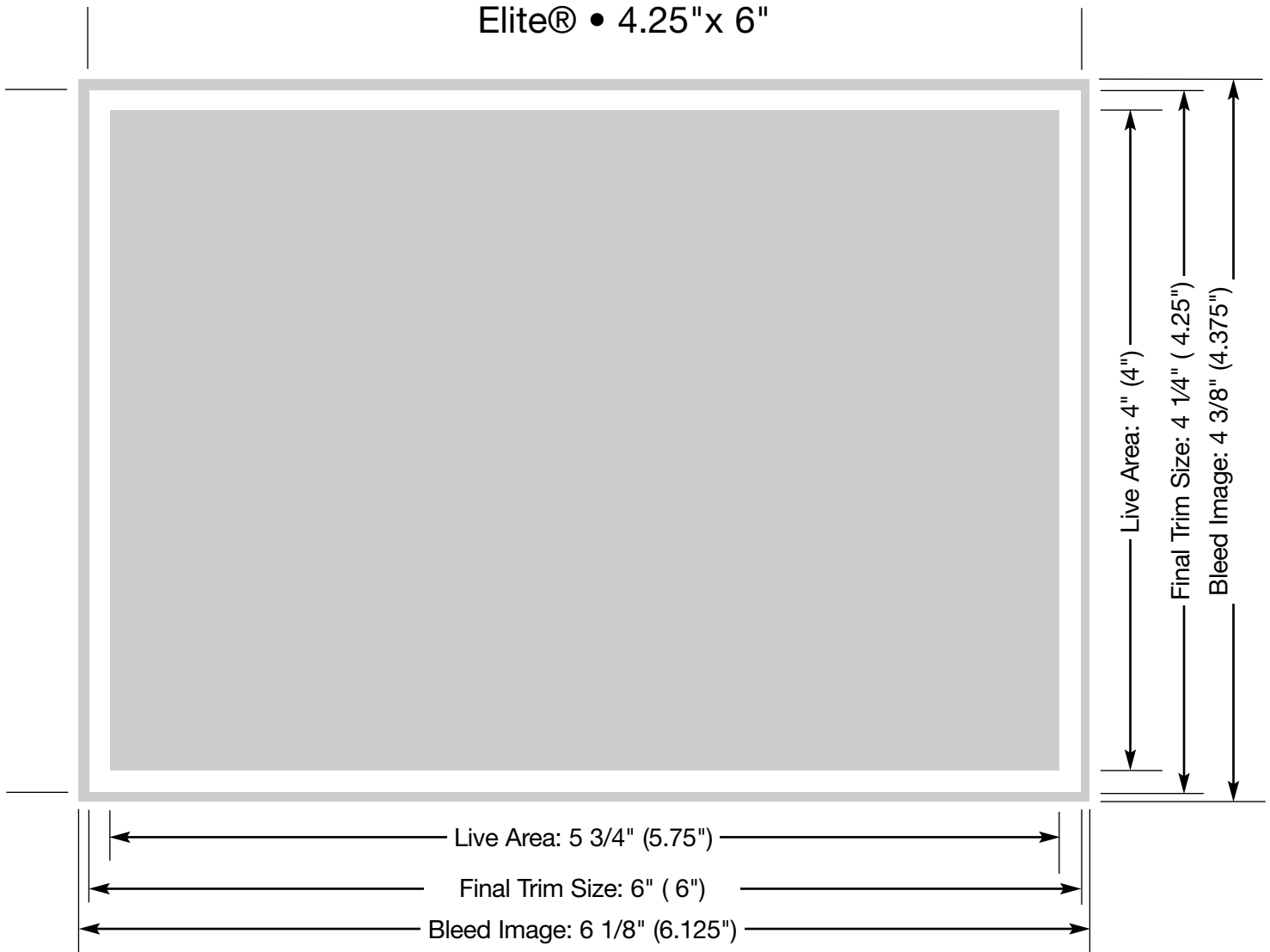
## Notes:

- Keep all copy 1/8" inside of final trim size to allow for cutting. Live Area: 3 1/4" x 5 1/4" (3.25" x 5.25").
- Do not use holding lines as frames or borders on cards, they cannot be maintained during final trimming to finished card size.
- All disks should be clearly labeled with content.
- A proof should accompany all electronic media along with contact information.

\*\*UV coating is a publisher's choice issue by issue.

# ARTWORK SPECIFICATIONS FOR RSVP® PICTURE POSTCARDS

Elite® • 4.25" x 6"



There are two separate and distinct RSVP card sizes, which are clearly indicated on our master schedule.

**Format:** **RSVP Standard (VIP Edition)**  
 Bleed Image: 3 5/8" x 5 5/8" (3.625" x 5.625")  
*(Above dimensions include 1/16" for trim on all sides)*  
 Final Trim Size: 3 1/2" x 5 1/2" (3.5" x 5.5")  
 Card Face: four-color with aqueous coating or UV\*  
 Card Back: black only  
 Resolution: 200 line screen

**SHOWN ABOVE:**  
**RSVP Elite®**  
 4 3/8" x 6 1/8" (4.375" x 6.125")  
 4 1/4" x 6" (4.25" x 6")  
 four-color with aqueous coating or UV\*  
 black only  
 200 line screen

**Notes:**

- Keep all copy 1/8" inside of final trim size to allow for cutting. Live Area: 5 3/4" x 4" (5.75" x 4").
- Do not use holding lines as frames or borders on cards, they cannot be maintained during final trimming to finished card size.
- All disks should be clearly labeled with content.
- A proof should accompany all electronic media along with contact information.

\*\*UV coating is a publisher's choice issue by issue.