

Creating your Business Card

You have downloaded a JPG graphic which can be used to create your own business card.

File Specifications

Your final business card dimensions are 3.5" x 2.0"; the JPG graphic you downloaded measures 3.62" x 2.12". The extra space around the edge is called a "bleed." It is meant to be trimmed off; it is there simply to guarantee that your business card always prints right to the edge.

If you are working with a printing service, the following specifications are important to them.

File format:	JPEG
Final trim size:	3.5" x 2"
Size with Bleeds:	3.62" x 2.12"
Resolution:	300 DPI
Color space:	CMYK

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In general, this is the one item we recommend using a professional printer to produce. It is your most basic tool for presenting yourself to the public, and you want it to look professional.

Through an online printer

You may want to try sending your files to an online printer, such as Vistaprint (<http://www.vistaprint.com/>). These printers offer a professional looking product and can combine your print job with others which can result in a better price or smaller quantity than a local print shop. Online printers each have their own templates and specification requirements for uploaded files. The specifications we have chosen match Vistaprint requirements. Vistaprint also has a very flexible and powerful interface that lets you add your own text to the front and back.

A local print shop

Most print shops offer a variety of card stock, and can help you with laying out and positioning your text. This option is probably the most expensive method, and results in a very professional looking product.

On your own printer

To use this option, you really need to be experienced with a layout program to position your art and add text. If you choose this option, we recommend purchasing ready-to-print business card stock from Avery. Avery stock is available in most office supply or stationary stores, and online at <http://www.avery.com/>.

Avery provides you with a free template that helps position the graphic on one side, and position any text to print on the other side.