

# Working with your Downloaded Gift Certificate

The following pages contain important technical information on using your downloaded Gift Certificate and the information in it.

## Download options

You have purchased a beautiful print-ready gift certificate that you can print again and again to use in your business. On your account page, (in addition to the Important Information document you are reading) you can download the following files for each certificate you purchase.

### License

This is important. It's pretty liberal and straightforward. But **there are limitations**. Be sure and read it before printing!

### Do-it-yourself template *(add contact information and take to quick copy center or print yourself)*

Use this template to create a folding gift certificate with the art on the front, and an area inside where you can add your custom text.

If you only need a few copies of your certificate, this template will allow you to take your certificate to a copy center such as Fedex Office or Office Depot that will print, cut and fold your certificate in small quantities. If you have a steady hand and lots of patience, you may even opt to use this template to do-it-yourself, printing on your home or office printer.

### Vistaprint-ready art

Vistaprint.com is an online printer that allows you to upload your own art into their gift certificate template. Vistaprint certificates are a single panel printed front and back. You can add your own information on the back (or on the front panel if there is a place where it will look good printed onto the art). They offer a wide range of fonts, sizes and styles and the ability to position one or more blocks of text anywhere on the back or front of the certificate.

### Web-ready art

This is a low-resolution (for quick display) version of your certificate art. You can add it to your website to advertise your certificates, or use it in emails or any other web application.

*Note: This version should not be used for printing.*

## What should you include when you add text

Whether you do it yourself or use Vistaprint, you need to add text to let the recipient know what they are getting and how to get it. At a minimum you should include:

- your name or the business name
- name of the recipient
- what service the certificate is for
- a phone number to call for appointment

Other possible additions might be:

- your business address
- directions to your place of business
- email and/or website address
- an indication “By appointment only”
- cancellation or other important policies
- an indication of your specialties or business motto (such as you might have on your business card, such as “Specializing in keeping seniors active since 2006”)

## Do-it-yourself gift certificate

This template is a two-page PDF document. To display or print it, you need Adobe Acrobat Reader, version 10 or greater. If you do not have this software, you can download it for free at:

<http://get.adobe.com/reader/>

### What your final DIY gift certificate looks like

You can use the DIY template to print a folding certificate with graphic on the front and your information printed on the inside. It can be tricky to accomplish. If you are printing many copies, we encourage you to take it to a copy center such as Fedex Office or Office Depot where they are experienced with such printing, folding and cutting work.



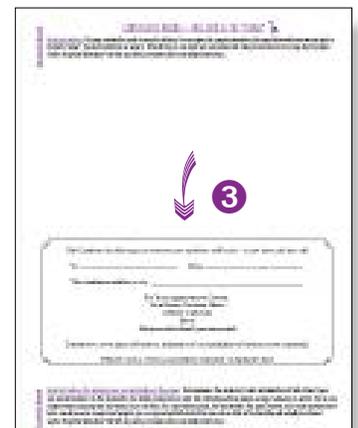
### What you see when you open your template

Your template has two 8.5" x 11" pages.

**1 Quick instructions** appear at the top and bottom of both pages. These are cut off when you trim your certificate to size.

**2 The graphic on page 1 is upside down.** This will help those who do two-sided printing (including quick copy centers). It is not a problem if you are printing one page at a time. See printing tips below.

**3 Sample text** appears just below the fold on the inside. You can replace this text with your own information, create your own inside panel using your word processor or layout program (see below).



### Supplying your text in the panel provided

The inside panel includes sample text. Click anywhere in those instructions, select and delete the text, and replace it with your own information.

From the **File** menu, **Save** the document to your desktop or wherever you want.

Your information now appears on page 2 whenever you print it. You may create multiple versions by saving the document with new file names.

### Formatting options for your text

Acrobat Reader allows only the most basic formatting (NO font choice, size, centering, etc.). If you want to add formatting, with a word processor or page layout program create the text as you wish it to appear. Copy the information from that document and paste it into the template area you are targeting. In many cases, much of the formatting will survive.

Copying and pasting from other PDF files may also transfer some or all of the formatting if the PDF file has been created **with fonts included**.

If you are proficient with a page layout program or word processor, you could create your own fully-formatted inside panel. On an 8.5" x 11" page layout, use these margins:

- top margin at 5.8 inches from the top
- bottom margin at 9 inches (2 inches from bottom)
- left margin at 0.5 inches
- right margin at 8 inches (0.5 inches from the right edge)

Instead of printing page 2 of the template, print your own inside.

### Printing your certificate at a copy center

The easiest method is to take your file to a copy center such as Fedex Office or Office Depot. Copy centers normally have a nice selection of paper or card stock, and you can get as few or as many copies as you wish. In addition, it is an easy matter for them to precisely fold and trim your certificate to size, a tricky operation if you are doing it by hand.

Copy your 2 pages to a CD or a "flash" drive for transfer. Some centers let you email your files or upload them to their website. Tell them you want:

- "Head to Head" printing (the heads are clearly labeled on your template)
- Fold in half top to bottom, with graphic on the outside
- Trim at bottom edge of graphic and, if needed, trim the white areas from sides.

### Printing your certificate yourself

This option is not for the faint of heart. We envy crafters for whom the most delicate operations seem to bloom under their hands. But for mere mortals, this method requires patience and practice. However, it may be the best option for you if just want to print a few certificates as you need them. Our advice: experiment on cheap paper until you are absolutely sure how to get that 2nd side to print correctly, and feel confident folding and trimming your certificate.

**Choose a paper.** Office supply stores offer a variety of paper, including card stock. Make sure your paper is compatible with your printer type. We recommend choosing white with a matte (a hard, but not glossy) finish. If you choose glossy paper, verify that you can write on it with a pen to supply the To and From information.

**Print page 1 only.** Experiment first on cheap paper. Getting page 2 to print correctly on the back can take a few tries.

**Print page 2 on the back of page 1.** Place page 1 in the paper feed tray. Printers vary, so we cannot tell you with certainty how to put it in so side two print correctly. This a photo shows how we

place page 1 in our printer tray.

You know your certificate printed correctly if 1) it prints on both sides of your paper, and 2) the edges labeled “Head” line on front and back line up exactly at the same end of the page.

**Hint:** If page 2 prints on the same side of the paper as page 1 (so your page is double-printed), on your next try flip your page 1 over in the tray.

**Hint:** If the “Head” text prints at the same end on both sides, but don’t line up directly behind each other, check your print dialog box when you print. You *do* want to print at 100%. You do *not* want to have boxes checked saying something like “Fit to Page,” “Center,” or “Auto-rotate.”

**Fold paper in half.** We find it works best to carefully position the corners together, crimp the fold in the middle, and move your pressure toward outer edges to complete the fold.

Note: Home printers don’t all position print on pages the same. In addition, you may find that the position of the graphic on your page varies very slightly from printing to printing. There should be enough wiggle room in the design to allow for these small variations and still give a reasonable final product.

Note: It’s fine if the very top of the graphic travels over the fold.

**Cut the edges off.** Carefully cut your certificate at the bottom of the graphic or slightly above. If you have a printer that prints photographs, chances are good that your front graphic has printed all the way to the edge. If not, you will probably find that the art has been cut off a little ways from the sides, leaving a small strip of blank paper on either side. The art is constructed so that it still looks good if this happens. You can choose to trim this off or leave it as is.



This is how we load side 1 into our paper tray to print side 2. Your printer setup may differ. Experiment on cheap paper. See our hints.

## Vistaprint-ready art

Vistaprint is an online printing service that allows you to upload your own art into their gift certificate template. Because they can combine your print job with others, it results in a better price for a small print run than is practical using a local offset print shop.

Vistaprint certificates are a single panel printed front and back. Your downloadable Vistaprint-ready art meets their specifications for the front of the certificate:

Trimmed Size:	8.27" x 3.74"
Size with Bleeds:	8.39" x 3.86"
Fonts:	Those used are included in the PDF for print purposes
Graphic specs:	300 DPI resolution; CMYK color



(Bleeds are an area on the edges of your graphic that you expect to be trimmed in the final cut. This is done to make sure your color goes all the way to the edge of your final product, avoiding a white edge if the cut is not exact to the millimeter.)

Using their website facility, you add your own information on the back. You can position one or more

blocks of text on the reverse side of the certificate, choosing from a wide range of fonts, sizes and styles. You can even add text to the front if there is a place where it looks good.

## Web-ready art

This is a low-resolution version (for quick display) of your certificate art. This is the version you should use for any web application such as promoting your certificates on your website in emails. Specifications for this art are:

Size: 9.444" x 4.347"  
Resolution: 72 DPI  
Color space: RGB



*Note: This version should not be used for web only, not printing. The resolution is too low to print well.*