

RSNA 2024 Hotel Key Cards Materials Specifications

Deliverables due to RSNA by October 14

- Print ready artwork (max file size 10 Mb)

Detailed instructions continue on the following pages.

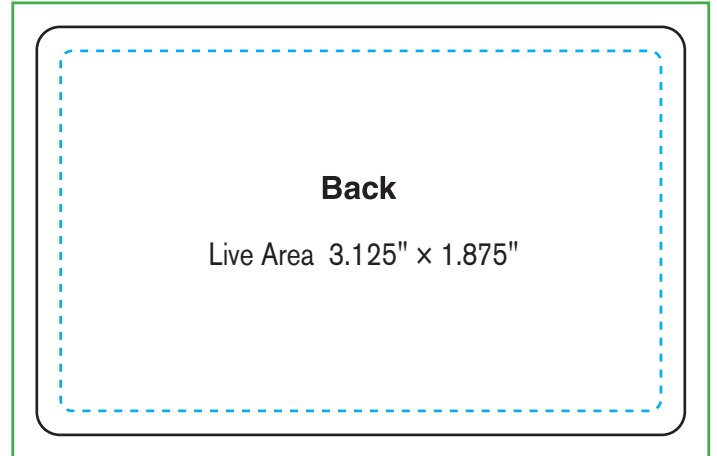
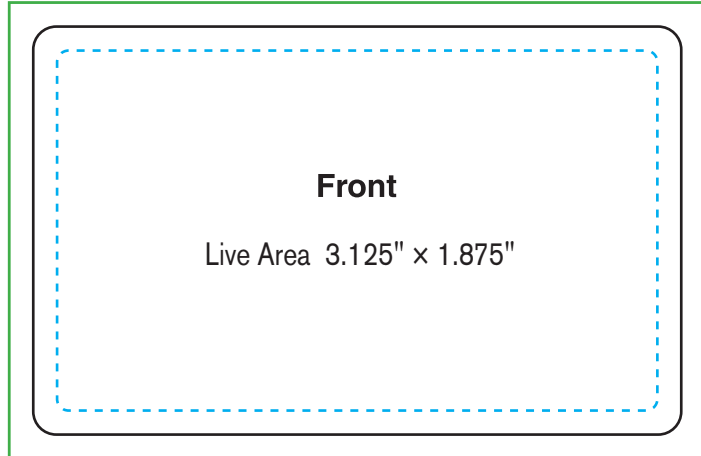
File Submission

- Please submit artwork files to sponsors@rsna.org.
- Reach out to the RSNA sponsorship team with questions at the email address noted above.

RFID

3.375" x 2.125"

Bleed Area 3.625" x 2.375"



Please note that RFID keycards do not require a directional arrow.

EXAMPLE

Notice bleed area extends past die cut area $\frac{1}{8}$ "



Non-bleed images should not be closer than $\frac{1}{8}$ " to all card edges.

Keycard die cut

Notice all non-bleed images (logos, text) are $\frac{1}{8}$ " from die cut edge

Specifications for Customer Supplied Artwork

Software Applications PLI's Prepress Department is Mac-based. We accept artwork created in most industry-standard software applications, including the current versions of **Adobe InDesign, Illustrator** and **Photoshop**. Please do not submit Microsoft Word, Excel, Power Point or Publisher files. High resolution PDFs are accepted – please make sure files include bleed. Also include a directional arrow in the design unless the keycard is RFID technology. If you have questions about any of these specifications, please call ☎ (800) 752-1017.

File Info & Formats

Please submit vector artwork whenever possible.

If creating artwork in Photoshop, please submit layered, CMYK files. Resolution should be 300 at actual size.

Do not send low resolution images from the internet.

Supply all necessary fonts and images.

Package your documents to ensure everything is included.

All type should be at least 6pt. in size.

To be legible, reversed type should be at least 8pt.

Artwork using PMS colors and Photoshop duotone files are accepted.

Keep all non-bleed elements (logos, etc.) 1/8" inside all edges of the keycard.

Bleed, if applicable, should extend 1/8" beyond the edges of the card.

All rules and outlines should be .5 pt. or greater.

Spot colors can be converted to CMYK but cannot be guaranteed to match the specified PMS color when printed as process.

Artwork Emailing & FTP Instructions

Email attachments should be less than 10 Mb.

It is a good practice to compress your artwork files (Stuff or Zip).