Housing Sponsorship - Confirmation Email Specs

✅ AD SPECIFICATIONS

Individual Confirmation Emails - Included In AdBox Package:

- Ad Dimensions: 680 pixels (w) by max. 100 pixels (h)
- Acceptable Files Types: GIF, JPEG
- Max File Weight: 40k
- Animation/Looping Restrictions: see below*

Group Confirmation Emails - Included In AdBox Package:

- Ad Dimensions: 250 pixels (w) by max. 300 pixels (h)
- Acceptable Files Types: GIF, JPEG
- Max File Weight: 40k
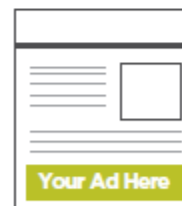- Animation/Looping Restrictions: see below*

Hotel Gallery Card - Included In AdBox Package:

- Ad Dimensions: 200 pixels (w) by max. 325 pixels (h)
- Acceptable Files Types: PNG, JPEG
- Max File Weight: 40k
- Animation/Looping Not Allowed

Email Campaigns - Optional A La Carte Add-on:

- Ad Dimensions: 580 pixels (w) by max. 100 pixels (h)
- Acceptable Files Types: GIF, JPEG
- Max File Weight: 40k
- Animation/Looping Restrictions: see below*

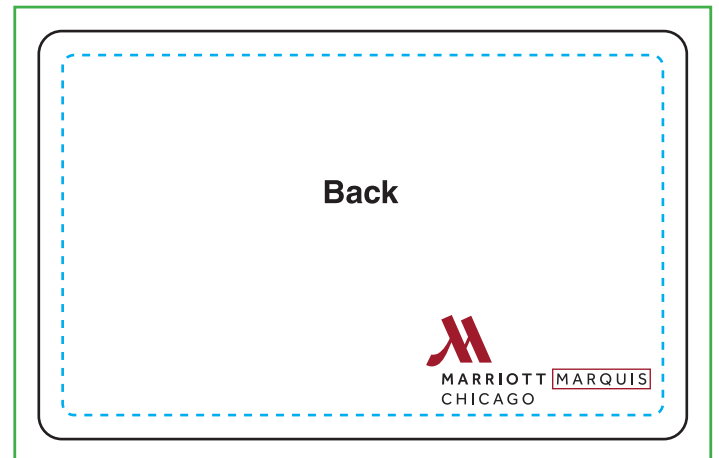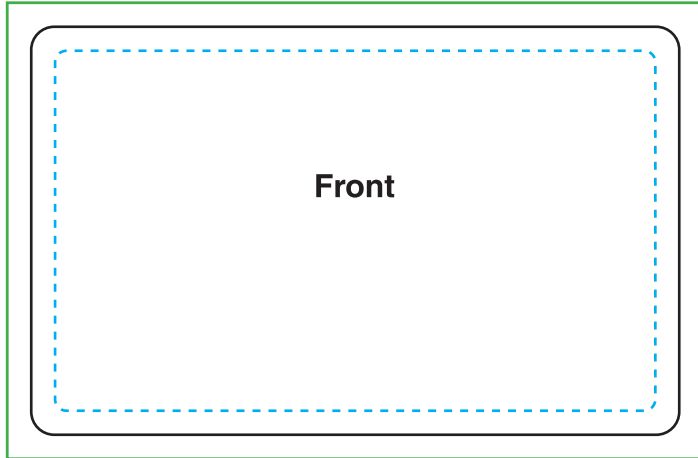### *Email Animation/Looping Restrictions:

onPeak is not responsible for any animation display issues due to the limitations of html email and email clients.

- Max Animation Time: 15 seconds or 3 loops, whichever is shorter (all animation, including loops, must stop at 15 seconds)
- Audio: no sound

PLI
Card Marketing Solutions

605 Sweeten Creek Industrial Park
Asheville, NC 28803
Ph: (800) 752-1017
Fax: (828) 418-8203
Email: info@plicards.com

RFID

3.375" × 2.125"   **Bleed Area** **3.625" × 2.375"**

Front

Back

MARRIOTT MARQUIS
CHICAGO

The hotel logo may be placed anywhere on the card, but it must be legible and at least this size. Color must be as shown.

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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.) ⅛" inside all edges of the keycard.

Bleed, if applicable, should extend ⅛" 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 and can be emailed to your customer service rep. If you do not have one, please call ☎ (800) 752-1017.

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

Larger files can be submitted via our web site – www.plicards.com:

Click on the "Submit Artwork" link on our home page, then fill out the information fields (please include your sales representative's name if you know it) and click the browse button to select your artwork file. When you click the "Submit" button your artwork will be uploaded to our Graphics Dept. and you should receive an email confirming receipt.
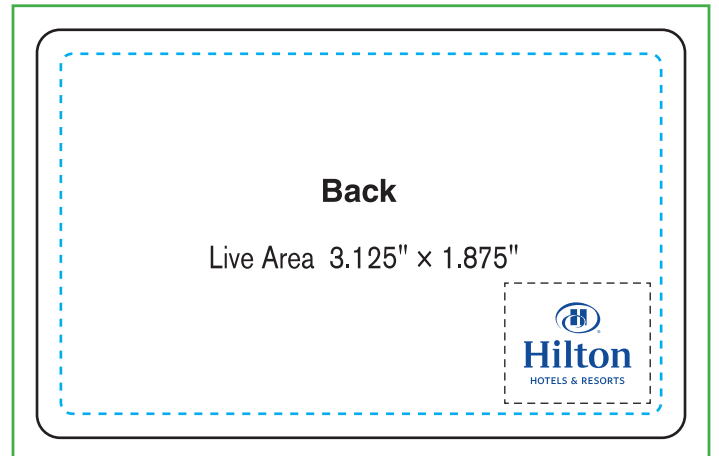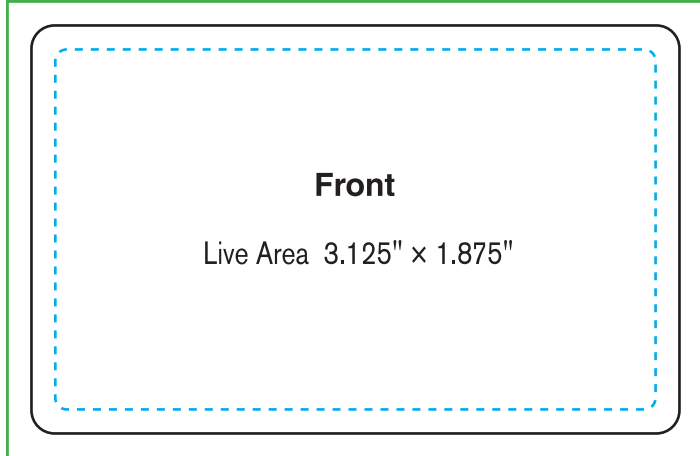
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HILTON RFID Template

RFID
3.375" × 2.125"   **Bleed Area** **3.625" × 2.375"**

Front
Live Area 3.125" × 1.875"

Back
Live Area 3.125" × 1.875"

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

**LOGO/BOX COLOR VARIATIONS
SHOWN ARE THE
ONLY APPROVED
REPLACEMENT OPTIONS.**

HILTON BOX DIMENSIONS:
.7573"W X .6259"H

THE LOGO MAY BE MOVED,
BUT MUST BE AT LEAST THIS SIZE.

FULL COLOR STANDARD
OVER WHITE BACKGROUND

WHITE OVER DK BLUE

WHITE OVER
BLACK BACKGROUND

EXAMPLE

Notice bleed area extends
past die cut area

⅛″

⅛″

Keycard die cut

Notice all non-bleed images
(logos, text) are ⅛″ from die cut edge

Non-bleed images should not be
closer than ⅛″ to all card edges.

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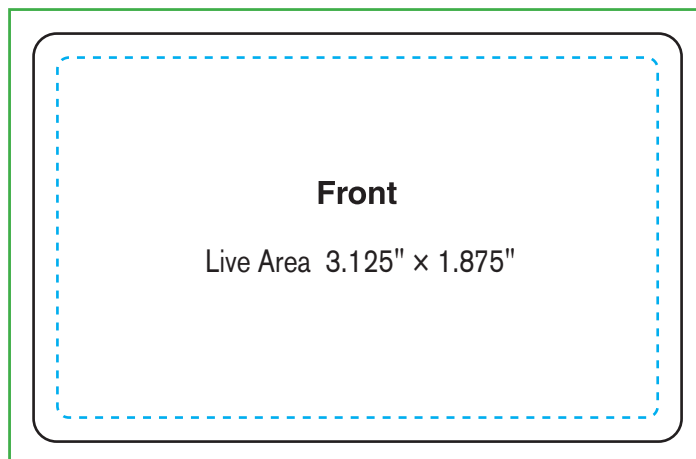
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To be legible, reversed type should be at least 8pt.

Artwork using PMS colors and Photoshop duotone files are accepted.

Keep all non-bleed elements (logos, etc.) ⅛" inside all edges of the keycard.

Bleed, if applicable, should extend ⅛" 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

Email attachments should be less than 10 Mb.

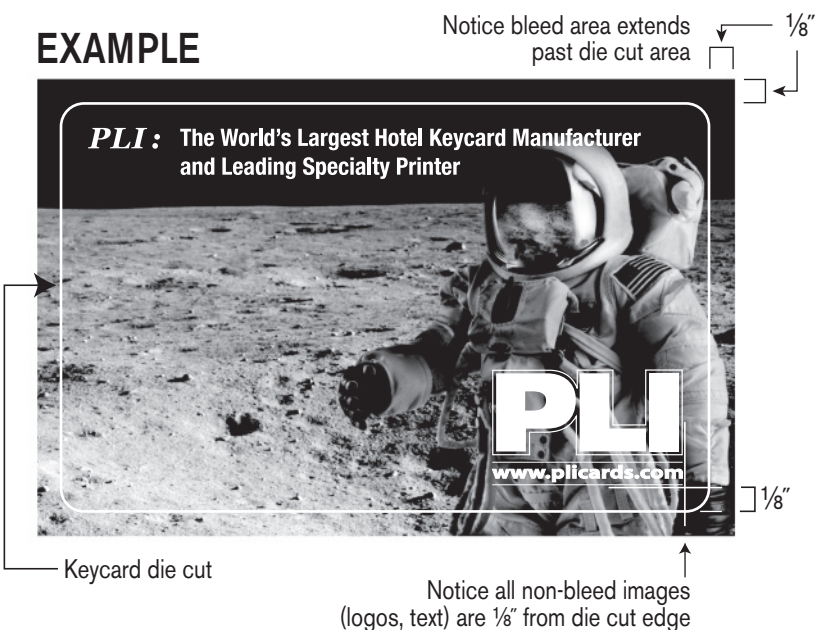It is a good practice to compress your artwork files (Stuff or Zip).

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Front

Live Area 3.125" × 1.875"

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EXAMPLE

Notice bleed area extends
past die cut area   ⅛″

PLI : The World's Largest Hotel Keycard Manufacturer
and Leading Specialty Printer

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⅛″

Keycard die cut

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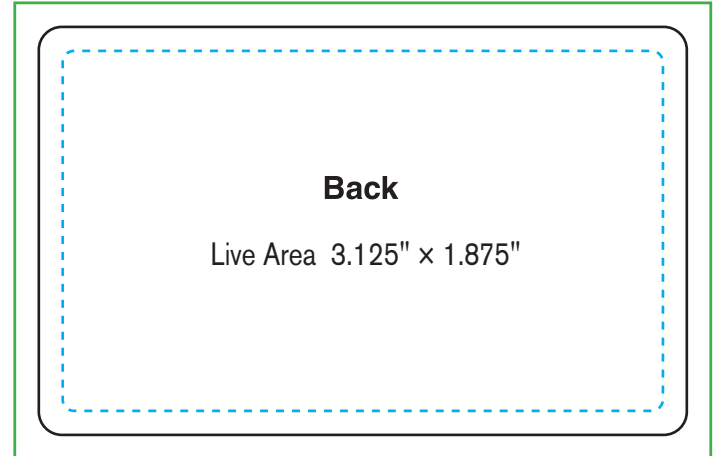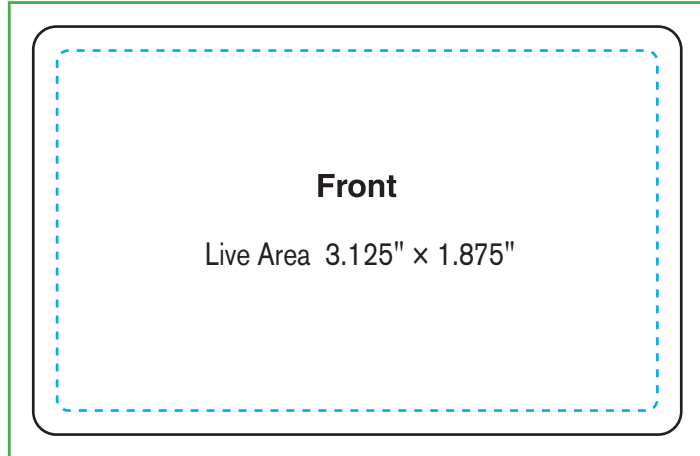
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EXAMPLE

Notice bleed area extends past die cut area ⅛″

PLI : The World's Largest Hotel Keycard Manufacturer and Leading Specialty Printer

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⅛″

Keycard die cut

Notice all non-bleed images (logos, text) are ⅛″ from die cut edge

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