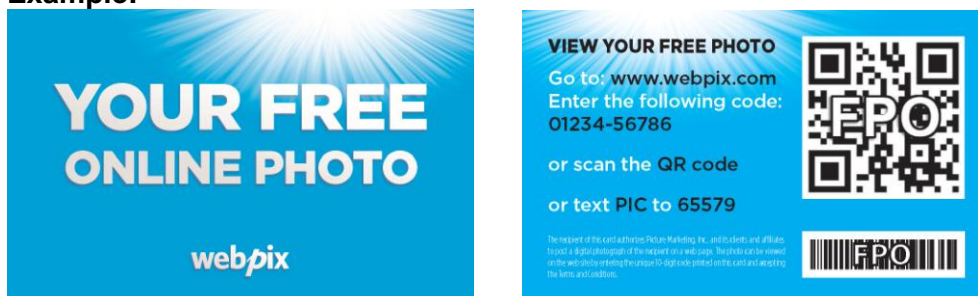


## SPECIFICATIONS FOR CREATING PHOTO ACCESS CARDS

### Example:



The standard size of photo retrieval cards is size of a business card, 2" x 3.5". Other sizes are available if special ordered. Cards are full color both sides unless "Budget" cards are ordered, which are full color on one side, and one color on the reverse side.

### Elements needed:

#### a. Graphic File for Front of Card

To produce a Photo Access Card, a file is needed to produce a card with trim size of 3.5" x 2.00". Add 1/8" for bleeds. Artwork should be an InDesign file at 300 dpi or Adobe Illustrator. See the following page for notes on file setup.

The concept for the front of the card is usually to promote the brand, with a pitch explaining that the card represents a "Free Online Photo" so that people will remember what the card is for when they take it out of the pocket at home.

#### b. Graphic File for Back of Card

The back of the card is used to give instructions to the consumer about exactly how they can view their photo online. It must show the URL of the campaign microsite that allows consumers to enter information to see their photo. The card will also contain a unique photo code that is printed on each card twice, once as a number and once as a barcode (in code 128 or code39 barcode format). The card is printed digitally so these variable fields can be any color or font desired. See below for notes on File Setup.

Here is some example text for the back of the card. This message can be customized as appropriate, but this is the main idea:

<p>View Your Free Photo Online</p> <p>Visit ((URL of your Campaign Microsite))</p> <p>Enter this photo access code:</p> <p>    ((space for number))</p> <p>    ((space for barcode))</p>
--

See the last page for notes on the Microsite URL to include on the card.

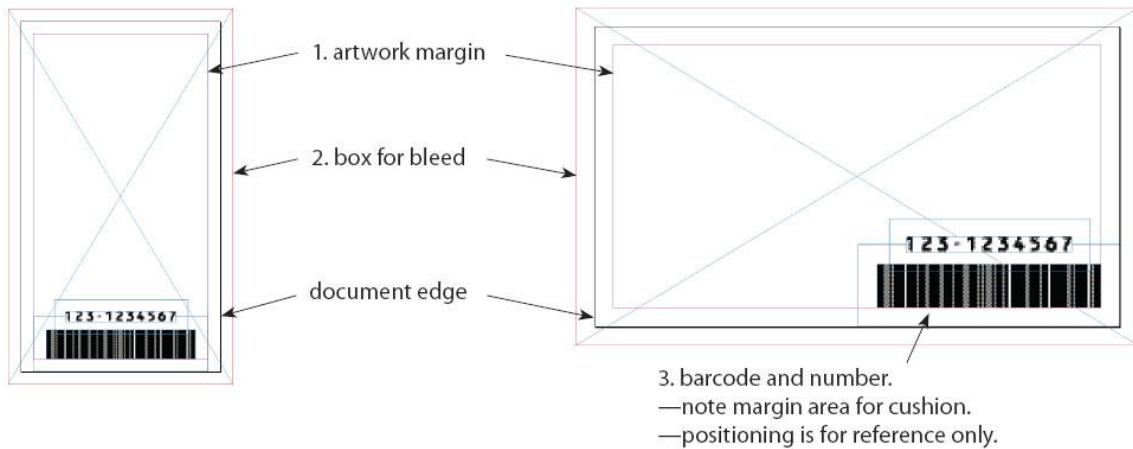
**GRAPHIC FILE SETUP:**

General notes:

- Basic file setup is 3.5" x 2.0" (trim size) and 3.75" x 2.25" (bleed size)
- Acceptable formats –
  1. InDesign (preferred with fonts attached or converted to outlines),
  2. PDF,
  3. EPS,
  4. PSD (layered with fonts attached or converted to outlines)
- Please ensure all artwork and placed images are in CMYK color mode at 300dpi.
- Please convert any spot colors to process CMYK.
- All files should be assigned "U.S. Web coated (SWOP) v2" CMYK mode.

Notes on templates:

1. Margins are set 1/8" in from the edge of the document. Please do not place text beyond these margins.
2. If your card will have bleeds, please ensure your placed artwork is an appropriate size to give us a proper bleed margin (1/8") beyond the document edge .
3. The barcode may be placed anywhere on the document—horizontal or vertical—but there should be approximately 1/8" of space around the barcode to cushion it from artwork and the document's edge. It must be against a white background. If the number is to be placed separately from associated text, the same spacing rules apply. Both the number and the barcode should be placed on a separate removable layer.



note number placement associated to the text. →

note at least 1/8" space around barcode. →

**Pick up your photo online**  
1. Go online to: [hyundai.fotozap.com](http://hyundai.fotozap.com)  
2. Enter the following code: 123-1234567

**HYUNDAI**  
Drive your way™  
HyundaiUSA.com

## **SOME NOTES ON THE URL TO INCLUDE ON CARD:**

It is obviously critical that the URL shown on the card is one that will lead the consumer to the form on the campaign microsite where the consumer will enter their photo code and other information to view their photo. Brands have a few options on what URL to use:

1. **CUSTOM URL:** Most commonly Picture Marketing will register and set up a custom URL on behalf of a brand.  
So, the microsite for a brand XYZ might be on: <http://brandXYZphotos.com>  
This leads to a microsite that matches the look and feel of the brand's desired web presence.
2. **SUB DOMAIN:** If a custom URL can't be used, another option for the web address is for Picture Marketing to set up a sub-domain of one of our neutral photo domains: fotozap.com or webpix.com.  
So, the microsite for a brand XYZ might be on: <http://brandXYZ.fotozap.com>
3. **EXTERNAL WEB ADDRESS:** A web page of a site external to the Picture Marketing system can be printed on the card. This site might be a page on the brand's site with a prominent banner to the microsite, or it might be a page that simply redirects to the microsite. Since the microsite is designed to completely match the brand's site it is not usually recommended to require the consumer to engage in this extra step. If the site is not set up in time, or the banner to click through is hard to find, consumers will not be able to get their photo.  
So in this case, the microsite might be: <http://brandXYZ.com/photos>

Whichever option is used, it is important to make sure that the microsite address is printed accurately and that it is ready to go before the first photo is taken. If an external web address is used, it is critical that the web team responsible makes the needed changes before the first photo is taken.