



## American Society of Media Photographers

### How to use ASMP promotional cards

There are two sides to each card, both prepared for traditional 4-color (cmyk) printing.

#### Front of card

“ASMP\_Card\_Photos Name\_FRONT.pdf” are hi-res PDFs and are un-editable.

#### Back of card

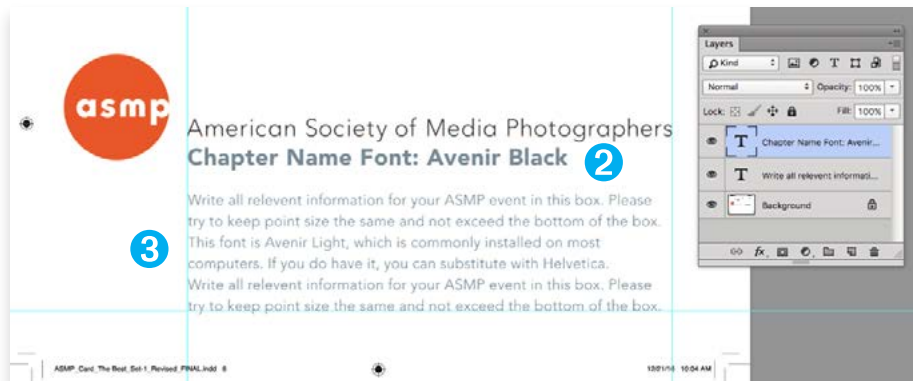
The back is a Photoshop native (PSD) file. It contains layers for adding your chapter’s name and whatever promotional information needed.

It is 1200dpi, so that the type will be crisply reproduced. Please do not resize dpi.

The font is Avenir. If you do not have it, then Helvetica is a reasonable substitute.

To use the file:

1. Open file names “ASMP\_Card\_Photos Name\_BACK.psd” into Photoshop



2. Select chapter name layer and with text tool, enter chapter name in text box

3. Select information layer, enter text in same way as chapter name.

Please try to maintain the font size and not exceed the bottom of the text box.  
It is fine if the text is short of the bottom.

4. Save a **copy** as a TIFF file.

#### Printing

Provide both the front and back files to your printer.

Specify as 2-sided, 4-color printing on bright white, matte finish, card stock.

Final trimmed size is 7.875 x 5.375 inches.