Instructions for Printing GPCAH Materials:
PostCards (4” x 6”)
Rack Cards (approx. 4” x 8”)

Click on the following to be taken to the instructions for printing the following products, by vendor:

VistaPrint - Postcards (4” x 6”)

VistaPrint – Rack Cards (4” x 8”)

NOTE: TIF files are set to print correctly using VistaPrint.com

Moo – Postcards (4” x 6”)

Moo – Rack Cards (3.67” x 8.5”)

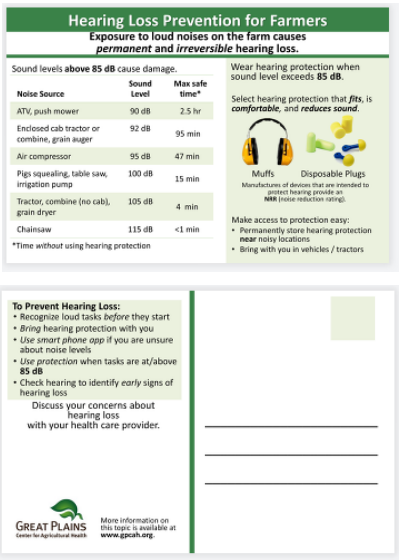
NOTE: PNG files are set to print correctly using MOO.com

Notes:

Download images from GPCAH website: https://gpcah-public-health.uiowa.edu/materials-for-health-care-providers.org

Examples of front/back of:

Postcards



RACK Cards

Vistaprint Instructions for GPCAH POSTCARDS
(Vistaprint.com)

Download the pair of 4x6 inch card images (.tif) for the topic of interest. You will see a FRONT and a BACK tif image for each.

Locate the 4x6 postcard:

Put “4x6 postcard” into search feature and click ShopNow

Select Horizontal orientation and 4” x 6” for size. Select weight and stock you desire.

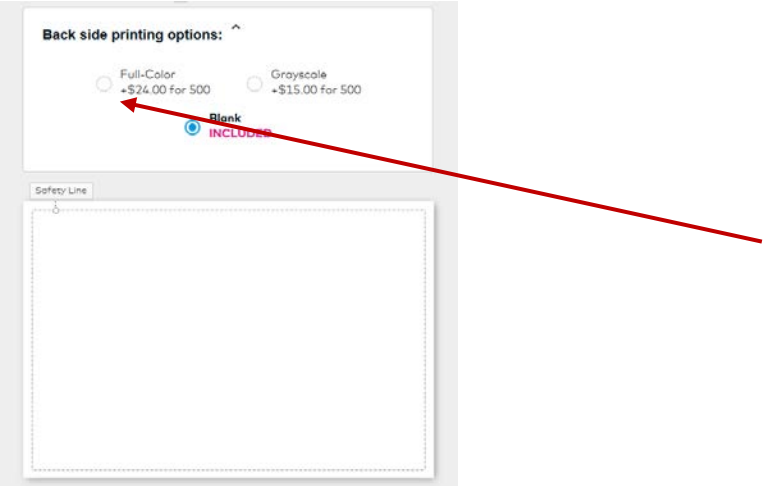
Click “Start designing”

Select the “Use your complete design” option.

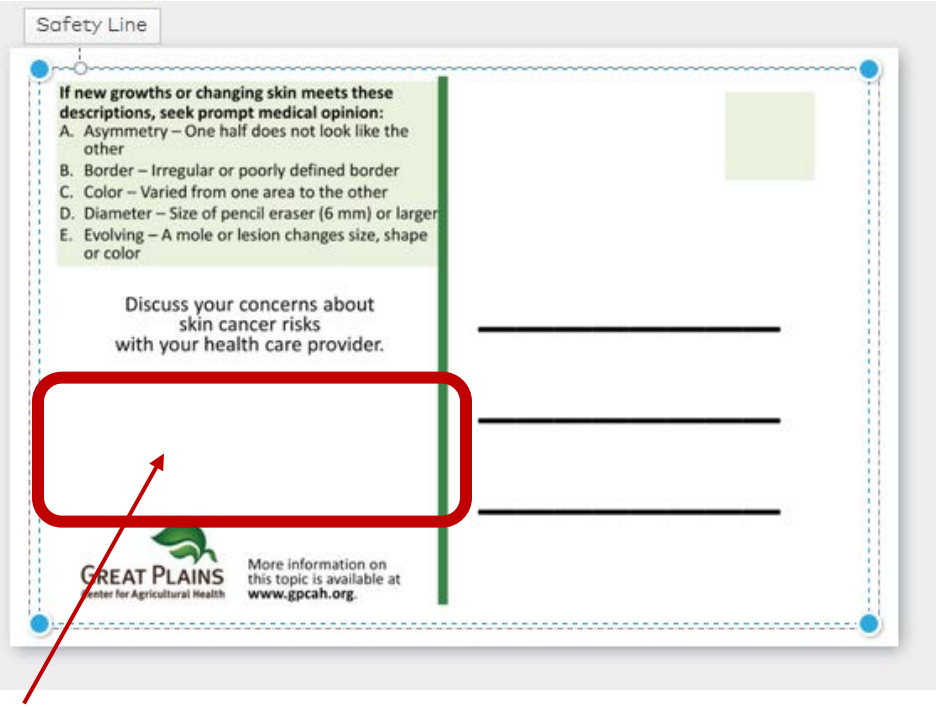
When you see the Upload your design, click on it and select “Add Image” then find the image on your computer. Bring in the FRONT image first.

For optimal printing of Front: The edges of the image should extend beyond the “safety line” to fill the entire card area, as below.

To include the back side of the postcard:
Click on “Back Side” then Check “Full color printing” option.



Then, click on the “back” and select Upload the back image. Arrange the image to fit INSIDE the safety line. You will want to pull in a corner to get everything to fit WITHIN the safety line, as below:



Insert your company logo / address / contact information on the back side of the card in the blank space on the center left (Circled above) by inserting a new image.

Vistaprint Instructions for GPCAH Rack Cards (4x8 inch)
(Vistaprint.com)

Download the pair of 4x8 inch card images (.tif) for the topic of interest. You will see a FRONT and a BACK tif image for each topic.

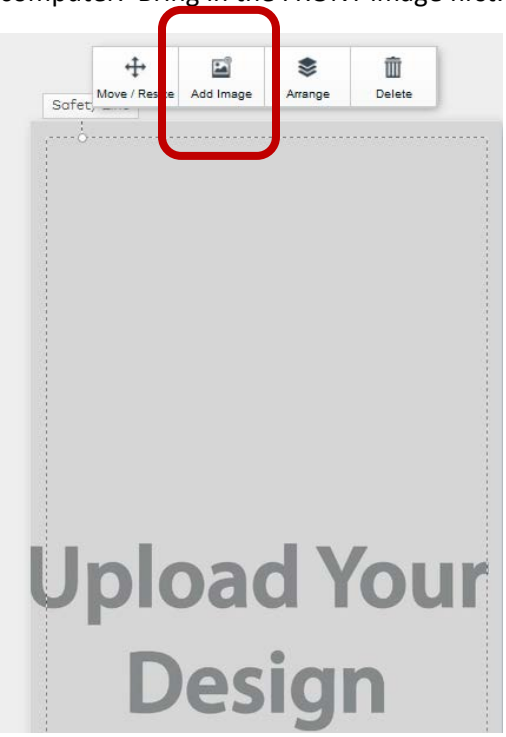
Go to Vistaprint.com and search for “Rack Card”.

Select paper thickness and stock type.

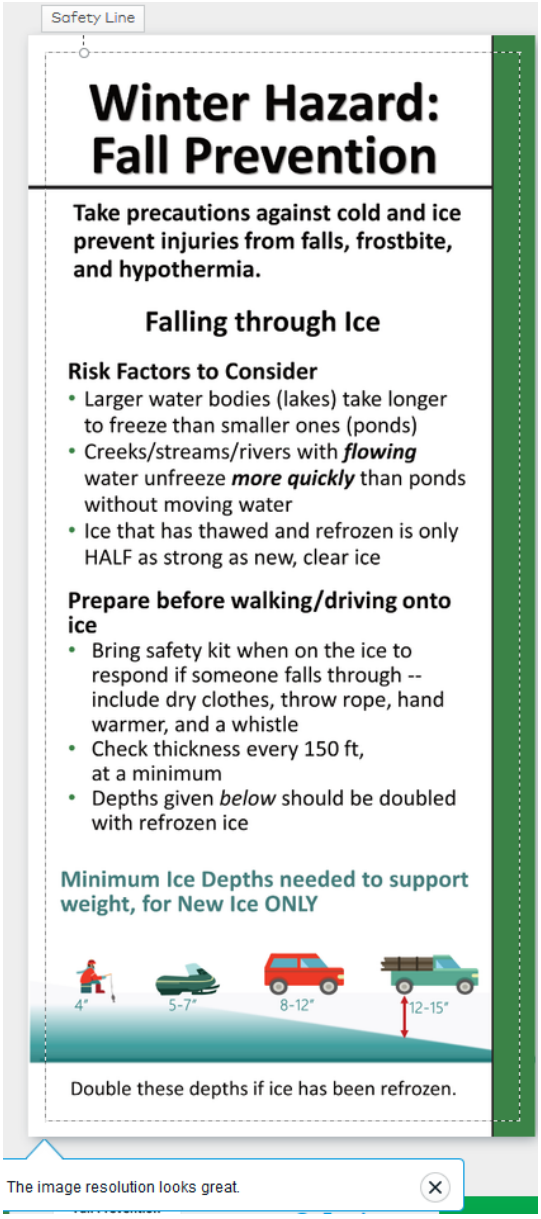
Click “Start designing”

Select the “Use your complete design” option.

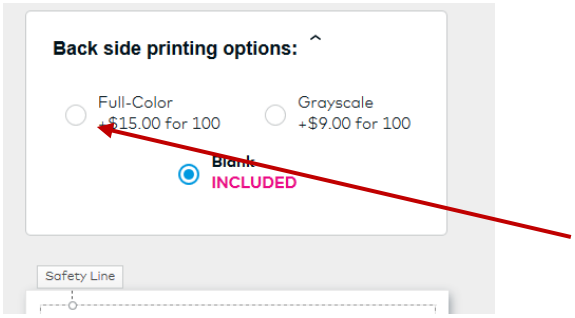
When you see the Upload your design, click on it and select “Add Image” then find the image on your computer. Bring in the FRONT image first.



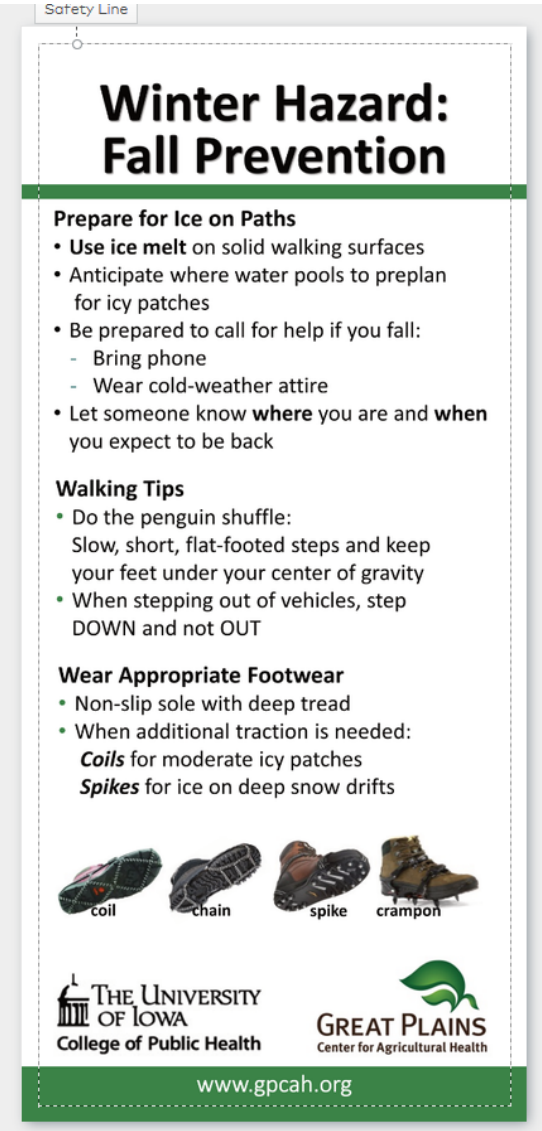
For optimal printing of Front: The edges of the image should extend beyond the “safety line” to fill the entire card area, as below.



Click on Add Back Design and select “Full-Color”, then you can upload the back image.



Again, the full image filling the print image to beyond the safety line is what you want to do. You should not see any text or images in the “bleed” area (to the outside of the “safety line” box). Any lines that extend outside of the safety line all continue to the edge of the card area, which will ensure that the final printing does not look weird.



Check Next to look at final approval:

Front - View Larger | Edit

Back - View Larger | Edit

Check to make sure the top, bottom and sides do not cut off any text.

You need to click “Approve” and then setup your payment. If you are logged on, you can save these and come back to print again in the future.

Moo Instructions for GPCAH POSTCARDS
(moo.com)

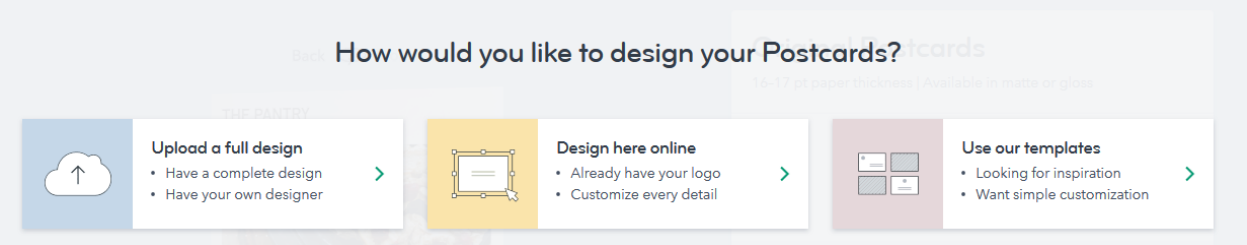
Download the pair of 4x6 inch card images (.png) for the topic of interest. You will see a FRONT and a BACK tif image for each. Moo does not take .tif files. Note that these png files have been made so that they are the right size for the bleed area used by Moo. This means all the text will be inside the safe area of the card and there should be no white border around the images when printing these cards.

If you want to add a logo to the card, it must be in one of these file types: gif, jpeg, pdf, or png.

Here are your steps:

1. Download and store your .png files in a folder that you can find them when you are online.
2. Go to Moo.com and search for original postcards: Select STANDARD 4" x 6".

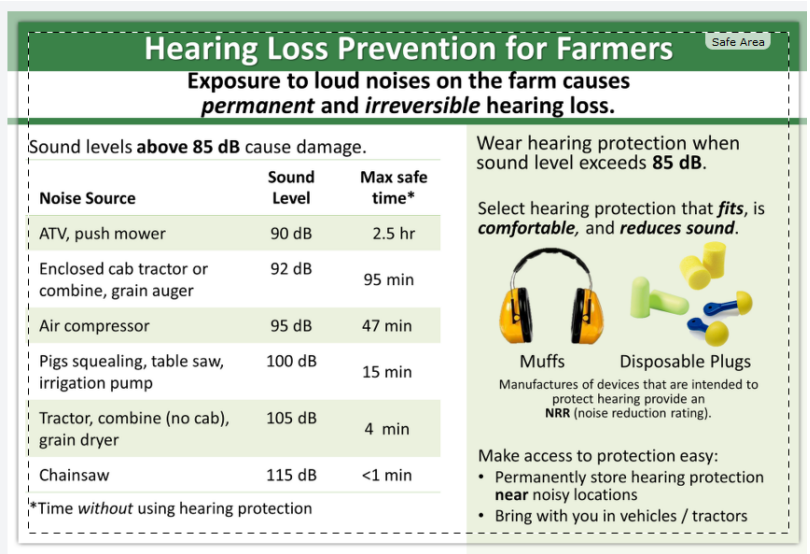
Select "Upload a full design" on the left:



With Moo, you can have ONE front and up to 25 different backs. The Standard Postcards (4"x6") are $21/25 cards.

3. Begin to load images:
   Click on the front of the card and you will be asked to upload a photo or design.

Front:

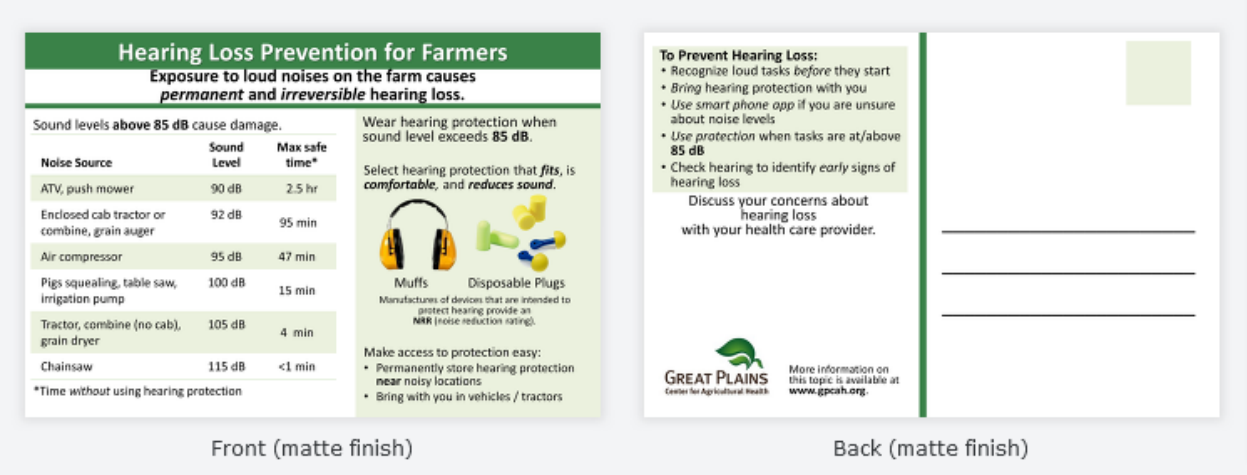


Back:

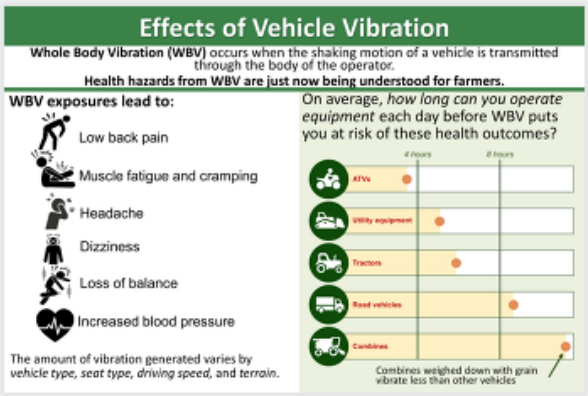
Note that there are no warnings (orange exclamation mark) in either side and all text and graphics are within the safe area marking.

4. **Review**: After selecting quantity and paper, look at the review one more time to confirm that the content is not cut off and you are ready to order these. If you want to include your own address / logo, there is room to place it on the back of the card (see red circle above).

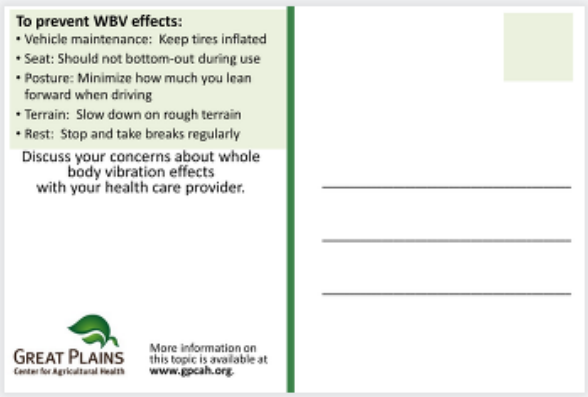
To follow are examples of four postcards set up on Moo, captured during "review"



Front (matte finish) Back (matte finish)

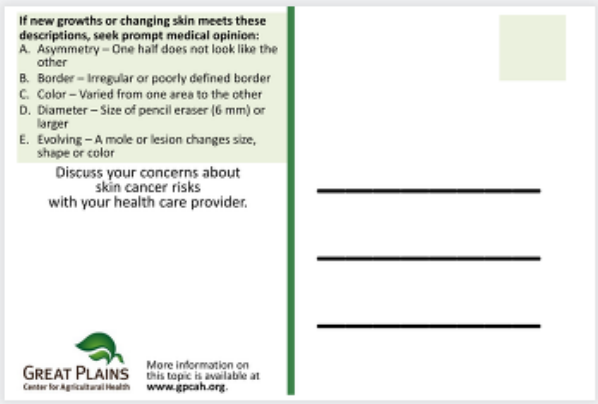


Front (matte finish)



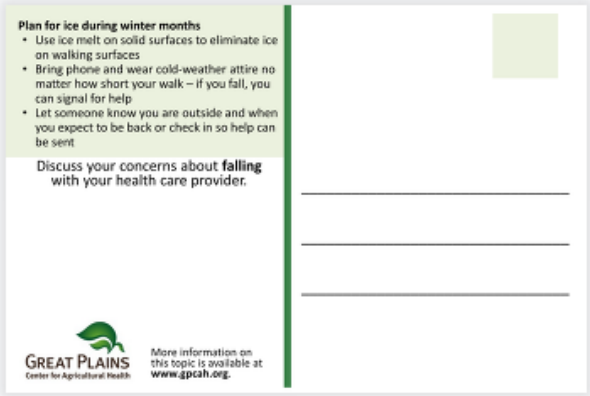
Back (matte finish)

Front (matte finish)



Back (matte finish)

Front (matte finish)



Back (matte finish)

Moo Instructions for GPCAH RACK CARDS (moo.com)

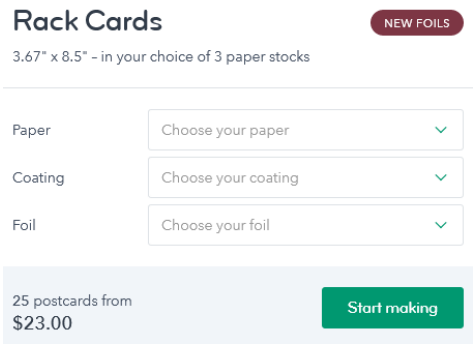
Download the pair of rack card card images (.png) for the topic of interest. You will see a FRONT and a BACK png image for each. You cannot use .tif files for Moo. Hence, all of our png files are sized to correctly print for dimensions/bleed areas for Moo.com.

Moo uses 3.67" by 8.5" for Rack Cards, so the PNG files have been sized specifically for Moo printing. This means all the text will be inside the safe area of the card, and there should be no white border around the images when printing these cards.

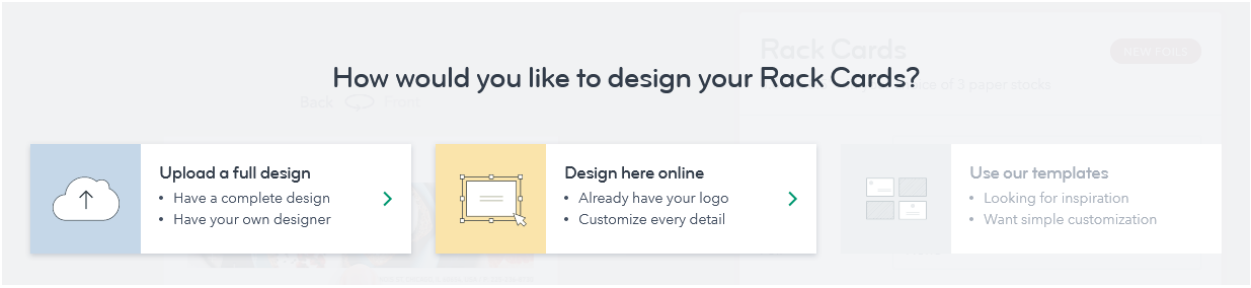
If you want to add your own logo to the card, be prepared to load it from one of these four file types: gif, jpeg, pdf, or png.

Here are your steps to making the Moo Rack Cards:

1. Download and store your .png files in a folder that you can find them when you are online.
2. Go to Moo.com. Use the Search box and enter "Rack Cards"



Once you select your papers and coatings, select "Upload a full design":



Using Skin Cancer Prevention images, we will illustrate the process.

Upload the images on the **Front** png:

Safe Area

Skin Cancer And Farmers

Outdoor exposure to sun puts farmers *at higher risk* of developing skin cancer than the average American.

- 1 in 5 Americans will develop skin cancer in their lifetime
- Farmers get 2-3 times more ultraviolet light from the sun than indoor workers
- Melanoma is the most serious form of skin cancer

ABCs of Identifying Melanoma

A - Asymmetry	One half does not look like the other
B - Border	Irregular or poorly defined border
C - Color	Varied from one area to the other; shades of tan, brown, black, red, blue, white
D - Diameter	Diameters > 6 mm (approximately the size of a pencil eraser)
E - Evolving	A mole or skin lesion that changes in size, shape or color

Rotate to see the **Back**, to upload that image:

These png images are sized to fit within the safe area *without adjustment* when loaded onto Moo, as are shown above.

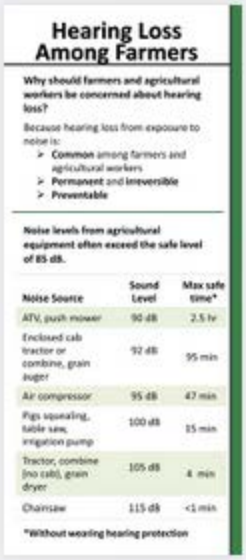
When finished loading the images and selecting the paper type you want, examine the images using **Review** (click to zoom in to see the final print). Confirm that everything is within the printing borders:

Front (uncoated finish) Back (soft touch finish)

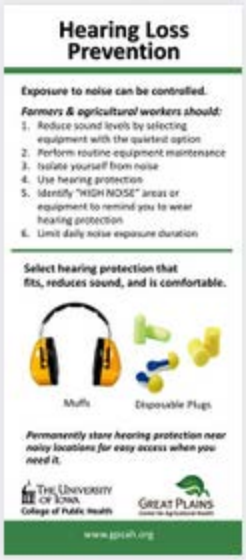
Then, add to cart and setup payment.

Others prepared 2-sided cards include:

Front (soft touch finish) Back (soft touch finish)



Front (soft touch finish)



Back (soft touch finish)

Front (soft touch finish)

Back (soft touch finish)

Note that users might want to make a *single sided card*, which will reduce printing costs. Merely select the image associated with the message that you want to communicate to your audience for your outreach effort.

Please contact the GPCAH if you are using these cards and any feedback you have on events where you found these useful.