

# Seeded Badge Ordering Notes (USA)

\*\*\* See last page for example Standard Production calendar \*\*\*

## Typical production time

**Proofing:** 1-Business Day (Same-day proof if your order is submitted early)

**Production:** 7-Business Days

**Rush Prod.:** 5 and 3-Day Rush Production is available (Please inquire)

- Production process begins as soon as your final proof has been approved
- Orders will ship on the last day of production

## Suggestions

- Order extra (blank) badges with artwork but no variable data.  
In the event that you have late registrants or a mis-spelling you can print onto a label and stick to badge.
- We recommend separating first & last names into separate columns in your spreadsheet.
- Submit your data spreadsheet as an **Excel Worksheet** (.xlsx). [.csv files tend to incur corrupt characters from time to time.]

## Artwork

**IMPORTANT:** We can only accommodate up to 40% ink coverage on seeded badges

- All final artwork should be submitted as an **.ai**, **.eps** or **.pdf** file.  
(.png's can be accepted in some circumstances)
- All artwork must be submitted with a minimum 1/8" bleed on all edges (for edge-to-edge artwork)
- Your artwork should include dynamic text fields to outline what fonts, sizing, line weight and spacing you would like. If no dynamic text fields are included, they will be created by production using basic fonts.
- Please include any font files used when submitting your order.
- All non-variable text should be outlined.
- Vector art is strongly encouraged to ensure crisp and clear print quality.
- Any raster/bitmap imaging within your design will need to be 300dpi.
- Any required design work such as font-matching, color separation, touch-up, creating bleeds, etc., is subject to an art charge. **We bill \$50/hour for artwork (billed in 15 min. increments).**  
(No work is done without your approval)

## Proof Revisions

- The first proof is provided at no charge.
- Proof revisions may cause delay in your order.
- **Any changes to artwork after submitting your order will be subject to a \$25 charge.**
- **No changes may be made to your proof or spreadsheet once order has been approved.**

## **Data Spreadsheet**

Variable Data must be provided in an **Excel** or **Google** spreadsheet (or similar format) with each printed line-item in a separate column. "First Name", "Last Name", "Organization 1", etc.

- **The size of font** used for each line, if not specified by the client, is decided by our production team.
  - **You can specify fonts, sizes and font weights.** Please send us any fonts you want to use.
- If you specify the size, you are responsible to ensure all the data will fit on one line.
- Please exclude any information in your spreadsheet that is not to be printed.

Each **text position** on your badge will represent a **column in your spreadsheet**. If you have any **longer company names or job positions** consider creating a new column so we can print the company name or title **on two lines instead of one.** (see *diagrams on next page*)

Production has an option for longer titles, company names, designations, etc. that may not fit on one line:

1. **Text Wrapping** – We can wrap the text of any longer records granted there is room below for the text-wrapping to be inserted. We cannot control where the line-break occurs.

**Note:** If you would like absolute control over what is printed on each specific line of text on your badge, please separate your data into separate columns. (See Figure 1 and 2 below)

**Note:** Setup charges are as follows for seeded badges

**Data Spreadsheet:**

\$50 (per spreadsheet/tab)

**Artwork:**

\$30 (Per version/side)

FIGURE 1

	A	B	C	D	E
1	<b>First Name</b>	<b>Last Name</b>	<b>Company 1</b>	<b>Company 2</b>	<b>Position 1</b>
2					
3	Amy	Antonson	Rogers & Company	Consulting	CEO
4	Amy	Watson	Rogers & Company	Consulting	President
5	Koreena	Jaltema	Rogers & Company	Consulting	Executive Assistant
6	Salima	Britton	Rogers & Company	Consulting	Executive Assistant
7	Leah Rose	Ma	Rogers & Company	Consulting	Sales Associate
8	Michael	Ten	Rogers & Company	Consulting	Sales Associate
9	Mandy	Avgerinos	Rogers & Company	Consulting	Sales Associate
10					
11	Michelle	Caswell	Mom and Pop Trucking		Logistics
12	Rachelle	Rivers	Mom and Pop Trucking		Logistics
13	Scarlett	Sievert	Mom and Pop Trucking		Logistics
14	Jeromy	Lim	Mom and Pop Trucking		Logistics
15	Laura	Simovich	Mom and Pop Trucking		Logistics

FIGURE 2



*Feel free to give us a call if you have any questions 1-800-665-3775*

### Example Standard Production Calendar

\*\*\* Rush production & shipping are available \*\*\*

# JANUARY 2024

SUN	MON	TUE	WED	THU	FRI	SAT
31	1	2	3	4	5	6
7	8 Place Order Proof available for Approval/Production 	9 Production 	10 Production	11 Production	12 Production	13
14	15 Production 	16 Production	17 Order Ships	18	19	20
21	22	23	24	25	26	27
28	29	30	31	1	2	3

#### Note:

- Production begins the day after your final proof approval
- Consider having your order delivered a day ahead of schedule to mitigate any shipping delays.

Badges that this guide applies to:

ECSB-4260
ECSB-4030