

KCMA  
Point-Of-Sale Materials  
Printing and Usage Instructions

## **Rack Cards**

Rack cards are an easy, portable way to share great information with the public! Please note that rack cards should **ONLY** be printed, and not used digitally.

Please note that in order to make the necessary modifications to the file, you will need the Adobe Acrobat program.

To add your logo:

- Download the file
- In the Adobe Acrobat Program, click on “Edit”
- Click on the wording “Your Logo Here” to select it, then delete it
- Click to Add a new image
- Choose your logo. Please note that your logo should be all white, with a transparent background.
- Place your logo where the words “Your Logo Here” were.
- Click “Close” on the top right corner to exit out of Edit mode.
- Click to Save the file.

Recommended printing specifications:

- Size: 4” x 9”
- Paper: Color Copy 110lb Cover, Matte Finish
- When sending the files to the printer, make sure to send the file with your logo.
- When sending these files to your printer, make sure to note that these are double-sided.
- Feel free to have whatever printer you prefer print the rack cards. We highly recommend asking for a printed proof before printing the full quantity to ensure that the rack cards look good.

Please note that using these rack cards and announcing your participation in the KCMA Certification Programs without earning the Certification Seals is a violation of the terms and conditions and will result in legal action.