There are various options as to how to produce your rulebook and your print-n-play card product (if you have one to accompany your printed card edition). Follow the guidelines for producing the necessary PDF file(s).

Rulebook

Often card product rulebooks come in a tiny size in order to fit inside the card pack or box. There are a few options, however, from which you can choose to properly format your rulebook for download from DriveThruCards.

1) You could adjust the format to a standard 8.5" x 11" size. This will make it easy for your customers to print out and read, or to access on their tablet, laptop, or other device.

2) You could format your rulebook/rulesheet to conform to an easy-to-fold-up sheet. Your customer prints it, folds it up, and stores it with your card deck. We've created two templates you can use: one US Letter-sized, one A4-sized. Choose the one that best suits your layout designs.

You can prepare your PDF file by using Photoshop, InDesign, Illustrator, or Microsoft Word. In general, we suggest the following settings:

- Black-and-white images should be set to 150 DPI.
- Color and Grayscale images should be set to 150 DPI.
- Both of these should have the maximum compression available.
- Do not use JPEG2000 compression (a PDF optimizing option in programs like Adobe Acrobat), even if that would help reduce your file size. Apple's iPad and iPhone cannot display images compressed with JPEG2000 compression.
- Please turn off all transparency. This can also cause problems on iPads. If using Adobe Acrobat, choose "High Resolution" under "Transparency" settings.

If using Adobe Acrobat, it's recommended that the PDF be optimized with Adobe's PDF Optimizer (in the Advanced menu of Acrobat) with the following settings:

- Compatible with Acrobat 6.x or later (set this first).

Leave other default settings alone except for:

- Under "Fonts," make sure all fonts are embedded (in the left-hand list). In Adobe Acrobat 9.x, there's a check box for "Do Not Unembed Any Font." Check that.
- Under "Discard Objects," check "Detect and merge image fragments."
- Under "Discard User Data," check "Discard Hidden Layer Content and Flatten Visible Layers."

Given that your rulebook is likely small, there should be few issues regarding large file sizes. However, if you feel your rulebook file is too large (say, over 50MB), you can select the "Reduce File Size" option from the Documents menu in Acrobat and save a smaller version.

For our watermarking security process to work, PDF files must be unlocked (so they can

still be edited). We add the watermark at checkout and then lock the file.

Products can have more than one file associated with them. A few publishers like to offer one PDF version in color for screen reading and a second PDF file with fewer graphic elements and in black and white for home printing.

Print-n-Play Cards

You can offer print-n-play editions of your cards to complement your print-on-demand cards, or you can offer solely print-n-play editions.

There are a few things to consider when creating your print-n-play cards. In contrast to the requirements for print-on-demand cards, you can place multiple cards on one page. And if you're offering your cards in both print-on-demand and print-n-play formats, you may want to consider keeping all of your cards 2.5" x 3.5" for consistency. However, you can make your print-n-play cards any shape and size you'd like.

We offer two templates for designing your print-n-play card product (in keeping with the 2.5" x 3.5" card size): one with a bleed (allowing for more precise trimming by your customers) and one with no bleed (wherein the cards share a common border and require fewer cuts for the customer).

In general, we suggest the following settings:

- Black-and-white images should be set to 150 DPI.
- Color and Grayscale images should be set to 150 DPI.
- Both of these should have the maximum compression available.

If using Adobe Acrobat, it's recommended that the PDF be optimized with Adobe's PDF Optimizer (in the Advanced menu of Acrobat) with the following settings:

- Compatible with Acrobat 6.x or later (set this first).

Leave other default settings alone except for:

- Under "Fonts," make sure all fonts are embedded (in the left-hand list). In Adobe Acrobat 9.x, there's a check box for "Do Not Unembed Any Font." Check that.
- Under "Discard Objects," check "Detect and merge image fragments."
- Under "Discard User Data," check "Discard Hidden Layer Content and Flatten Visible Layers."

If you already have existing PDFs, there are a number of ways to reduce file size. If you are using Adobe Acrobat, you can select the "Reduce File Size" option from the Documents menu and save a smaller version. In general, file size is not a problem for customers until the size is over 60 to 100 MB, but smaller files are quicker for customers to download and use.

For our watermarking security process to work PDF files must be unlocked (so they can still be edited). We add the watermark at checkout and then lock the file.

You can design your print-n-play PDF to include your rules or you can create a separate file containing your rules (following the rulebook directions above). We leave it up to you.