

Magstripe Card Setup:

Magstripe encoded data:

Track_1: Encoded onto magstripe. Can contain up to 79 alphanumeric characters. (Numbers and letters.) Letters must be in ALL CAPS.

Track_2: Encoded onto magstripe. Can contain up to 40 characters. (Numbers only.) See your point of sale provider for required magstripe formatting.

Printed variable data:

Available in black only and will print on top of the laminate. All fields are optional. Available for both front and back of card. Standard variable data font will be Arial Bold, 6 point minimum text. Please specify size and placement of data.

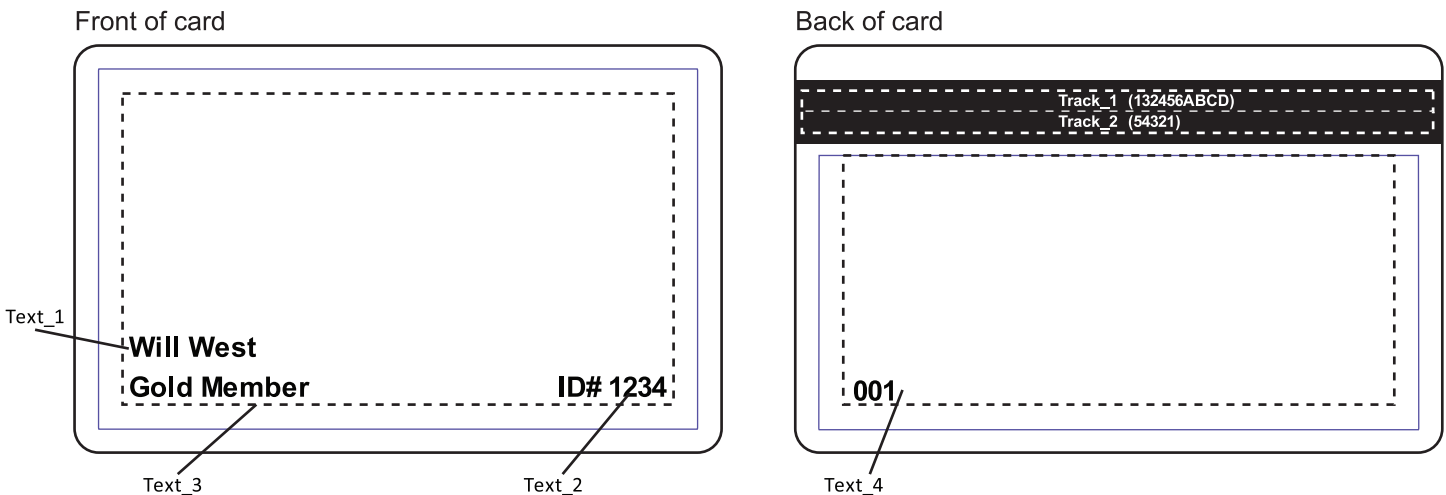
Text_1, Text_2, Text_3, etc.: Printed variable data. Examples include addresses, variable numbers, and names.

See Excel template for format when submitting variable data. All cells should be formatted as text to retain information such as leading zeros.

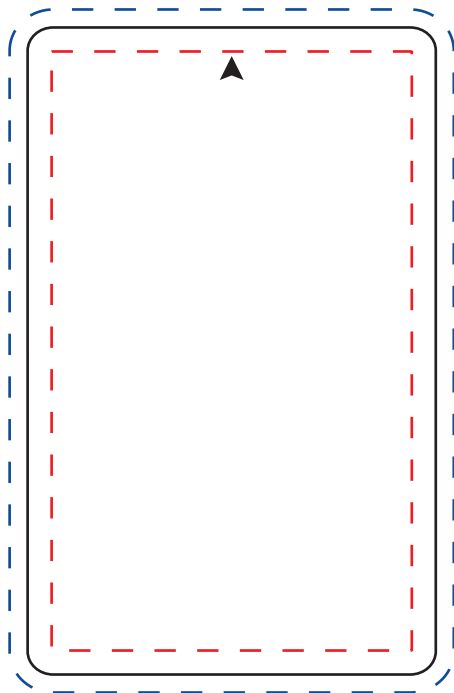
Sample Excel file:

Tracks encoded onto magnetic stripe		Thermal-printed variable data (optional)			
Track_1	Track_2	Text_1	Text_2	Text_3	Text_4
132456ABCD	54321	Will West	ID# 1234	Gold Member	001
789456LMNO	78945	Sarah Virgil	ID# 4567	Silver Member	002
WXYZ963852	35715	James McCoy	ID# 8910	Silver Member	003

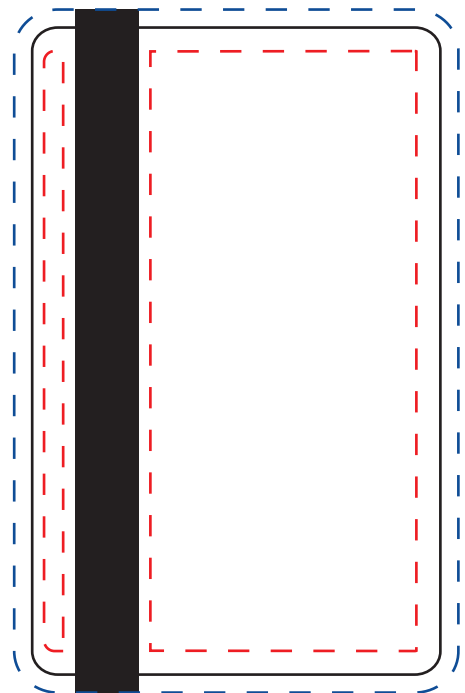
Sample card based on the above Excel file:



Side without Magnetic Stripe



Side with Magnetic Stripe



Product # 6281
Magstripe Cards - 3.375" x 2.125"

- - - - - Cut Margin; Represents area in which all copy should be placed.
- Cut Line/Die Line; Represents the edge of the product.
- - - - - Bleed Line; Represents how far the image or color should go beyond the cut/die line.