

Overview

Thank you for your interest in designing for Great Arrow. For more than twenty years our award-winning silkscreened cards have helped to set industry standards for excellence in design and production. Great Arrow cards are sold in the U.S. and abroad through independent card and gift stores, bookstores, museum shops and better department stores.

Our cards are available individually (counter) and in boxed sets. Everyday occasions are released several times during the year with major introductions on January 1st and mid-May (at the National Stationery Show). Seasonal releases cover most occasions, with large collections for Christmas, Halloween, Thanksgiving, Valentine's Day, Mother's Day and Father's Day. For additional information, review our [Artist Deadlines](#) or visit the occasions section of [greatarrow.com](#)

Currently we collaborate with more than 100 designers and receive thousands of submissions every year. While we try to respond to everyone, please understand if you do not hear back from us immediately.

Remember to include a self-addressed stamped envelope if you would like your submissions returned to you.

Artwork selected for publication is licensed from the artist, generally for a term of five years, with compensation paid in the form of royalties based on sales. The complete terms of the license are contained in our Artists Agreement.

Design considerations

What sets Great Arrow cards apart from others is our signature **silkscreen process**. It is important for the designer to have a basic understanding of silkscreen technique and to work within its strengths and limitations. All artwork must separate to spot color (not 4 color process) and should make good use of our rich flat pigment and true metallics. Tiny detail, fine lines and small typefaces will not print well and should be avoided. Designs must be accomplished using no more than 5 spot colors. Tints and halftones are considered as additional colors.

Message is a critical component of the greeting card. While we often finalize the language for our cards in-house, we encourage you to submit fully executed concepts including inside greeting and cover copy (if applicable.) **Be sure that the design clearly expresses the purpose (occasion) of the card.** While we do publish some blank notes, the percentage of these compared to occasion cards in our line is very small.

Sending art for review

You are welcome to send printed proofs, copies or digital files for consideration. **Please include your name and contact information on the front of each design submitted.** Low resolution (72dpi) jpeg or pdf files are fine for review. Please compress files and limit email attachment size to 5 megabytes. Larger files may be sent on recordable media (CD or DVD). Remember to include all support files and fonts along with the artwork. We do not need nor do we recommend that you send original pieces of artwork.

Card Size Specifications

rectangular

finished (trim) size: **4.625 x 6.25 inches**

size including bleed: **4.75 x 6.375 inches**

square

finished (trim) size: **5.25 x 5.25 inches**

size including bleed: **5.375 x 5.375 inches**

questions?

contact:

Lisa Samar

art director

lisa@greatarrow.com

Dan Clark

art production

dclark@greatarrow.com

Denise Mazurowski

designer

denisem@greatarrow.com

Great Arrow Graphics

2495 Main Street

Suite 457

Buffalo NY 14214

tel 716.836.0408

fax 716.836.0702

info@greatarrow.com

www.greatarrow.com