



Creating your CIGMA MEDIA Business Card:

NOTE: As a Cigma Media Associate Producer, you can use an @cigmamedia.com email address! Your @cigmamedia.com email address will forward to an email address of your choice.

We'll create a forwarding email address at no charge, and we'll need the information below for the autoresponder that will be associated with your email address.

Send the information below in an email to: info@cigmamedia.com

Use the following subject line (ALL CAPS): CIGMA EMAIL

FirstName LastName – If you are planning to use customized business cards, this is the name you want to appear on your business card

Postal Address – for our reference

Postal City/State/Zip – for our reference

Phone – this is the phone number you want on your business card and in your autoresponder. This could be your current phone number or a Google Voice number.

Email address we will forward to – this is your regular email address

Name for Cigma Media email address - yourpreferrednamehere@cigmamedia.com

The Cigma Media Business Card files include the following:

- 1) Fonts - all fonts used on the business card. You should install these TrueType fonts on your computer before any customization.
- 2) Photoshop PSD file with the pre-built business card layout. If you have Photoshop, you can use this template to customize your business card.
- 3) Example images - samples of what your card might look like
- 4) Blank JPG Template - This is a 2.25"x3.75" blank that you can bring into your own software (if you don't have Photoshop) to add your name and contact information. You can also upload this template image to an online service where you can add your personal information.

USING YOUR SHORT URL AFFILIATE LINK ON A BUSINESS CARD:

We do NOT recommend using your Affiliate ShortURL on your CigmaMedia business card. Instead, when you hand out your card, write your Affiliate ShortURL on the back of the card. That way, you can tell your prospect to use that special link and if they use the link on the front, they should mention your name as the Associate Producer.

Use www.bit.ly or tinyurl.com to create your shortURL from your full Affiliate link. All URL shorteners will use their domain as the first part of the link, followed by a customized section. Keep your customized link short so it is easy to write down and remember. We suggest the following format for your customization: cigmamedia-yourinitials.



For example, the bit.ly shortend URL for John R Abbott's Affiliate link would look like this:

Full Affiliate link =

<http://voiceacting.com/dap/a/?a=1234567&p=www.cigmamedia.com>

This would be entered into the LONG URL field and the customized field would be:
cigmamedia-jra

The final shortened URL would look like this: **www.bit.ly/cigmamedia-jra**. You can customize your shortened link to anything you like.

Shortened URL's can be created for free through: www.bitly.com, www.tinyurl.com, www.bit.do, www.tiny.cc and others

YOUR BUSINESS CARD LAYOUT:

There are several ways you can customize and print your business cards. All JPG images are at 600dpi CMYK (If you don't know what that means, don't worry about it - that's just the standard for commercial printing.):

- 1) You can customize the card with your name, phone number and email address by using either the Photoshop template or the blank JPG template and your favorite graphics software. When adding your name, we suggest using Elegance font. Use 14pt for Your Name, 11pt for your phone number and 10pt for the other lines.
- 2) If you'd prefer to NOT use your regular phone number – and you have a GMAIL account - you can get a free Google Voice phone number. Log in to your Google account (or set up a new account) at www.google.com. Go to www.google.com/voice to set up your Google Voice phone number.
- 3) You can send the blank template JPG off to a graphics designer or printing service for customization and printing. PLEASE NOTE: If sending the template out, please make sure to tell your designer/printer that the layout is 2.25" by 3.75" INCLUDING BLEED. A "bleed" is an additional 1/8" beyond the actual 2" x 3.5" size of the business card. The "bleed" allows for background colors to fully cover the card and also allows for proper cutting of the cards after printing.

NOTE: The PSD file and blank template are set for 2.25" x 3.75" (the standard for printing U.S. business card with bleed). When printing from these templates, your card will oversize by 1/8" on all sides and will need to be trimmed to 2" x 3.5". If you are using a commercial printer, just tell them your layout has a 1/8" bleed and they will take care of properly trimming your business cards.

You can bring the JPG blank template into any graphics software to insert your name. We recommend using the Elegance font provided in order to be consistent with our branding.



If you have no other options, we can create your business card layout as a .jpg file at 600dpi for a nominal charge of \$25.00. Just call me at 858.484.0220 or 858.324.4121.

PRINTING YOUR BUSINESS CARDS:

We highly recommend using a professional printer in order to obtain the best possible quality. Our design will be best presented with a glossy finish.

We do NOT recommend using a free service because most free business cards will have the printer's logo or website printed on the back of the card.

Vista Print does a good job, but don't use their free offer.

Here are some other printers we've used and recommend for best prices:

www.gotprint.com (best prices we've found online)

www.printrunner.com (also great printing prices – sometimes better than GotPrint)

PRINTING YOUR OWN BUSINESS CARDS:

In order to maintain the highest quality representation of Cigma Media, we do NOT recommend printing your own business cards. Although this might appear to be a cost-effective alternative to using a professional printing service, the results of printing your own business cards will always result in an inferior product.

Cigma Media is all about maintaining the highest possible level of quality for our clients and as an Associate Producer, your business cards need to reflect those standards.

As always, if you have any questions or need assistance, please call us M-F between 10am and 5pm Pacific Time at 858.324.4121.

Thanks.

Cigma Media