



**D E R I V I N G**

## **ART SPECIFICATIONS**

**PLEASE CLICK ON THE SPECIFICATION YOU NEED**

**CD Label Specifications**

**DVD Label Specifications**

**Print Materials Specifications (inserts & traycard)**

**CShell® Insert Specifications**

**Paper Label Specifications**

**On-Disc Digital Printing Specifications**

**PearlPak Specifications**

**Mini-Jacket Specifications**

## Supplying Digital Files

- Dering templates must be used to create your artwork. Failure to follow all template guideline specs. and instructions may result in additional charges and production delays.
- Paper or pdf proofs of the final design should be supplied along with your artwork files.  
(color proofs are preferred)
- All fonts used in your design should be included with your art files. A postscript font must include both the screen and printer font files.
- All placed art must be supplied even if this artwork is embedded in your files.
- We accept files created in the following design applications:
  - MAC versions up to: Quark 6.5  
Adobe CS2 applications (Illustrator, Photoshop, Indesign)  
Macromedia Freehand MX  
Pagemaker 7
  - PC versions up to: Quark 6.5  
Adobe CS2 applications (Illustrator, Photoshop, Indesign)  
Macromedia Freehand 9  
Pagemaker 6.5  
CorelDraw X3

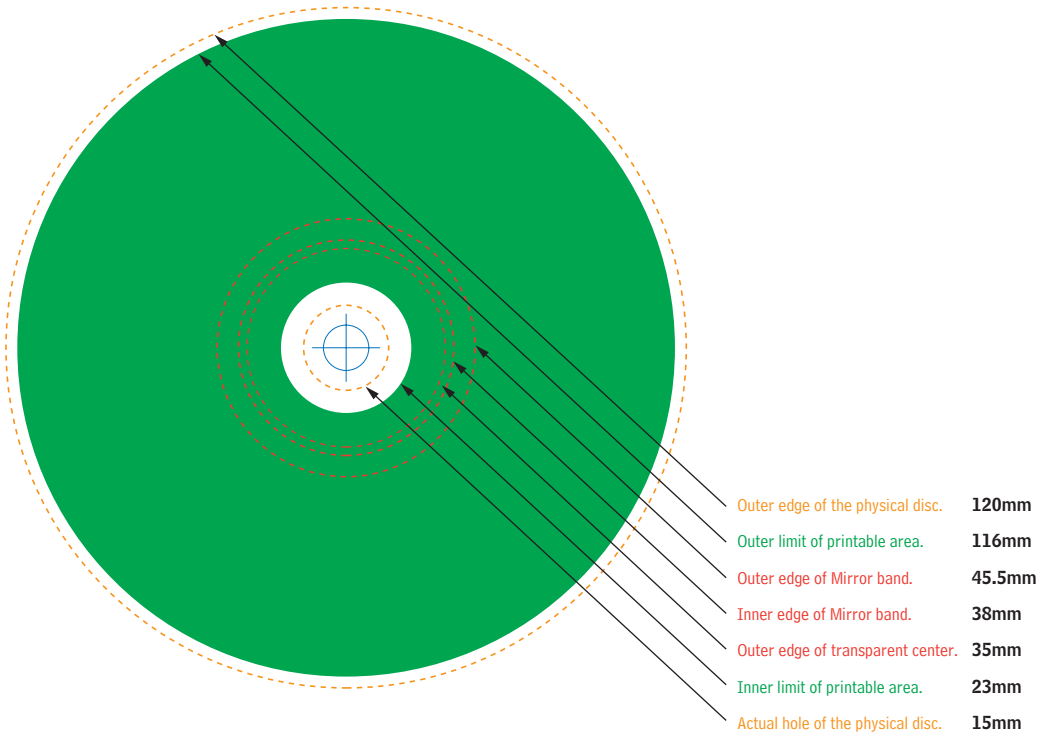
## Artwork Specifications (See diagram on the next page for all disc dimensions and specifications)

- Halftone Specifications
  - All halftone (rastered) images should be at least 300 dpi resolution.
  - All color images should be in CMYK mode. (not RGB)
    - Note: Monotones, duotones, tri-tones are ok to use when placed in Quark and Indesign templates, but will not print correctly when placed in an .eps template. If you need to use an .eps template and you want to place monotones, duotones or tri-tones make sure they are supplied along with the final .eps design.
  - All screens that fall below 20% may drop out to 0% when screen printed onto the final cds.
  - All screens that are above 90% may fill in to 100% when screen printed onto the final cds.
- Type Specifications
  - Try to avoid using any typeface smaller than 6 points.
  - A serif font, like Times or Garamond, is difficult to print if less than 7 points. A less delicate font like Helvetica or Univers works better at small point sizes.
  - Any type reversing out of a color should not be less than 7 points.
  - Type reversing out of the four process colors should not be less than 8 points.
  - If you are building type out of the four process colors, go no smaller than 10 points.
  - Use actual versions of bold and italic fonts. Do not add bold and italic "attributes" to fonts in Quark or Pagemaker.
- When using Pantone spot colors in your design choose colors from the PANTONE® Solid Coated library. Spot colors used must be clearly indicated in your artwork

Note: Although we will do our best to accurately print CMYK disc labels, we can not guarantee perfect color matching- due to limitations of the screen printing process.

**Screen Printed Label: Audio Compact Disc or CD-ROM**

(Do NOT bleed beyond printing limits)


**TIPS WHEN PRINTING ON A PLAIN SILVER CD:**

- The mirror band is a different silver surface than the rest of the cd. Design elements printing across both surfaces may appear different from one surface to another.
- Keep in mind the clear plastic center of the cd when designing. Design elements may look odd running across both silver and plastic surfaces.
- Artwork printing on a plain silver cd that contain screens of color less than 100% such as four color images will allow the silver disc to show through. To avoid this you need to request a white flood to be printed down first.

- If you would like a white flood to be printed down first on your disc before printing your design, this request must be noted when sending in your artwork. Be aware that if you would like a white flood printed down first, it will be included in your CD package as an additional color.

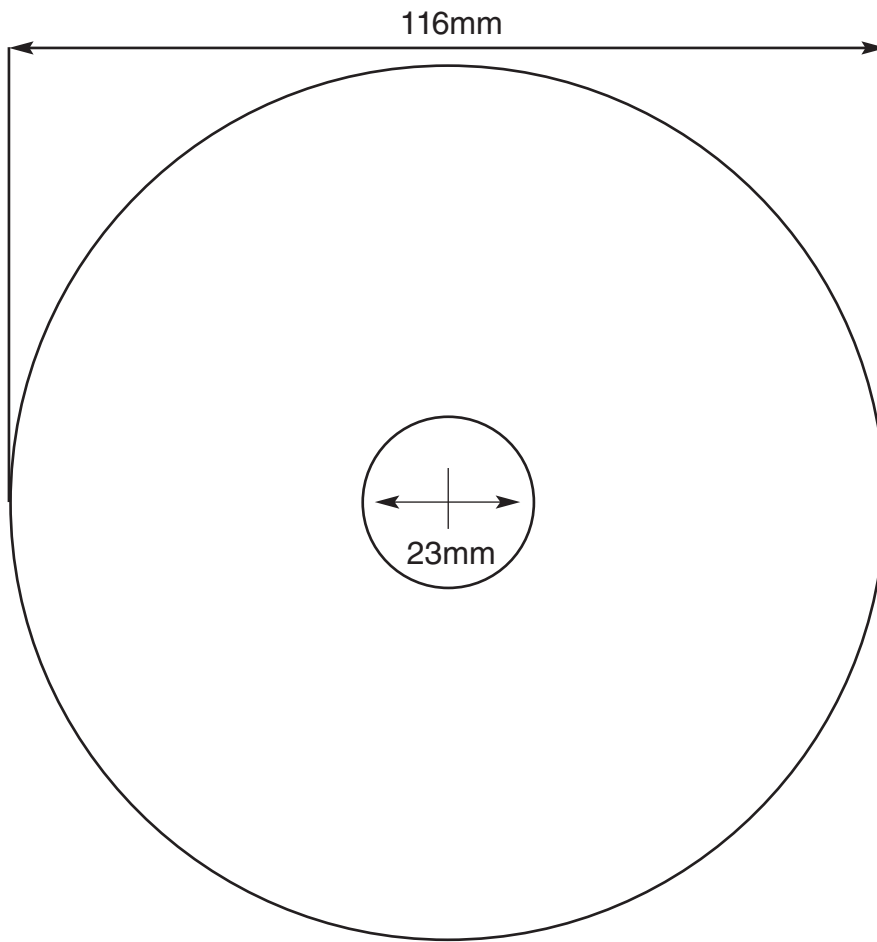
**Please contact your project manager if you have any questions.**

## Customer Supplied Film

- Film must be right reading, emulsion-up, and positive.
- Film must be 120 line screen.
- D-max on submitted film must be at least 3.5 and fog less than 0.8.
- There must be clearly marked verification of colors (make note of special colors, example: PMS colors). Each piece of film must be marked with a color indication.
- If you are supplying your own film it is very important that it be to our specs. If not you are risking the print quality of your job. We will not be able to make changes needed for press and the job will have to run as is.
- For supplied film suggested angles are:
  - yellow 45°,magenta 105°,cyan 75° and black 45°.
- Multi-color jobs must be marked with registration marks for proper alignment. Maximum allowable distance for registration marks is two inches from outer edge of image.
- A paper proof must be supplied along with your film.
  - (color proof is preferred)

## DVD PRINTING SPECIFICATIONS

1. All artwork must be submitted in digital format unless supplying film.
2. If Film is submitted, it needs to be right reading, emulsion-up, and positive.
3. D-max on submitted film must be at least 3.5 and fog less than 0.8.
4. There must be clearly marked verification of colors (make note of special colors, i.e. P.M.S. colors). Each piece of film must be marked with a color indication.
5. **If you are supplying your own film it is very important that it be to our specs. If not you are risking the print quality of your job. We will not be able to make changes needed for press and the job will have to run as is.**
6. **For supplied film suggested angles are:  
yellow 45°, magenta 105°, cyan 75° and black 45°.**
7. Minimum center hole size is 23mm. DO NOT create the center hole knock out in photoshop. The center hole should be implemented in Illustrator or quark.
8. Outside diameter is to be 116mm (or less).
9. Multi-color jobs must be marked with registration marks for proper alignment. Maximum allowable distance for registration marks is two inches from outer edge of image.
10. Proper type sizes: **(FONTS must be Adobe postscript for Mac)**
  - Minimum type size for straight printing is 4 point **(watch TM, © & ® symbols for they will be even smaller and less likely to print well)**
  - Minimum type size for reverse and knockout printing is 5 point. **(watch TM, © & ® symbols for they will be even smaller and less likely to print well)**
  - Minimum knockout type size for four color process printing must not be smaller than 6 point. **(If smaller type is required, the type must be overprinted or it could look fuzzy)**
11. Tonal range should fall between 15% and 90%. **(Anything under 15% might not print and over 90 might print solid)**
12. Halftone screens / Lines per inch = 85, 100 or 120 line. Offset will print 150 line.
13. Please specify whether or not your job gets a white flood.
14. Please keep in mind that text created in Photoshop could appear fuzzy.  
Photoshop is a pixel based program.
15. Make sure that images are **CMYK not RGB**. If we have to convert the file, the color may be different than what you originally planned.
16. Make sure all images are **300 dpi** to ensure high quality output. **72 dpi is low resolution and images will appear fuzzy**. Also if you have access to the layered photoshop file please send this as well.
17. A hard proof or pdf proof must be supplied along with your digital artwork files or film. (color proof is preferred)



**Print to center:**  
**Without knockout for stacking ring**  
Maximum Outer Edge: 116mm  
Maximum Inner Edge: 23mm

We would prefer all files to be submitted in Digital format on a Zip Disk, Jaz Disk or CDROM.  
**We work on Mac platform and will accept files in Quark, Illustrator, Photoshop, Freehand or EPS format.**  
Please be sure to include **all supporting art files and fonts (screen & printer fonts).**

**All files for offset printing** must be submitted as digital files. The images will be printed as 150 line screen.

If you are going to submit your own film, please make sure that it is  
Film Positive,  
Right-Reading Emulsion UP,  
120 lpi (lines per inch)  
for screen printing.






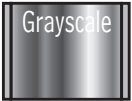

## Supplying Digital Files

- Dering templates must be used to create your artwork. Failure to follow all template guideline specs. and instructions may result in additional charges and production delays.
- Paper or pdf proofs of the final design should be supplied along with your artwork files.  
(color proofs are preferred)
- All fonts used in your design should be included with your art files. A postscript font must include both the screen and printer font files.
- All placed art must be supplied even if this artwork is embedded in your files.
- We accept files created in the following design applications:
  - MAC versions up to:
    - Quark 6.5
    - Adobe CS2 applications (Illustrator, Photoshop, Indesign)
    - Macromedia Freehand MX
    - Pagemaker 7
  - PC versions up to:
    - Quark 6.5
    - Adobe CS2 applications (Illustrator, Photoshop, Indesign)
    - Macromedia Freehand 9
    - Pagemaker 6.5
    - CorelDraw X3

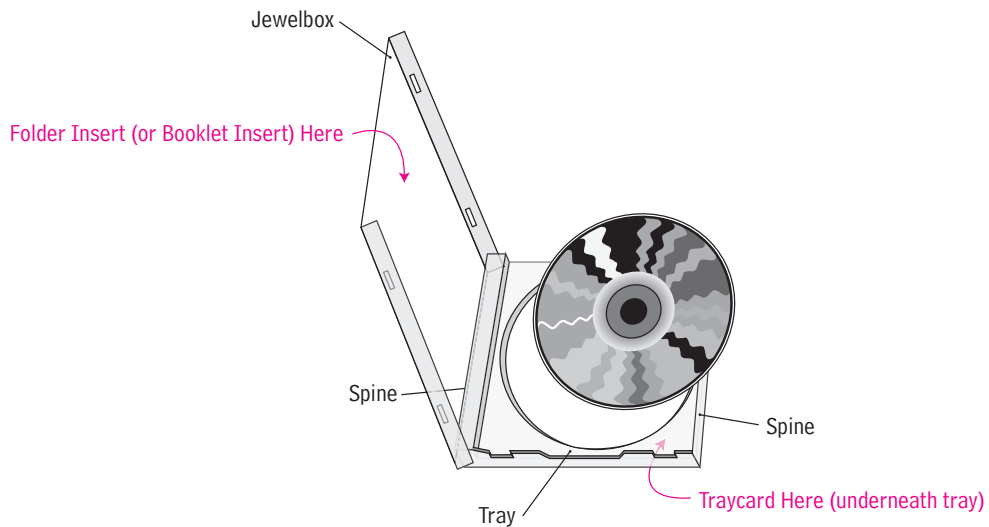
## Print Material Artwork Specifications

- Files must be set up to match the cd package ordered.  
(i.e. - A Standard 4/1 insert should be CMYK on one side and black and white on the other.)
- Color inserts and traycards are printed as CMYK. All artwork must be in CMYK mode. (not RGB or spot)
- One color inserts and traycards are printed as black. All artwork must be in Grayscale mode.

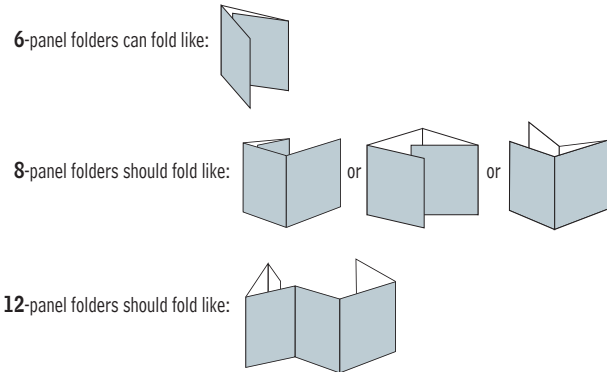
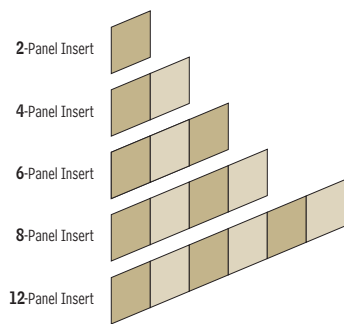
### Examples:

|                         | Front Side  | Reverse Side   |
|-------------------------|---|--|
| <b>2p Insert</b><br>4/1 |  | +  |
| <b>4p Insert</b><br>4/4 |  | +  |
| <b>Traycard</b><br>4/1  |  | +  |
|                         | • Two sided traycards require a clear tray.   |  |
| <b>Traycard</b><br>4/0  |  |  |
|                         | • One sided traycards require an opaque tray.                                       |  |

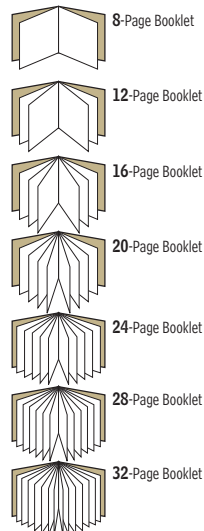
- Halftone Specifications
  - All halftone (rastered) images should be at least 300 dpi resolution.
  - All color images should be in CMYK mode. (not RGB)
- Design must bleed 1/8 inch beyond the trim. (See our templates for trim and bleed lines.)
- Important elements such as type, logos, and images must be designed at least 1/8 inch inside of the trim to avoid being cut off when the print is being trimmed down.
- Traycard spine text must be at least 1mm inside the fold and trim and centered.
- If we are creating and placing a barcode into your traycard artwork please indicated where it is to be located on your traycard design.



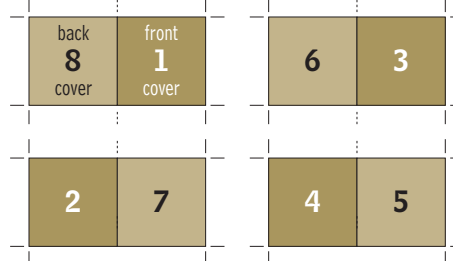
### Folder Inserts



### Booklet Inserts



An example of the layout for **printer's spreads** of an 8-page booklet:



• See Booklet Templates for 8, 12, 16, 20, 24, 28 and 32 page layouts.

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- Paper or pdf proofs of the final design should be supplied along with your artwork files.  
(color proofs are preferred)
- All fonts used in your design should be included with your art files. A postscript font must include both the screen and printer font files.
- All placed art must be supplied even if this artwork is embedded in your files.
- We accept files created in the following design applications:
  - MAC versions up to:
    - Quark 6.5
    - Adobe CS2 applications (Illustrator, Photoshop, Indesign)
    - Macromedia Freehand MX
    - Pagemaker 7
  - PC versions up to:
    - Quark 6.5
    - Adobe CS2 applications (Illustrator, Photoshop, Indesign)
    - Macromedia Freehand 9
    - Pagemaker 6.5
    - CorelDraw X3
- The .eps template file can be placed into layout applications (Quark, Indesign, and Pagemaker) and designed on top of.

## Print Material Artwork Specifications

- Files must be set up to match the cd package ordered.  
(i.e. - A 4/1 insert should be CMYK on one side and black and white on the other.)
- Color inserts are printed as CMYK. All artwork must be in CMYK mode. (not RGB or spot)
- 1/c inserts are printed as black and white. All artwork must be in Grayscale mode.
- Halftone Specifications
  - All haftone (rastered) images should be at least 300 dpi resolution.
  - All color images should be in CMYK mode. (not RGB or spot)
- Design must bleed 1/8 inch beyond the trim. (See our template for trim and bleed lines.)
- Important elements such as type, logos, and images must be designed at least 1/8 inch inside of the trim to avoid being cut off when the print is being trimmed down.

## Supplying Digital Files

- Dering templates must be used to create your artwork. Failure to follow all template guideline specs. and instructions may result in additional charges and production delays.
- Paper or pdf proofs of the final design should be supplied along with your artwork files.  
(color proofs are preferred)
- All fonts used in your design should be included with your art files. A postscript font must include both the screen and printer font files.
- Use actual versions of bold and italic fonts. Do not add bold and italic “attributes” to fonts in Quark or Pagemaker.
- All placed art must be supplied even if this artwork is embedded in your files.
- We accept files created in the following design applications:

MAC versions up to:      Quark 6.5  
                                    Adobe CS2 applications (Illustrator, Photoshop, Indesign)  
                                    Macromedia Freehand MX  
                                    Pagemaker 7

PC versions up to:        Quark 6.5  
                                    Adobe CS2 applications (Illustrator, Photoshop, Indesign)  
                                    Macromedia Freehand 9  
                                    Pagemaker 6.5  
                                    CorelDraw X3

- All haftone (rastered) images should be at least 300 dpi resolution.

## Supplying Digital Files

- Dering templates must be used to create your artwork. Failure to follow all template guideline specifications and instructions may result in additional charges and production delays.
- Paper or pdf proofs of the final design should be supplied along with your artwork files.  
(color proofs are preferred)
- All fonts used in your design should be included with your art files. A postscript font must include both the screen and printer font files.
- Use actual versions of bold and italic fonts. Do not add bold and italic “attributes” to fonts in Quark or Pagemaker.
- All placed art must be supplied even if the artwork is embedded in your files.
- We accept files created in the following design applications:
  - MAC versions up to: Quark 6.5  
Adobe CS2 applications (Illustrator, Photoshop, Indesign)  
Macromedia Freehand MX  
Pagemaker 7
  - PC versions up to: Quark 6.5  
Adobe CS2 applications (Illustrator, Photoshop, Indesign)  
Macromedia Freehand 9  
CorelDraw X3
- All haftone (rastered) images should be at least 300 dpi high resolution. Artwork that is below 300 dpi should not be used (ie. art pulled of the web, low resolution scans or digital camera shots) Increasing the dpi of low resolution art to 300dpi in Photoshop will NOT improve it’s quality.
- All Photoshop Templates were created at 600 dpi. This was done to improve the quality of type that is set in the Photoshop. You may need to increase the resolution of images being used in your artwork to 600 dpi before placing them into the template to assure accurate sizing.

## Supplying Digital Files

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(color proofs are preferred)
- All fonts used in your design should be included with your art files. A postscript font must include both the screen and printer font files.
- All placed art must be supplied even if this artwork is embedded in your files.
- We accept files created in the following design applications:
  - MAC versions up to:
    - Quark 6.5
    - Adobe CS2 applications (Illustrator, Photoshop, Indesign)
    - Macromedia Freehand MX
    - Pagemaker 7
  - PC versions up to:
    - Quark 6.5
    - Adobe CS2 applications (Illustrator, Photoshop, Indesign)
    - Macromedia Freehand 9
    - Pagemaker 6.5
    - CorelDraw X3
- The template file “pearlpak.eps” can be placed into layout applications (Quark, Indesign, and Pagemaker) and designed on top of.

## Print Material Artwork Specifications

- PearlPaks are printed as CMYK. All artwork must be in CMYK mode. (not RGB or spot)
- Halftone Specifications
  - All halftone (rastered) images should be at least 300 dpi resolution.
  - All color images should be in CMYK mode. (not RGB)
- Design must bleed 1/8 inch beyond the trim. (See our template for trim and bleed lines.)
- Important elements such as type, logos, and images must be designed at least 1/8 inch inside of the trim to avoid being cut off when the print is being trimmed down.
- Spine text must be at least 1mm inside the fold and trim and centered.
- If we are creating and placing a barcode into your PearlPak artwork please indicated where it is to be located on your design.

## Supplying Digital Files

- Dering templates must be used to create your artwork. Failure to follow all template guideline specs. and instructions may result in additional charges and production delays.
- Paper or pdf proofs of the final design should be supplied along with your artwork files.  
(color proofs are preferred)
- All fonts used in your design should be included with your art files. A postscript font must include both the screen and printer font files.
- All placed art must be supplied even if this artwork is embedded in your files.
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    - Macromedia Freehand MX
    - Pagemaker 7
  - PC versions up to:
    - Quark 6.5
    - Adobe CS2 applications (Illustrator, Photoshop, Indesign)
    - Macromedia Freehand 9
    - Pagemaker 6.5
    - CorelDraw X3
- The .eps template file can be placed into layout applications (Quark, Indesign, and Pagemaker) and designed on top of.

## Print Material Artwork Specifications

- A color mini-jacket is printed as CMYK. All artwork must be in CMYK mode. (not RGB or spot)
- Halftone Specifications
  - All halftone (rastered) images should be at least 300 dpi resolution.
  - All color images should be in CMYK mode. (not RGB or spot)
- Design must bleed 1/8 inch beyond the trim. (See our template for trim and bleed lines.)
- Important elements such as type, logos, and images must be designed at least 1/8 inch inside of the trim to avoid being cut off when the print is being trimmed down.