<u>CD Replication</u>

Artwork Specification
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For greatest efficiency and economy artwork files should be sent as press-optimised pdfs, conforming to x/1-a (2001), version 1.3.

Remember that the appearance of your design on screen might be different to that of the printed product. Follow these guides to ensure that the similarity between the two is optimised.

- CMYK - not RGB or LAB colour

- 300dpi minimum resolution for colour/greyscale, 1200dpi for line-work

- Embed all fonts

  3mm bleed all around for paper parts (pack, booklet & inlay)
  Please note that this applies also to the 'chop-out' area of digipaks and other die-cut products.
  No bleed is required for CD label print; you can supply label artwork as an all-over design, but please note the non-printing areas on the template; these will be masked out prior to production.

- Smaller text should be vectored to maintain its sharpness. For black text, use just 100% K rather than a CMYK rendering, and set to overprint.

- Text & 'non-bleeding' graphics/images must normally be 2mm minimum from trim edges. For spine text this can be relaxed to 1mm from the 'sides' (as normally viewed) but should remain 2mm clear at top and bottom

- Show all fold/trim marks *adjacent* to bleed area – 3mm clear of trim size – not *on* bleed area.

- Maximum ink coverage for CMYK: 320% total

- Minimum tint values to print should be 5/5/10/5

- ICC profiles should be removed;

- Ideally pdf should be output to FOGRA39.

- OPI & DeviceN must be 'off'

Paper parts:

- Booklet pages must be in printers' pairs – *not* readers' pairs – for example, in a 12pp booklet: 12 & 1, 2 & 11, 10 & 3, 4 & 9, 8 & 5, 6 & 7. Alternatively, pages can be as singles within a document.

- Barcode must be vectored and 100% K. If overlaid onto a plain/light/white background image the white oblong is not essential. Barcode height can be truncated if required, but it is sensible to keep some height for ease when scanning. Barcode width should not be reduced significantly, however.

CD labels:

- Labels print from 19mm <u>diameter</u> to 24mm, and 26mm to 118mm, leaving a stacking ring 1mm wide.

- Submit artwork file according to template, or as an all-over image – but please allow for the non-printing hole & stacking ring, so not including key text or design in this area.

- Most CD labels are litho-printed in CMYK onto a standard all-over white base, but alternatively can be printed in Pantone colours onto either a white base or the natural silver surface of the disc. If silver is to show through a CMYK design, we print a 'partial white' base. To achieve this, the label artwork file should have a second page showing the white print area in 100% K.

Notes

- We only check for any *technical* issues with the artwork – we do not proof-read your content. We will advise if we spot something looks wrong or unusual, just in case this is not intended. However, we do not undertake to notice mistakes, and the content and layout are ultimately your responsibility!

- If you are unable to supply artwork in the correct formats, or you cannot correct any technical issues it may have, we can take usually take care of this by referring the files to an outside designer or to dtp. There will be a reasonable time-based charge added to your bill to cover this, but only with your prior consent.

- Similarly, if you choose to supply source documents (e.g., Quark, InDesign files), there will be a time-based charge applied to export and finalise these to the pdf format needed for production. In this instance please be sure to include **all** associated files/fonts/graphics, and also send us a print-out of all artwork so that we can check for inclusion and colour match before sending pdfs for your approval prior to production.