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Instructions for CD/DVD/ Specifications

VERSION 3

We can accept the following Digital files for Paper Parts and CD Label Art.

Quark Express 4.11
Pagemaker 6.5
Illustrator 9.02
Freehand 8.0
Photoshop 6.0
Corel Draw 9.0

Supplied on CD-Rom, Zip, Jazz, or Floppy Disc

We do not accept Publisher or Word files.

Keep your CD/DVD/CASSETTE design exactly to the Specifications. If you already have our specifications be sure to check you have the correct version. The current version can always be downloaded from our website
All of your artwork files are to be supplied with a composite colour laser or inkjet printout.

- All fonts, both screen and printer fonts are to be supplied.
- All EPS and TIFF files must be supplied. Colour scans must be CMYK TIFF or EPS - NO JPEG images.

Paper parts (booklet, rear inlays, wallets, cassette jackets, etc...):

- Artwork must be set up at a resolution of 300 dpi (including all linked images) and have a 2.5 mm bleed on edges.
- Cropmarks and imposition page descriptions or page numbers must be visible. (ie. You must specify Front Cover, Back Cover, all page numbers, Back Insert, and Inner Back Insert).
- CD 2 page to 6 page documents must include back Inserts as imposed on the CTP Specifications. Back Inserts must be on a separate page for CD 8 page and upwards.

CD/DVD Label (on-disc printing):

- Keylines must be deleted and artwork must not have bleed.
- Ensure there is no print on the stacking ring
- Separations must be identified with CMYK or specific Pantone Spot Colours.
- Film Specs: CD/DVD Artwork is positive film, right reading, emulsion up, 133 line screen.
Registration marks must appear on all separations (top, bottom & sides 25mm from the artwork).
For a white base, a separate white wash film is required.
- 4 Colour Process screen angles: Yellow @ 90°, Cyan @ 75°, Magenta @ 45°, Black @ 105°
- Dot density Range for any separation, 15% - 100%. Type Of dots: Elliptical
- Proof Type: Chemical or Digital.
- With CMYK picture discs, a separate white wash film is essential.
- Text that is solid (100%) should have a minimum 0.3mm letter spacing (tracking) and be no smaller than 5 point (eg ^{5 point type}), reversed text should be no smaller than 6 point (eg ^{6 point type}).
- All text that is other than 100% or CMYK should be no smaller than 8 point. These text sizes are based on Helvetica Regular.
- Minimum line width should be no less than 0.2 mm, and no less than 0.3mm reversed.

*Please read "Designing for CD & DVD on-disc screenprinting" for more information and tips on CD/DVD label artwork.

All work is completed in accordance with our specifications and terms of trade. Our specifications are available in PDF format and must be read in conjunction with the 'CTP Instructions for CD Specifications' form. Our terms of trade are detailed in 'Terms of Trade'. These documents contain information essential for the correct preparation of your design and are available for download via our web-site or by contacting customer service.

If you have any questions relating to the preparation of your design in accordance with our specifications please contact our customer service prior to submitting your artwork.

A CTP Request Form and Checklist is to be completed in full, and accompany the laser or inkjet printout and artwork disc. Work will commence only when all these are received.

CTP REQUEST FORM AND CHECKLIST

Jobs will not commence unless
ALL sections are completed

COMPANY: _____

NAME: _____

ADDRESS (for proof approval): _____

PHONE: _____ FAX: _____

MOBILE: _____

EMAIL: _____

ARTIST: _____

TITLE: _____

Paper Parts

EVERY NEW TITLE MUST HAVE IT'S OWN FORM

File Name: _____

Platform: MAC PC

Software Used:

- Freehand 8.0 Quark Express 4.11
 Illustrator 9.02 Pagemaker 6.5
 Corel Draw 9.0 Photoshop 6.0

Colour Separations:

CMYK (Paper parts artwork should be setup as CMYK)

Matching special colours:

- Match colour to swatch / printed sample provided
 A colour swatch (eg previously printed stationary) is essential for matching special colours. Additional charges apply for ink manufacture and machine wash up if solid Pantone colour or custom matched ink is required.

CD Specifications Used For Layout

_____ Version N° _____

Single B/Insert Double B/Insert

Proof Supplied

Has the proof been prepared with colour management software?
eg Colour Tune Pro

YES NO

Checklist: (Please check from disc you are sending not from hard disc)

- Dimensions Correct (Booklet & inserts Imposed?)
 All Page Numbers Specified
 2.5 mm Bleed On All Pages
 RGB Images Converted To CMYK
 All images at 300dpi, No compressed Images (jpegs).
 Both Printer and Screen Fonts Supplied
 Proofread eg. Spelling

Do You Need a Proof?

THIS SECTION MUST BE COMPLETED

All work is completed by us in accordance with our specifications and terms of trade. Our specifications are available in PDF format and must be read in conjunction with the 'CTP Instructions' CD Specifications' form. Our terms of trade are detailed on the 'Terms of Trade' form. These documents contain information essential for the correct preparation of your design and are available for download via our web-site or by contacting customer service.

Once you are satisfied that your design is prepared in accordance with our requirements, please select one of the following two options.

***Please send me a Sherpa proof**

Premium (proof) CTP Service

***Please proceed WITHOUT generating a Sherpa proof**

Express (no proof) CTP Service

CD Label

EVERY NEW TITLE MUST HAVE IT'S OWN FORM

File Name: _____

Platform: MAC PC

Software Used:

- Freehand 8.0 Quark Express 4.11
 Illustrator 9.02 Pagemaker 6.5
 Corel Draw 9.0 Photoshop 6.0

Colour Separations:

CMYK
 Pantone Colours _____ (Please Specify)

YES NO White Wash Required

Matching special colours:

- Match colour to swatch / printed sample provided
 A colour swatch (eg previously printed stationary) is essential for matching special colours. Additional charges apply if colour swatch does not exactly match a solid pantone colour.

Proof Supplied

Has the proof been prepared with colour management software?
eg Colour Tune Pro

YES NO

Checklist: (Please check from disc you are sending not from hard disc)

- Dimensions Correct, Registration marks correct.
 Delete All Keylines and No Bleed
 Colour Check (CMYK or Spot)
 RGB Images Converted To CMYK
 All images at 300dpi, No compressed Images (jpegs).
 Both Printer and Screen Fonts Supplied
 Proofread eg. Spelling

• THIS COMPLETED FORM MUST BE FORWARDED WITH YOUR ARTWORK DISC •

Designing for CD & DVD on-disc Screenprinting

VERSION 1

CMYK (Process) or Pantone (spot) colour design?

- The richest, most accurate and most consistent printed colours are always achieved with Pantone colour designs. *We highly recommend this approach.*
- Single colour designs should always have a Pantone colour - not a process colour (cyan, magenta, yellow) - specified.
- CMYK designs are appropriate for intricate images and colour photos. The sharper the image - the better. Avoid blurry CMYK images and avoid light CMYK images - the printed result will be unsuccessful.

Rules of thumb

1. Solid colour designs = use up to 3 different Pantone colours
2. Intricate designs and colour photo images = use CMYK colours
3. Somewhere in-between? Use Pantone colours and halftones wherever possible
4. Don't use combinations of process colours and Pantone colours - you can't proof this design accurately without an expensive Cromalin proof.
5. Large solid blocks of pale or mid-range colours look great in Pantone and really awful in CMYK when printed on a disc.
6. Avoid full tonal gradients (ie. going from 0% to 100% across the surface of the disc).

Can I use colours like metallics & fluorescents, or match to a special colour sample?

The answer is YES to all three. We must receive a previously printed item like a business card or company prospectus with clear instructions on which colour(s) are to be matched. If no such item exists - tell us the special Pantone number and we will arrange for a press check. Additional charges apply.

Black is black - or is it?

Black text (and detailed logos) should appear on the black film separation only - and not be created as a mixture of process colours. This will always result in much sharper text especially in small fonts.

Also - there is no need in screenprinting to print 50% cyan with 100% black to achieve a deeper black. Just use 100% black.

What kind of proof?

1. **A Chemical proof** (created directly from the films) or a replicated disc (previously printed from the SAME films) are essential if there are subtle colour variations in your design.
2. **Digital proofs, inkjets and laser colour print-outs** are NOT accurate in matching Pantone colours - but they are a very important guide for the screenprinter nevertheless. Just remember that the screenprinter will match the Pantone colour numbers NOT the printout.
3. **Professional digital proofs** are OK for CMYK colour matching in most circumstances - but they can lie also...If your design absolutely requires CMYK colours and the colour accuracy is important to you - use a chemical proof.

White base or no white base?

1. Proofs are printed on white paper - but your design will be printed on a silver CD! Unprinted areas will be silver, not white. Only dispense with a white base if you require a silver background in the unprinted area.
2. It is not advisable to print less than 100% of a Pantone colour if printing directly onto a silver surface without a white base - colours will appear WASHED OUT.
3. *Never* design in CMYK without a white base.

What else is important?

See the rest of our specifications included in the 'Instructions For Use' & 'CD Label Specifications' sheets. Line widths, font sizes, dimensions, trapping and other specifications are all important.

Need more help?

We can offer a design finishing service through our art department to convert artwork to designs suitable for screenprinting. It's a quick and inexpensive process - and ensures that your design is OK before going to print.

How to Save Money By using Pantone Colour Designs.

1. Save on Films:

Pantone Colour designs generally use 1 to 4 films. CMYK designs must use 5 films (Cyan, Magenta, Yellow, Black plus a White Base). At \$20 per film, this adds up.

2. Save on Proofing:

CMYK designs require a chemical proof or professional digital proof (Epson, Sherpa) which costs up to \$75. Pantone designs simply require a colour printout - because the colours will be matched to a Pantone colour swatch rather than the colour printout.

3. Save on Printing:

CMYK jobs incur a printing surcharge of \$0.25 for 500 disc orders & \$0.09 for 1000 disc orders. You can print up to 3 standard Pantone colours on a white base without any surcharge.

Summary: Pantone colour disc artwork ends up costing roughly \$50 less than CMYK disc artwork...

FIGURES ACCURATE AS AT 12/12/04 AND ARE SUBJECT TO CHANGE