

GENERAL GUIDELINES FOR CUSTOMER-SUPPLIED FILES :

- TEMPLATES ARE AVAILABLE FOR DOWNLOAD AT www.cdexperts.com/templates.

If you need a template that isn't included on the website, just call us toll-free at 1-866-424-2030 or email us at graphics@cdexperts.com so we can send you the appropriate template.

- FINISHED FILES CAN BE UPLOADED VIA OUR WEBSITE OR YOU CAN SEND THE FILES ON DISC. See the "ORDER INFO" link on our website for additional information on how and where to submit your materials on disc.

- PROGRAMS ACCEPTED:

CD Experts runs a Mac / Adobe shop, so we can work with most PC and Mac files. Press Quality PDFs that have been created to fit our templates and printing specifications are preferred to expedite your order. However, we can also accept MAC or PC native files in Adobe InDesign, Adobe Illustrator, Adobe Photoshop or Quark XPress (will be converted to InDesign). If you are using another program like FreeHand or Corel Draw, you must use our .eps templates for creating your files and supply Press Quality PDFs.

A NOTE FOR PHOTOSHOP USERS: For the best print results, text created in Photoshop should not be rasterized or flattened.

If you do not own one of the professional design programs listed, we highly recommend that you use our professional design services. Call us toll-free at 1-866-424-2030 or email us for a quote.

- FONTS:

If you are supplying native files, all fonts (printer and screen fonts) must be supplied, including those used in EPS files. For the best print results, fonts must not be using menu styles (faux bold, faux italic, etc). You may want to convert any type to outlines to avoid any font conflicts. (TIP: Remember to save your original file, just in case you have to make any text changes in the future.)

- LINKED IMAGES:

If you are supplying native InDesign, Quark XPress or Illustrator files, any linked files (that are not embedded) must be supplied as well.

- WHAT HAPPENS AFTER YOUR FILES ARE RECEIVED?

CD Experts will review your files when received. If there are any problems which require repairs that will take us more than 1/2 hour and/or will alter the appearance of your job, you will be contacted and given options for expediting your job. You will be supplied with a final PDF proof for approval. If you require a Digital Match Proof, there will be an additional \$75 charge and this will add at least 8 days to your turn time.

IMPORTANT NOTE: If you have specific color matching concerns regarding your on-disc print or packaging, you should discuss them with us before submitting your order so that we can best serve you.

- QUESTIONS?

Please feel free to contact us with any questions about templates or art specs. Our design staff will be happy to answer questions about our specs and give you some basic tips on setting up your files. However, please understand that we cannot teach you how to use your software over the phone. If you have never designed a CD project before and/or have very limited knowledge of professional design software, please consider using our professional design services. Our rates are very competitive and our designers are very experienced in designing for the specific requirements of CD and DVD manufacturing.

ADDITIONAL GUIDELINES FOR ON-DISC PRINT FILES :

- **TYPE:**

No smaller than 5 point (7 point if reversed).

- **LINE WIDTHS:**

Line widths (including type) should not be below .25 point (.5 point if reversed.)

- **LAYOUT:**

Artwork cannot extend past the printable area (23 mm - 116 mm).

- **TINTS & GRADIENTS:**

Screen Printing - Avoid using screen tints lower than 15% or higher than 85%.

(Remember that screen printing is less forgiving than printing on paper. Avoid gradients if possible or make sure they don't make large jumps in percentages. Extreme gradients tend to look grainy and even stepped when screen printed. Call for tips if you need to use a gradient.)

Offset Printing - Avoid using screen tints lower than 5% or higher than 95%.

- **MAXIMUM NUMBER OF COLORS:**

The maximum number of colors for screen and offset printing is 6. Offset printed discs can run with 2 spot colors plus the standard CMYK. The 2 spot colors will run as the first and last colors in the print order and will be screen-printed. Remember that matte varnish and white both count as a color.

- **MAXIMUM INK DENSITY:**

Screen Printing – Maximum total ink density is 300%. Rich blacks are not needed or recommended, as screen printing inks are more opaque. Just set blacks to 100% black.

Offset Printing – No limit on total ink density. Because process inks are more transparent, for large areas of black, we recommend a mix of 30% Cyan, 30% Magenta, 30% Yellow, 100% Black to achieve a richer black.

- **DISC SURFACE:**

Keep in mind when designing that you are printing on a plastic disc with a reflective surface – NOT on white paper. All images will be printed on the aluminum reflective disc unless indicated that a white flood background should be printed first. For images that appear white on a white paper proof, please indicate if these areas are to be printed in white or knock out to the reflective disc surface.

- **SCREENPRINTING SPOT COLORS:**

Spot colors must be designated as PMS SOLID COATED or PMS METALLIC COATED numbers. Keep in mind that some Pantone colors will look different printed over white compared to the same color printed over disc reflective.

- **SCREEN & OFFSET PROCESS COLORS:**

Remember all process color inks are transparent and will take on a metallic quality when printed directly over the reflective area of the disc. When printing directly on the reflective, the image color will not appear the same as an integral color proof printed on white paper. We recommend adding a full white flood background to achieve a more accurate color match and to maintain consistent coverage.

- **COLOR SEPARATIONS:**

Trapping of .5 point should be applied to screenprinted spot colors where desired. Overprinting solid spot colors when possible, can produce desirable results. CMYK files should not be trapped. White

does count as a color, so a separation should be included in the file. Check to see if your spot color separations work properly before sending in your file. The easiest way to do this is to print them out or you can view them in a PDF if you have the Professional version of Adobe Acrobat. We will check them when your file comes in and correct any obvious errors when possible, but we cannot be held responsible for print quality problems resulting from poorly prepared files.

- **DIGITAL IMAGES:**

Must be supplied as line art, greyscale or CMYK and be in either TIFF or EPS format. Line art should be 600 ppi; greyscale or CMYK should be 300 dpi. Placing an image at less than 100% within a page layout program reduces the resolution. All extra channels, layers and paths should also be removed from your final file.

- **PRINTABLE AREA:**

Images cannot bleed outside printable areas shown in our templates.

GUIDELINES FOR PAPER INSERT AND PAPERBOARD PACKAGING FILES:

- **TYPE:**

No smaller than 5 point (7 point if reversed).

Type should be kept at least 3 mm from cut or folded edges.

- **LINE WIDTHS:**

Line widths (including type, crop & fold marks) should not be below .25 point.

- **LAYOUT:**

Pages should be set up in printer's spreads and include manually placed crop and fold marks (not program generated).

- **BLEED:**

Full bleed images should extend at least 3 mm past cut edge.

- **COLORS:**

All insert and paperboard printing is done in 4-Color Process (CMYK). Spot colors and varnishes require a special quote. Total ink coverage in mixed colors should not exceed 300%. Because process inks are more transparent, for large areas of black, we recommend a mix of 30% Cyan, 30% Magenta, 30% Yellow, 100% Black to achieve a richer black.

- **DIGITAL IMAGES:**

Must be supplied as line art, greyscale or CMYK and be in either TIFF or EPS single file format. Line art must be 600 dpi; greyscale or CMYK must be 300 dpi. All digital images must be placed at 100% within the page layout program. All extra channels, layers and paths must also be removed from the file.

REQUIREMENTS FOR CUSTOMER-SUPPLIED INSERTS:

If for some reason, you will be supplying your own inserts for packaging, please follow these general guidelines. CD Experts will not be held responsible for additional assembly charges incurred by customer-supplied inserts for whatever reason.

- Finished art must be printed, trimmed, scored, perfed & folded according to CD Experts templates.

- CD traycard spines must be perforated, not scored.
- Paper stock must be 80-100# text weight (or equivalent).
- Booklets over 24 pages should use 100# text for cover and 70# text for inside pages
- Thickness of finished booklet cannot exceed 2 mm.
- Send 10% more inserts than the quantity needed to fill your order.
- Each project submitted should be in its own separate box and include a packing slip indicating quantity, artist, title, & CD Experts Job# (contact your rep for this information).
- Avoid use of rubberbands and other packaging that may crease or bend your inserts.
- Inserts supplied out of specification or of questionable quality will be subject to additional hand-assembly charges.

IMPORTANT INFORMATION ABOUT BARCODES:

CD Experts, Inc. cannot be held responsible for problems with customer-generated barcodes on supplied files or supplied inserts. We will point out any obviously visible discrepancies that may cause a problem with scanning and it will be the client's responsibility to decide whether to correct the problem or proceed and take the chance that the barcode will not scan correctly. If we are designing your job, this service is included. For best results, barcode should be made up of 100% black (not CMYK or RGB) on a white background. Barcodes should also be vector-based art saved as an .eps file (not rasterized as in a .tif or .jpg file).