



1. Choose the template that matches your project:

- CD for normal run CD replication jobs of all CD formats including audio, video and data
- CD-R for short run CD duplication jobs of all CD formats including audio, video and data
- DVD for normal run DVD replication jobs of all DVD formats including video and data
- DVD-R for short run DVD duplication jobs of all DVD formats including video and data

2. Open the template in your graphics software...

...in either Windows or Macintosh. First unzip the template file. The file is an Adobe Illustrator file in EPS format — however, you have three options for how to use the template:

- A) Open the template in **Adobe Illustrator** and create your art on the "Your Artwork" layer provided,
or
- B) Import the file into your page making software (**InDesign or QuarkXPress**),
or
- C) Open the file in **Photoshop** and create your artwork on a separate layer. **Note: Do not "Place" the template into Photoshop**, as that will resize the template. The correct procedure is: 1) Open Photoshop, 2) Choose "Open", and 3) Search for and select the template file. As the template opens, you must specify the resolution — specify 300 ppi (pixels per inch).

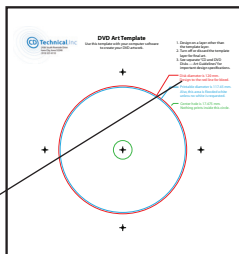
3. Create the disc art using these guidelines:

OFFSET PRINTING OR SCREEN PRINTING

CD Technical uses both offset printing and screen printing technologies. We find almost all disc art is best reproduced on an offset press for the sake of color range, photos, and gradient tints. A few disc arts are best reproduced with screen printing for the sake of large, flat color areas and for Pantone inks. The design specifications below are for offset printing. Screen printing specifications, when different, are given in brackets like this: *[for screen printing]*.

COLORS (INKS)

- A) Plan on a **white ink flood** being printed under your art. This is done unless you request no white flood. Without the white flood, the shiny silver disk gives your artwork a metallic look, and colors appear different from your expectations. Sometimes that is desirable, but usually it is not. Printing a halftone or CMYK image without a white base alters the ink colors in unpredictable ways.
- B) Specify only **CMYK** colors and/or **Pantone CV** spot colors. (RGB files will not print correctly.) If you want your disc print to match the color(s) of another printed piece, please send a sample.
- C) Design artwork to run across the **inner hub**. CDTechnical will knockout the non-printing area.
- D) Plan on **ink color variation inside mirror band and on clear inner hub**. This is due to a slight difference in structure of the printing surface.
- E) **See the template** for specifications on image and bleed areas.



TYPE

- F) **Sans serif type** is recommended for type fonts 7 point and smaller.
- G) **Minimum font size** is 5 point *[for screen printing – 6 point]*. For

type reversing out of a solid color the minimum size is 6 point.

LINE WIDTH

- H) **Minimum line width** is 0.5 point. For knockout (reverse) lines the minimum width is 0.75 point.

HALFTONES, COLOR PHOTOS, SCREENS

- I) Design with a **halftone screen** of 175 lpi in mind *[for screen printing – 120 lpi]*.
- J) The **resolution of halftone art** must be 300 ppi at reproduction size. Note that if files begin at these resolutions, but are enlarged, they lose resolution and may compromise print quality.
- K) **Minimum tonal value** (dot size) is 5% *[for screen printing – 15%]*. Smaller dots may not print.
- L) **Maximum tonal value** (dot size) is 95% *[for screen printing – 90%]*. Larger dots will fill in solid.
- M) **Screen gradients**, or fades, reproduce well in offset printing. *[For screen printing – gradients are **not** recommended because they can cause noticeable tonal jumps, known as "banding."]*

4. Prepare final art as per these guidelines:

- A) **Disable the template layer** of your artwork. In Adobe Illustrator, delete the template layer or click the template layer "eye" off. In InDesign, delete the template layer or open "layer options" and turn off "print layer." In QuarkXPress, discard the template item or open the "modify" dialog box and click "suppress printing."
- B) **Create a press quality PDF** of the art. In Adobe Illustrator or InDesign, simply "Save As" a PDF. In QuarkXPress, "Export" as a PDF.
- C) **If you cannot create a PDF** file, you may use other file formats: EPS, TIF, and JPEG formats are acceptable. All images and fonts should be imbedded. Alternatively, fonts may be outlined (Adobe Illustrator).

5. Send final art to CD Technical one of three ways:

EMAIL

- A) First, **compress the PDF file** (or alternate file format) using Zip (available in Windows and Mac systems).
- B) **Name the compressed file** with your project name. Don't use spaces or punctuation marks in the name.
- C) If the compressed file is less than **5 megabytes**, you may email it to prepress@cdtechnical.com. If the compressed file is more than 5mb, upload to our FTP site.

OR, UPLOAD TO FTP SITE

- D) First **compress the file and name it** as described in the email section above.
- E) Using a file transfer utility, access CDTechnical's server and upload your file. Your **user ID is customer@cdtechnical.com**. Your **password is password**.
- F) Email CDTechnical at prepress@cdTechnical.com to notify us that your art is uploaded.

OR, SEND ART ON DISK

- G) Burn file(s) onto a CD or DVD. They do not need to be compressed. **Mail or ship to** CDTechnical, 2456 South Riverside Drive, Iowa City, Iowa 52240.

6. Proofs.

- A) CDTechnical will email **PDF proofs** for your approval, typically within 48 hours.
- B) **A disc proof** is available for an additional charge.

CD AND DVD PACKAGING

ART GUIDELINES AND SPECIFICATIONS

For jewel case inserts and tray cards,
and for custom sleeves and packaging

(See page 1 for CD and DVD disc art guidelines.)

1. Choose the template for your project and your computer:

The template must match **both** the project **and** the layout software you use. There are ten jewel case inserts templates, one jewel case tray card template, and five custom CD packages. In most cases each project template is available in three layout software formats: Adobe InDesign (.indd), QuarkXPress (.qxd), and Adobe Illustrator (.eps). These templates are your working documents.

2. Create the packaging art using these guidelines:

FOR INSERTS ONLY

- A) For inserts more than eight pages, the template is arranged in **printers spreads** — the order they are arranged on the press sheet. See the page number designations under each page. Build your pages in this order. Do not build your pages in readers spreads — the order they will appear to the reader when finished.
- B) You may add your own **page numbers** to your insert pages if you wish. The page designations on the template are outside the bleed area, and do not print.

FOR TRAY CARDS ONLY

- C) A “tray card” serves as the back cover of a jewel case. The **outside** of the tray card is visible through the back of the jewel case. Naturally, the outside of the tray card needs art to be printed.
- D) However, art for the **inside** of the tray card is optional, based on these considerations:
 - The inside of the tray card is covered by the disc tray, and by the disc itself.
 - If you choose an opaque **black disc tray**, the need to print anything on the inside of the tray card is eliminated, because the inside of the tray card cannot be seen.
 - If you choose a **clear disc tray**, art for the inside of the tray card is usually desirable. If no art is provided, the inside of the tray card will be white paper. If you prefer something other than white behind your clear disc tray, here are a few options for your art: a solid color or pattern, a photographic or artistic image, or readable art with text. If text or imagery is printed, keep in mind that it becomes mostly unreadable in the center, hub area.

COLORS (INKS)

- E) Specify only **CMYK** colors. (RGB files will not print correctly. Pantone colors will be converted to CMYK.) If you want your insert printing to match the color(s) of another printed piece, please send a sample.
- F) Allow $\frac{1}{8}$ " **bleed** area.
- G) Place all **live content** (content that must be seen or read) at least $\frac{1}{8}$ " within the edge of the insert.

TYPE

- H) **Sans serif type** is recommended for type fonts 7 point and smaller.

- I) **Minimum font size** is 5 point. For type reversing out of a solid color the minimum size is 6 point.

LINE WIDTH

- J) **Minimum line width** is 0.5 point. For knockout (reverse) lines the minimum width is 0.75 point.

HALFTONES, COLOR PHOTOS, SCREENS

- K) Design with a **halftone screen** of 175 lpi in mind.
- L) The **resolution of halftone art** must be 300 ppi (pixels per inch) at reproduction size. Note that if files begin at these resolutions, but are enlarged, they lose resolution and may compromise print quality.
- M) **Minimum tonal value** (dot size) is 5%. Smaller dots may not print.
- N) **Maximum tonal value** (dot size) is 95%. Larger dots will fill in solid.

3. Prepare final art as per these guidelines:

- A) **Create a press quality PDF** of the art. In Adobe Illustrator or InDesign, simply “Save As” a PDF. In QuarkXPress, “Export” as a PDF.
- B) **If you cannot create a PDF** file, you may save the file in its native format: .indd, .qxd, or .eps. Place

4. Send final art to CD Technical one of three ways:

EMAIL

- A) First, **compress the PDF file** (or alternate file format) using Zip (available in Windows and Mac systems).
 - B) **Name the compressed file** with your project name. Don’t use spaces or punctuation marks in the name.
 - C) If the compressed file is less than **5 megabytes**, you may email it to prepress@cdtechnical.com. If the compressed file is more than 5mb, upload to our FTP site.
- #### OR, UPLOAD TO FTP SITE
- D) First **compress the file and name it** as described in the email section above.
 - E) Using a file transfer utility, access CDTechnical’s server and upload your file. Your **user ID is customer@cdtechnical.com**. Your **password is password**.
 - F) Email CDtechnical at prepress@cdTechnical.com to notify us that your art is uploaded.

OR, SEND ART ON DISK

- G) Burn file(s) onto a CD or DVD. They do not need to be compressed. **Mail or ship to** CDTechnical, 2456 South Riverside Drive, Iowa City, Iowa 52240.

6. Proofs.

- A) CDTechnical will email **PDF proofs** for your approval, typically within 48 hours.