

## Artwork Help and Guidelines

### Important Terminology

**Panel** – A page in a CD booklet. For example a 2-panel is an insert printed on front and back with no folds.

**4/4** – Refers to the colors printed on each side. 4= Full Color, 1= Black and White, 0= No Printing  
Please specify when placing order or submitting artwork if any item should be printed as black and white (1) or left blank (0).

**Bleed** – This is the excess artwork that extends past the trim size of a document. All printed materials should have at least an 1/8 inch bleed on each side. This is critical to ensure no white edges are showing the page skew during printing or cutting. We DO NOT recommend that you add a solid color border to fill in the bleed area. This will only result in the possibility of seeing silvers of that color on the edges of the document, giving your product a less professional look.  
NOTE: All templates will have the bleed line indicated in blue.

**Cut/Trim Lines** – This is the line indicating where the final document will be cut.  
NOTE: All templates will have the Cut line indicated in yellow.

**Safety Area** – This is the area within your document that all critical text and images should be. We recommend an 1/8 inch area between the safety line and the cut line. Any critical items outside the safety line could be trimmed off in final production.  
NOTE: All templates will have the safety line indicated in red.

### Setting Up Your Files

#### Acceptable File Types:

- Adobe Photoshop
- Adobe Illustrator
- .tif
- .pdf
- .eps
- .jpg – Maximum Quality

#### Most Preferred Formats:

If using photos and text in your artwork, the best format to send us is a Layered Photoshop File. If you have simple line art or just text we recommend Adobe Illustrator, see below for Illustrator guidelines.

Most of the time, minor adjustments need to be made to the artwork to ensure that it fits correctly in the final print templates. Without a layered file these minor adjustments cannot be quickly made on our end and can cause delays in the printing process.

### Quark Xpress Users:

We **no longer accept** Quark Xpress files. Please output your file(s) to a high resolution (300dpi or higher) PDF file, with ALL guidelines turned off.

### Adobe In-Design Users:

If you have created your artwork in Adobe In-Design please follow the below steps to submit a high quality PDF file to us. We will **no longer accept** In-Design files due to often receiving them without all of the complete files needed to print. The below steps will ensure there are no fonts or missing link problems and most importantly get your artwork through pre-press much quicker.

- 1) Go to the Edit Menu Choose **Select All**
- 2) Go to the Type Menu Choose **Create Outlines**
- 3) Go to the File Menu Choose **Export...**
- 4) Select Adobe PDF
  - a) Un-check **Optimize for Fast Web View**
  - b) Check **View PDF after opening**
  - c) On the Compression Menu
    - i) Set all Compression options to ZIP
    - ii) Uncheck Compress Text and Line Art
  - d) Click Export

Your new PDF file should open review carefully to make sure everything is correct. Then send us that file.

### Guidelines for submitting Adobe Illustrator files.

**(If you are using CS3 – Save files as version CS2 or Lower, but not below Version 9)**

If you send Adobe Illustrator files please do the following:

Save a copy of your file.

Turn all text into outlines

This is done by:

1. Selecting all of the text in the design.
2. Click on the Type link at the top of the page.
3. Click where it says Create Outlines.

Embed all images to the artwork

To do this:

1. Click on the Window link at the top of the page.
2. Make sure that Links has a check mark next to it.
3. On your Links palette click on the top layer so that it is highlighted in blue.
4. Click the small arrow in the top right hand corner of the Links palette.
5. Select Embed Image
6. Repeat this for all the layers in the Links Palette

**PLEASE DO NOT USE MACROMEDIA PROGRAMS FOR PRINT SET UP!**

Macromedia programs are mainly designed for web sites and not for print. Using these programs will cause errors in the work if you are not very proficient and knowledgeable in the use of macromedia software.

**CD Color Mode:** All artwork should be set up in CMYK not RGB

**CD Artwork Resolution:**  
300dpi or 300ppi are the only acceptable resolutions for print.  
(anything lower than 300 will cause loss of clarity and grainy / pixilated images)

**CD Tray and Insert Templates:**

There are important guidelines on each template

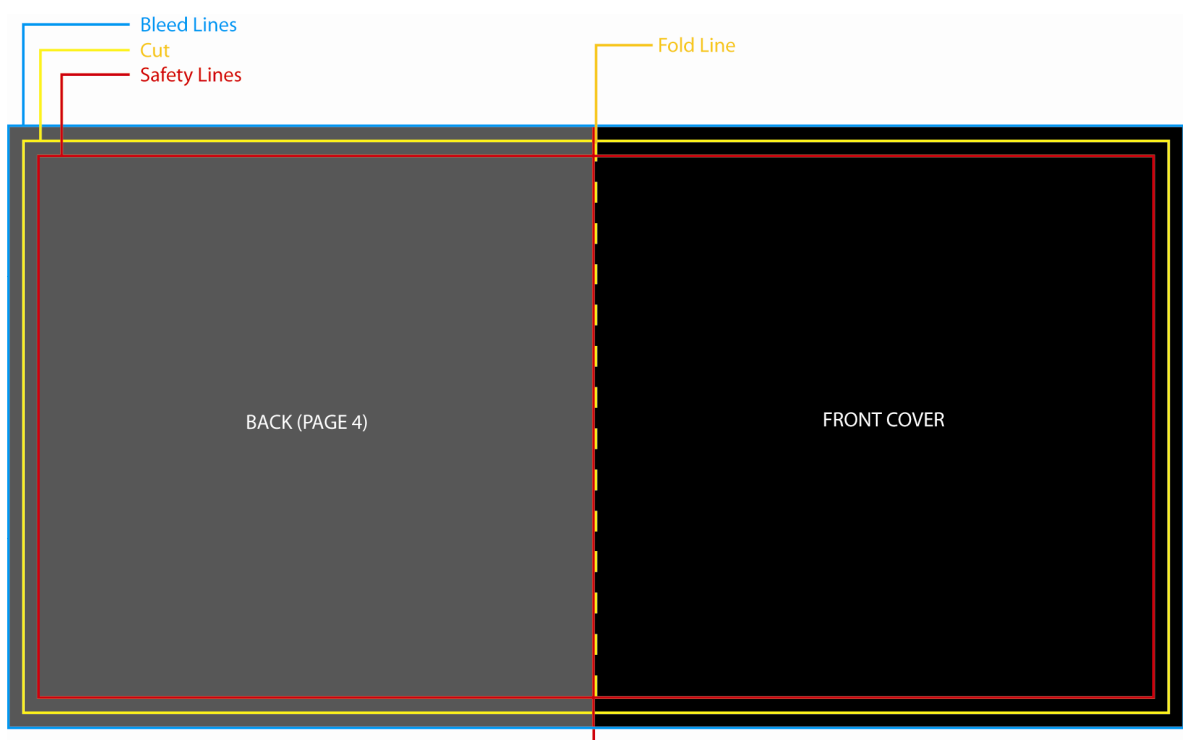
Safety Line (RED) - All important images and text must remain inside this line.

Cut/Trim Line (YELLOW) – This indicates where the document will be cut.

Fold Line (YELLOW DASHES) – This indicates where the document will be folded.

Bleed Line (BLUE) – This is where your artwork should extend to achieve a clean edge when being trimmed. ANY IMAGE or GRAPHIC that touches the middle line MUST extend all the way to the outermost line. If you do not do this the final product will not trim correctly.

*See example image below.*



TIP: For inserts that fold we recommend having the front cover art extend past the fold line slightly to ensure a clean looking edge.

### CD Disc Label Artwork:

(PLEASE Do Not Cut your artwork into the shape of the CD) That is what the template is for. Your final CD Disc artwork should be a square graphic with the text laid out as you desire. Our printing software will make the artwork the shape of the CD when the artwork is printed.

If you are doing a Large Run (Replication) order the final label should be 117mm X 117mm Square

If you are doing a Small Run (Duplication) order the final label should be 119mm X 119mm Square