



Artwork Guidelines

To ensure that you get the best results from your artwork please carefully follow the guidelines as set out below.

FILE FORMAT

We prefer PDF files.

In our experience, correctly set-up PDF files give the best print results across all the various printing techniques we use however we will accept other formats.

RESOLUTION

All images must be at 300dpi.

Images must be at 300dpi when viewed at 100%. When scanning your image or starting a new artwork file make sure the resolution is set to 300dpi (dots per inch / pixels per inch). If the resolution of your file is lower than 300dpi, converting it to 300dpi will not improve its quality. In most cases you will need to start from scratch with a high res file. Please note: if you are sourcing your images from the web the resolution is often 72dpi (standard screen resolution) which is too low for print.

COLOUR MODE

The artwork must be in CMYK mode, not RGB.

CMYK stands for Cyan, Magenta, Yellow, Black, which are the primary colours for print. Printers use combinations of cyan, magenta, yellow and black inks to print any colour you require. RGB stands for Red, Green, Blue, which are the primary colours for light. Your computer screen or television set use combinations of red, green and blue light to make up the colours that you see on your screen.

If your artwork is set up in the RGB colour mode the colours may not print as you see them on the screen as printing is done in CMYK. Converting your file to the CMYK colour mode will give you a closer representation of how your artwork will look when printed.

PLEASE NOTE: Colour variations will almost always occur. Screen colour calibration, the type of light you work in, the type of printer that is being used, the type of surface you are printing on, and the type of finish you have specified are all factors that will change the colour. If you have provided a proof we will try our best to match it as close as possible, taking into account the printing process and surface being printed.

FONTS

All fonts must be embedded or outlined (converted into curves).

Embedding or outlining your fonts will ensure that your font looks right regardless of whether or not we have it on our system.

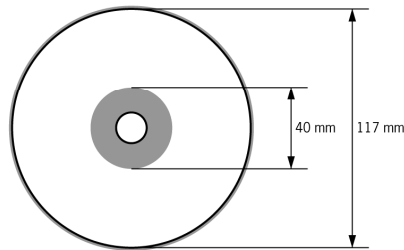
BLEED

All artwork (except for disc artwork) needs to have 3mm bleed, internal and external.

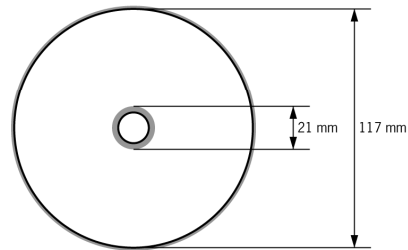
Bleed is extra print that is trimmed away when your artwork is cut to size. In the cutting process some movement of the printed sheets may occur. If you do not have any bleed, when page shift occurs you will get a white line where there is no print. This shift can happen either away from or into the artwork so it is always best to keep all important info 3mm away from the trim edge.

Bleed is not required on the disc surface as no cutting occurs.

■ DISCS - DUPLICATION (Upto 500 CDs, upto 1000 DVDs)

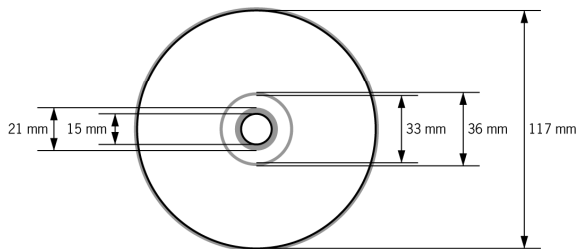


CD or DVD DUPLICATION: printable area is shown as white.

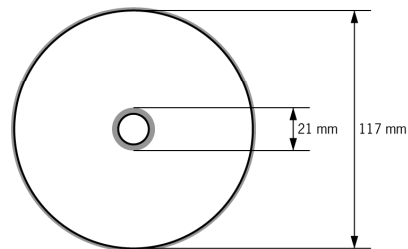


CD or DVD DUPLICATION: printable area is shown as white.

■ DISCS - REPLICATION (500 or more CDs, 1000 or more DVDs)



CD REPLICATION: printable area is shown as white.

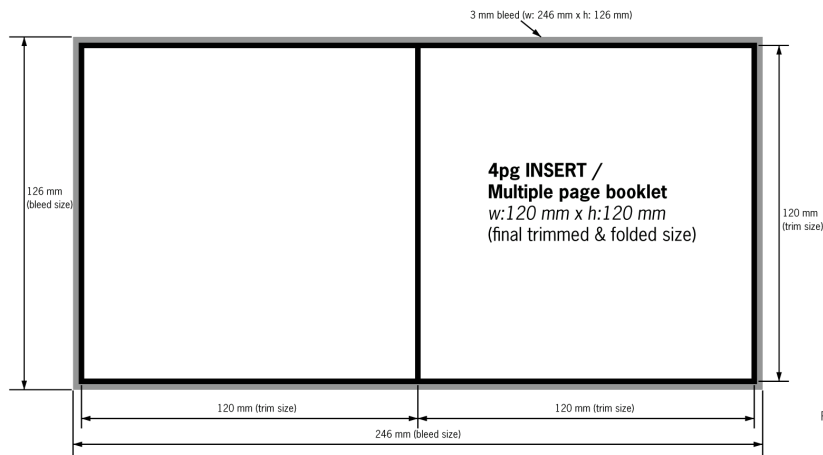
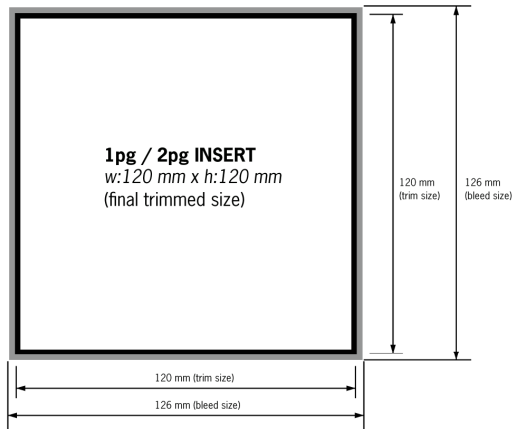


DVD REPLICATION: printable area is shown as white.

PLEASE NOTE:

- CDs do not require bleed on the outer edge.
- Do not crop the middle non-printable areas from your artwork. It is always best to leave the background running into the centre. We will crop the middle non-printable areas.

■ PAPER PARTS



Pages must be laid out in 'printer's pairs':

4 pg

Back	Front	Back	Front
4	1	2	3

8 pg

Back	Front	Back	Front
8	1	2	7
6	3	4	5

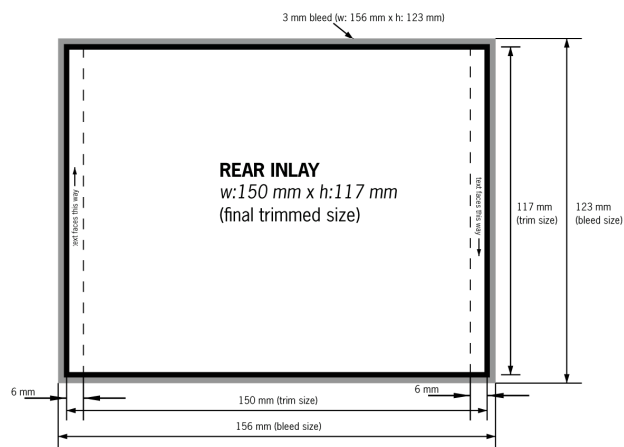
12 pg

Back	Front	Back	Front
12	1	2	11
10	3	4	9
8	5	6	7

16 pg

Back	Front	Back	Front
16	1	2	15
14	3	4	13
12	5	6	11
10	7	8	9

20pgs or more also available.
Please contact us for further info.



■ **PAPER PARTS**

