

## Art Specifications if You Are Providing Files

Artwork should arrive print-ready and in-spec. There may be charges for additional graphics work to correct customer-supplied files. Every specification listed below is important. When you have finished your artwork, please compare it against this list and correct anything that isn't in-spec. It is recommended that you print out a pdf and proof it very carefully.

### Final output

Send us your final art as a layered eps file (from Illustrator), or if it is built in Photoshop, send a layered tif. Put the template on one layer and the artwork on another layer. Do not flatten the template layer into the artwork layer. It must be separate. You can also send your layered Mac application files with all images and fonts if you feel there may be last-minute changes that you will want us to do.

### Application Files

Application files accepted: Illustrator CS, InDesign CS, PageMaker 7 or Photoshop CS. It is best to use Photoshop to process your images, export your images as tifs, and import them into Illustrator, InDesign or PageMaker, then create the files mentioned above as final output.

### Fonts and Typesetting

If sending application files, send all font files or convert type to outlines. If you use PC-specific key combinations for special font effects, please convert fonts to outlines to avoid problems. If you typeset in Photoshop, type should not be smaller than 7 points. Minimum type size for Illustrator or InDesign should be 5 points for non-reversed type and 7 points for reverse type.

### Templates

Put artwork on appropriate template provided on our website. Provide a separate art file for each template (front cover, front inside cover, traycard, CD label, etc.). Template must be on a separate layer, and the layer turned off (but not discarded). Artwork for inserts and traycard must have a full bleed – an 1/8 bleed -- outside the trim line. Type and logos must stop 1/8 inches within the trim line. For full-color discs, there must be a 1/8 inch bleed. Do not cut out the inside circle. For 1- to 3-color disks, there should not be a bleed. Note that full-color discs and 1- to 3-color disks use different templates.

### Images

All linked images must be grayscale, CMYK or line art (100% black). They must be at least 300 dpi, or 600-1200 dpi for line art. Scan images as tifs, not jpgs or gifs. Screens should be between 15% and 85% to ensure that they will print correctly. Line widths not smaller than .5. Place images at 100%. Remove any hidden layers or extraneous paths or channels. For CD disk art (imprints) which are 1-3 colors, gradients are not recommended. For short-run jobs (100-500 copies), do not embed images.

### Colors

Artwork must be converted from RGB to CMYK, grayscale or spot colors. If your job is designed with spot colors, please specify the proper Pantone solid coated colors within the file. Verify that your file separates properly into the designated spot colors before you send your art work. If needed, apply .5 to 1 point trapping. For CMYK jobs, rich black is recommended in the percentages C-70%, M-60%, Y-50% and K-100%. If there is only one color, that color must be at 100%.

## **Proofs**

Be sure to print and proof your artwork, so that you can determine whether there are problems before you send it to us. Be sure and check for spelling errors.

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