

We left the spelling mistakes in to remind you to spell check your art work!!!

Things explained and Hints & Tips.

4/4 means full colour both sides

4/1 means full colour 1 side black only on the other

4/0 means full colour 1 side only, the other side has no printing

2pp means 2 page ie. 1 sheet (no fold)

4pp means 4 page ie. 1 sheet folded over

6pp means 6 page ie. 1 sheet folded twice

8pp means 8 page ie. 2 sheets folded and stapled together

.pdf (portable document format) – We ask for this format because it is becoming an industry standard. The reason for this is that with a pdf, what you produce on your computer is stored in the pdf and when we open it we get exactly what you designed and not our computers interpretation of what you designed. Because there are so many design programs and different versions of the same software and also designers working on Apple Macs and PCs, with a .pdf this means everyone is seeing the same design no matter what program it has been designed in. PDFs also work the same on Apple Macs and PCs. PDFs also store 'vector data' which is extremely important if you want top quality screen print on your disc. The 'vector data' means your artwork will print pin sharp. If for example you send us a jpg which cannot contain vector data, quite simply we cannot screen print your artwork 'pin sharp'. If you are designing in photoshop and you flatten your image, you destroy all vector data and this means we cannot screen print your artwork 'pin sharp'.

Exporting .pdfs – When exporting pdfs please tick the option to include all fonts. If you are a designer please convert all text to outlines/curves before exporting. If you use Adobe Indesign, we strongly recommend using Adobe Distiller to create your .pdfs. Export as an .eps and then use Distiller. If you are exporting from Adobe Indesign print out the .pdf and check all areas that contain drop shadows generated in Indesign closely for problems. **TO ALL DESIGNERS** – When you have created your .pdf check it on screen. Zoom into 'text areas' and check 'vector' text etc is pin sharp even when fully zoomed in. There should be no pixelation! (i.e ragged edges on vector text or vector graphics)

Can I send artwork in another format? – Yes you can. We prefer .pdf but can accept files in the following formats (In order of preference), – .eps (convert text to outlines/curves or imbed fonts), .tiff, .ai, .ind, .psd, .jpg (highest quality setting and not for screen printed CDs only thermal retransfer print). If you supply artwork other than .pdf there is a good chance there may be an artwork charge. The reason for this is that we will try and convert your file to pdf, but if you cant do it, that suggests there is a problem. (Read the section on artwork charges below)

CMYK colour space (Cyan, Magenta, Yellow, K is Black) – We need the artwork in this colour space because we print (99% of the time) using these coloured inks. They are mixed together onto a page to reproduce your artwork. Explained simply, a man gets up and pours these 4 coloured inks into four big buckets at the top of a big metal machine which then prints your booklets, tray liners, digipacks etc. If you give us artwork in RGB which is your PCs colour space (i.e. your PC monitor) we have to convert it to cmyk sometimes the colours can change slightly. So we need you to do this and check you are happy with any slight colour changes that might occur. To change your artwork to cmyk in photoshop for example – go to image (top bar) – mode - CMYK.

300dpi (dots per inch) – We need your designs in 300dpi to ensure high quality printing. 72dpi is used for websites so if you take an image of the web it will probably be 72dpi and not suitable for high quality print. To ensure your design is 300dpi set this as the resolution when starting your project. To find out the dpi in photoshop for example – go to image (top bar) – image – resolution (make sure this is set to pixels per inch). If it says 72dpi you have been designing with the wrong settings applied. Changing this to 300 will probably not work. If you change it after you have started you will only be changing low quality images into :) low quality images! You need to set the dpi when you start the project.

3mm bleed – This is an additional 3mm added to your design around each edge, for example if you are designing a CD Booklet the Dimensions are 120mm x 240mm after it has been guillotined. But we need you to supply the artwork with 3mm bleed added i.e. 126mm x 246mm remembering that the extra 3mm on each side will be cut away with the guillotine. So do not place anything in this extra 3mm that you dont want to be gullotined (See TEXT SAFE below). A white 3mm border is NOT 3mm bleed. It must be an extension of your background artwork but obviously not contain any text etc.

4mm Text Safe – This means placing your Text 4mm in from the guillotine cut marks. So in a way it is exactly the opposite of 3mm bleed (SEE ABOVE). We ask for this so that your text is placed 4mm away from where the guillotine chops. Guillotines are not 100 % accurate so this ensures that the guillotine does not come too close to important text etc.

Charging for Artwork Corrections!!! – You are trying to charge me for artwork corection you Capitalist Cheats! Why don't you just put your prices up and be honest!! You only want .pdfs because I don't know how to make them you irritating gits!! Just print my artwork as is and stop annoying me I need my discs now!! – Hmmm – We usually take a deep breath at this point and think of everything that is good and kind in the world like little cute puppies and kittens :) – Yes this is a subject that can irritate everyone, 'the client' because they may secretly believe we are trying to get more money out of them (because are quality is so high and are prices so low), 'Our designers (artwork checkers)' who get artwork placed in front of them that they know from experience will not print well or is simply the wrong dimensions, has no bleed, is 72dpi instead of 300 dpi etc etc etc. They have to give it back to the project manager who doesnt want it back! because the client wants the CDs in a hurry and they have to tell the client who (go back to the start of this paragraph to hear the comments!) Anyway the bottom line is that we have an extremely good reputation for producing high quality products!! Plain and simple. We know what we need from you to produce high quality results and if we dont get that, we would (with respect) rather you used another company who arnt as bothered if the job looks shoddy. Our returning customers know that and trust us! We usually charge around £12 – £15 + vat for common artwork corrections (if they can be fixed!). We also explain what the problem/problems are so the client can make sure they don't happen again. Sometimes, especially with replicated screen printed designs we have to completely redo the artwork. We charge this honestly and with integrity and when our clients receive the finished job they usually see why we changed what we changed and are greatfull that we didnt 'get the arm in'. Some companies do seem to have a reputation for being a bit over zealous with artwork charges. But in their defence, 60% of jobs come in and the artwork is, to put it bluntly 'wrong'! If a client goes away secretl thinking we charged them just because we wanted to get a few pounds extra on top of the job, that client will not come back! We only charge when the artwork is wrong.

Turn around times for CD replication – We quote approximate turnaround times when we quote. But be aware that by the time we quote and you get your project finished and sent to us, turnaround times can have changed dramatically. We cannot guarantee delivery times and can only give you an approximate date. If you need a confirmed despatch date please ask for confirmation via email as telephone conversations cannot be confirmed. This is especially true in the run up to Christmas when turnaround times can be extremely long. Standard turnaround times are around 9 – 12 working days from when we receive your correct artwork/audio. If you are planning a relase for the Christmas market we recommend you get your finished audio/artwork to us by the beginning of November to be sure you have the product in hand in time to sell it for Christmas. Finally, if you have a specific date you need your order back by, please confirm this on your order form in large writing. If we cannot meet your deadline we may suggest an alternative solution.

Turn around times for CD-R/DVD-R Duplication – We can turn these around quickly. Usually around 2 – 4 working days. Although in the run up to Christmas this will increase.

Hints for designing artwork for CD-R/DVD-R Discs for under 500 units (ie just the disc design. this advice is not for the paper bits).

Don't cut out the centre hole in your CD design. We will do this.
We prefer to recieve your CD design as a square rather than with the circular edge cut out. We will do this.
Due to the nature of thermal retransfer printing 'Pantone' colours are printed CMY.

Hints for designing artwork for glass mastered CD Discs – 500 units & upwards screen printed (ie just the disc design. this advice is not for the paper bits)

Follow our templates! and not another companies.

If you are not sure about the centre hole and stacking ring dont put it in we will do it.

Disc Design. Check your own CD collection and you will see that most comercial CDs have quite basic on disc designs. The reason being that they are screen printed! The top designers know this and keep the design quite simple and put most of their efforts into the paper bits! Screen print is not good at reproducing gradients and fine detail. Check your CD collection and follow their lead.

If you want a high quality photograph with lots of gradients and fine detail then we will need to print your disc using litho. This costs more! Check with us first!

If you want colour and really professional finish use pantone colours.

If you dont know what a pantone colour is then I suggest you get a designer to design the on disc art or ask us to do it. We charge around £19 + vat for a basic CD design (just the disc) or around £29 -£39 + vat for something more intricate. This includes copyright round edge, CD audio symbol etc.

It is important to keep all your text 'vector' when screen printing unto CDs. This keeps the text pin sharp! If you dont know what vector is then I suggest you get a designer to design the on disc art or ask us to do it. We charge around £19 + vat for a basic CD design (just the disc) or around £29 -£39 + vat for something

more intricate. This includes copyright round edge, CD audio symbol etc.

If you are not really a professional designer but are doing it as a favour or even charging for your services phone us and ask us for advice before you start. We would rather you get it right than the client gets the artwork back and it is wrong and you are left with a headache you cant fix (we have had designers paying us to fix mistakes they dont know how to fix out of there own pocket even tho they did the artwork as a favour and didnt charge!) Phone us before you start and say the magic words 'could you give me some advice'!

General Advice

Print out your paper part designs (booklet, tray liner etc) on your inkjet printer, cut perfectly around the edge of the artwork. Place it in a standard CD case (if that is what you are designing for). If it fits perfectly you have NOT added the 3mm bleed!! It should be slightly to big and not fit!! (See 3mm bleed above)

Your audio master CD-R. Hold the burn side up to a light source and check the surface. You will probably see that someone has been playing football with it!! To be serious make sure it is clean and scratch free.

All audio CD-Rs burnt as 'audio disc' (wav or aiff). Proof your audio before sending it.

When sending your order, use our order form! Check our quote email, it should be attached to it. Fill it in! Include the email quote if possible.

Include printouts of your design. They dont need to be high quality. Even dogy inkjet printout are better than nothing.

Remember that the postman jumps up and down on your package before he delivers it so pack it well!

Use Royal Mail special delivery or similar as this means we get it next day and it is signed for. Should cost about £2 – £3

We charge a 2% surcharge for Credit card payment. Why? Because thats what the credit card company charges us. Complain to them directly if this is annoying. Debit cards cheques, bank transfers have no surcharge.

We charge a 3% surcharge for paypal payment. Why? Because thats what the paypal charges us. Complain to them directly if this is annoying.

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