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Iowa City, Iowa 52240
(319) 337-4110

General Art Specifications & Guidelines

File Formats: We accept art files in the following programs and formats: QuarkXpress; Adobe Illustrator, Photoshop and In Design - Windows or Mac platform. PDF, EPS, TIF and JPG are also acceptable file formats.

Proofing: We generate digital proofs in PDF format at no charge, typically within 48 hours of receipt of your masters and submit via email. (DDP proofs are available at an additional charge.)

- Photos and graphic files must be at least 300 dpi resolution or greater *at actual size*. Files which begin at 300 dpi, but are enlarged will lose resolution and print quality may be compromised.
- RGB files will not print correctly and must be converted to CMYK.
- Spot colors must be identified with a Pantone number.
- Please do not submit your final art with template lines or type on them.
- On the CD face art, run your design from edge to edge and we'll knock out the center hub.
- Provide fonts and linked art even if "embedded" in Illustrator documents, so we can open and inspect.
- Please use design templates from our web site for greatest compatibility.
- Add 1/8" bleed to every edge on all components.
- Art files can be submitted via email (if less than 5mb), via our FTP site or on CD.
- Include print proofs whenever possible.



CD Printing Specifications

These guidelines apply for all customer-supplied art for CD and DVD printing:

- Discs are screen printed.
- Electronic templates are available from our website at www.cdtechnical.com
- Hard copy composite color proof preferred with every order.
- Printing is allowed from 24mm ID to 116.5mm OD for CDs.
- Printing is allowed from 22mm ID to 116.5mm OD for DVDs.
- Sans Serif type face recommended for all minimum font sizes.
- Minimum line width is 0.5 pt. and minimum font size is 4 pt, bold.
- For knock-out text and graphics, minimum line width is 0.75 pt. and minimum font size is 6 pt, bold.
- Specify only CV ink colors from the Pantone Guide.
- Color will vary if printing inside mirror band and on clear inner hub.
- Line screen minimum is 85lpi and maximum is 100lpi.
- Printing a halftone or CMYK color image without a white solid base will alter the ink color in unpredictable ways.
- Separation tonal ranges should be no less than 15% and no greater than 85%.
- Minimum font size reversed out of halftone print without a base is 7 pt. bold.
- A solid white base is almost always recommended with 4-color process printing.

Color Considerations in Disc Printing

Screen printing on a disc is considerably different from offset printing on paper and the results will never match your paper print 100%. There can be a +/- 1/2 shade difference when printing on a disc. Keep in mind, a manufactured optical disc is always shiny silver and printing on this surface produces a shiny metallic look, sometimes desirable, but usually not. Most graphic designers specify a white flood coat on the disc first. Once we paint the disc white, your image is rendered with more accurate color.

Also an optical disc is a hard non-porous surface. Unlike paper, ink isn't absorbed but rather sits on the surface of the disc and is experienced as texture to the touch.

We typically advise our customers to avoid gradients or fades because gradients of halftones can cause dot gain and tonal jumps. The result is called "banding" the appearance of very pronounced rows of dots when trying to fade from light to heavy.

For more information please contact CD Technical, Inc at:
(319) 337-4110
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www.cdtechnical.com