

## **CD & DVD on Disk Printing - Artwork Guidelines**

Printing templates and artwork dimensions for each of the printing methods are not provided with this document, if you require templates for disk printing or paper parts please contact us.

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### **Digital Print (Inkjet)**

Suitable from single to full colour, high resolution print, usually cost effective at shorter print quantities. Images are printed onto white or silver background disks. Art work can be accepted in most of the professional software packages, either as line art (vector) or bitmap (photo) formats. Packages include, Adobe Illustrator, Photoshop, Corel Draw, QuarkXpress; or as print ready images such as .tiff, .jpg, .eps or a high resolution Acrobat pdf file. To obtain quality results images should be a minimum of 300dpi at actual size. Images copied from web sites are generally only 72 or 96 dpi and not of high enough quality.

We do not recommend using the .jpg format for supplying text and line art images. The compression within the .jpg will distort the edges of the fonts and line art.

All colours are automatically printed from CMYK.

When designing artwork, minimum sans-serif text point size is 5pt positive (dark text on light background) or 6pt negative. All text should be a least 3mm from any edges.

Do not add any bleed to your artwork. We print size for size.

### **Screen Print**

The de-facto standard for printing optical media. Cost effective across the scale from short run to any quantity. Images are printed onto the silver media. Screen print is suitable for spot, Pantone and CMYK colours. A white base or background is considered a colour as it has to be printed on the disk in the same method. Screen printing provides a professional, robust opaque finish for solid colours. Due to the 'screen' exposure process it should be noted that tinted colours, tones and dot patterns are only reproduced at approx 110 lpi. This may appear quite coarse, compared to the other two print methods within these guidelines. Typically Digital and Litho print, dot patterns are smoother at approx 130 lpi+. Better overall results can be achieved by minimising or removing dot patterns from your art work and thus sticking with only solid colours.

Art work can be accepted in most of the professional software packages, preferably as a line art (vector) format. Packages include, Adobe Illustrator, Corel Draw or QuarkXpress; or as print ready images such as .eps or a high resolution Acrobat pdf file. Ideally to avoid font issues all fonts should be converted to paths or curves.

We can accept bitmap (photo) formats from Photoshop such as .jpg and .tif, but the resolution of these images (1200dpi) needs to be so high to retain the quality levels file sizes (Mb) become huge.

When designing artwork, minimum sans-serif text point size is 6pt positive (dark text on light background) or 7pt negative. All text should be a least 3mm from any edges.

Do not add any bleed to your artwork. We print size for size.

### **Litho Print**

Cost effective at quantities above approx 1000. Images are printed onto a white base. Litho print is suitable for Pantone colours but manufacturers generally prefer leave presses setup for CMYK.

Litho provides a professional finish and is particularly suitable for photographs, tints and shades, as the dot pattern at 130 lpi+ is higher than screen print.

Art work can be accepted in most of the professional software packages, Adobe Illustrator, Photoshop, Corel Draw, QuarkXpress; or as print ready images such as .tiff, .jpg, .eps or a high resolution Acrobat pdf file. To obtain quality results images should be a minimum of 300dpi at actual size. Images copied from web sites are generally only 72 or 96 dpi and NOT of high enough quality.

We do not recommend using the .jpg format for supplying text and line art images. The compression within the .jpg will distort the edges of the fonts and line art.

When designing artwork, minimum sans-serif text point size is 5pt positive (dark text on light background) or 6pt negative. All text should be a least 3mm from any edges.

Do not add any bleed to your artwork. We print size for size.

**Adopting these guidelines will help us expedite your artwork and disks**