

## PLEASE READ ME

To enable us to serve you better, please follow these helpful tips when furnishing artwork files to QCA.

The required bleed is a **minimum** 3/32". Keep type 1/8" from fold & trim (cassette & CD spine copy may be 1/16" from fold).

Our standard printing process on all CD inserts, booklets, tray cards, and DVD outserts and inserts, as well as cassette j-cards, is CMYK process printing on the outside and black and white on the reverse side. If you have a special Pantone color in mind for your document please call us. Some colors can be reproduced quite accurately in screens of CMYK, while with others this process may be unacceptable to you. We recommend you purchase a Pantone® Solid to Process Guide Coated if you create CD packaging on a regular basis.

Full color on both sides, as well as spot (Pantone) colors, incur additional printing costs. Please call Sales for the cost if you require this.

Compact discs are screen printed in any three Pantone ink colors of your choice. Cassette shell imprinting is white ink on clear shells. See our latest catalog for package details.

For all printing: avoid small (less than 10pts.) white type on colors made of 3 or more screens. Please also avoid small type in colors of 2 or more screens.

All photos should be converted to CMYK before placing in InDesign, Illustrator, or Quark. Avoid small black type created in RGB in Photoshop because when separated black type will be made into all colors. Create black type in the black layer of a CMYK file and make black type overprint the colors underneath by using "Multiply" in the layers palette.

**CMYK Conversion:** In Photoshop 9.0 under **Photoshop>Color Settings>Working Spaces>CMYK** please choose **U.S. Sheetfed Coated v2**. This setting will give you the best results for our press.

Please send hard copies with your files (native or press quality PDFs) on CD-R. Native files, along with a PDF for viewing, 20 MB or smaller may be e-mailed to: [graphics@go-QCA.com](mailto:graphics@go-QCA.com). The programs we prefer are (CS3) **Adobe Illustrator 13**, **Adobe InDesign 5**, and

**Adobe Photoshop 10.** If you're using Illustrator, InDesign, or Quark we have EPS templates available you can download at: [www.go-QCA.com](http://www.go-QCA.com). These EPS files can also be opened in Photoshop. If you're using a paint program send us tiff files at 300 ppi. If you're using a drawing program send us postscript files (.eps) compatible with Illustrator.

You should proof read the proofs we send to you very carefully and let us know as soon as possible if any changes need to be made. Also, let us know if you require a new proof. If you decline a new proof any mistakes made making these changes will be your responsibility. Faxing or emailing a pdf saves time, so if you have access to a fax machine or email let us know. Extensive changes will incur an additional charge.

If you are making changes to color it is recommended you receive another color proof. A new proof will be \$30.00 (includes shipping) and could add a few days to your estimated ship date.

Films (except for the disc face) are not accepted as we are a computer-to-plate facility.

Terms:

**BLEED** Image/solid coverage area past the trims so that when your project is cut down white strips don't show on the finished edges.

**SCREEN** Any percentage of color less than 100%.

**CMYK** Stands for **Cyan, Magenta, Yellow, and black** which are the standard printing inks used in four color process printing.

You can have any three Pantone colors silkscreened on the face of your CD.

If you have any questions, please feel free to contact us, thank you.



QCA, Inc., 2832 Spring Grove Ave., Cincinnati, OH 45225  
800-859-8401 FAX 513-681-3777

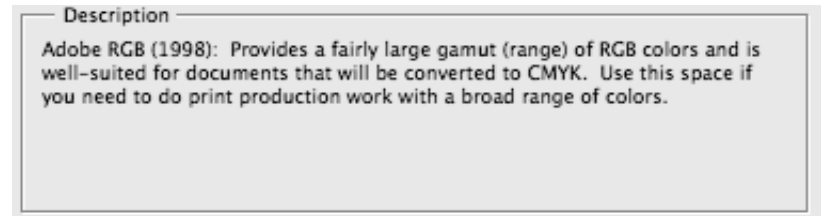
# COMPUTER FILE CHECKLIST

## InDesign or QuarkXPress

- 1. The document page dimensions are correct. Use our templates to be sure.
- 2. No lines, rules or box borders are thinner than 0.2 points.
- 3. All picture box frames have been specified correctly.
- 4. All images are correctly positioned in their picture boxes.
- 5. The status of all imported pictures is "OK" (Under **Utilities>Usage**). (**Links** palette in InDesign)
- 6. You have used only fonts that you intended to use. (Check under **Utilities>Usage** to make sure.) (**Type>Find Font . . .** in InDesign)
- 7. You have not used TrueType and PostScript versions of the same font in the same document.
- 8. You have not used the bold or italic attributes from the type style menu. (They either don't work at all or they just plain look bad.) Use the actual bold or italic versions of the fonts instead.
- 9. All type is at least 1/8 inch from trim edges.
- 10. All unused style sheets and colors have been deleted.
- 11. The pasteboards surrounding all pages are empty.
- 12. Process separation is checked for all process color builds.
- 13. Grayscale/full color TIFFS are in a picture box with a background of 0% black or white. (QuarkXPress Only)
- 14. All images that are to cover the page have 1/8" bleed.
- 15. Images have not been scaled, rotated or skewed in Quark or InDesign. Please do these operations in the program the image was created in.
- 16. All documents have been laser-proofed for:
  - Typographical errors
  - Trapping and overprinting
  - Correct separation of colored bitmaps or EPSs
- 17. You have provided final, up-to-date laser printouts.
- 18. You have provided all printer and screen fonts, TrueType or Open Type fonts required to print the document. (PC or Mac)
- 19. You have included all placed images used.

## Photoshop

- 1. Duotones are set to print as process colors.
- 2. If Color images are separated, use US Sheetfed Coated, v2. Adobe RGB (1998) is perfectly fine also.

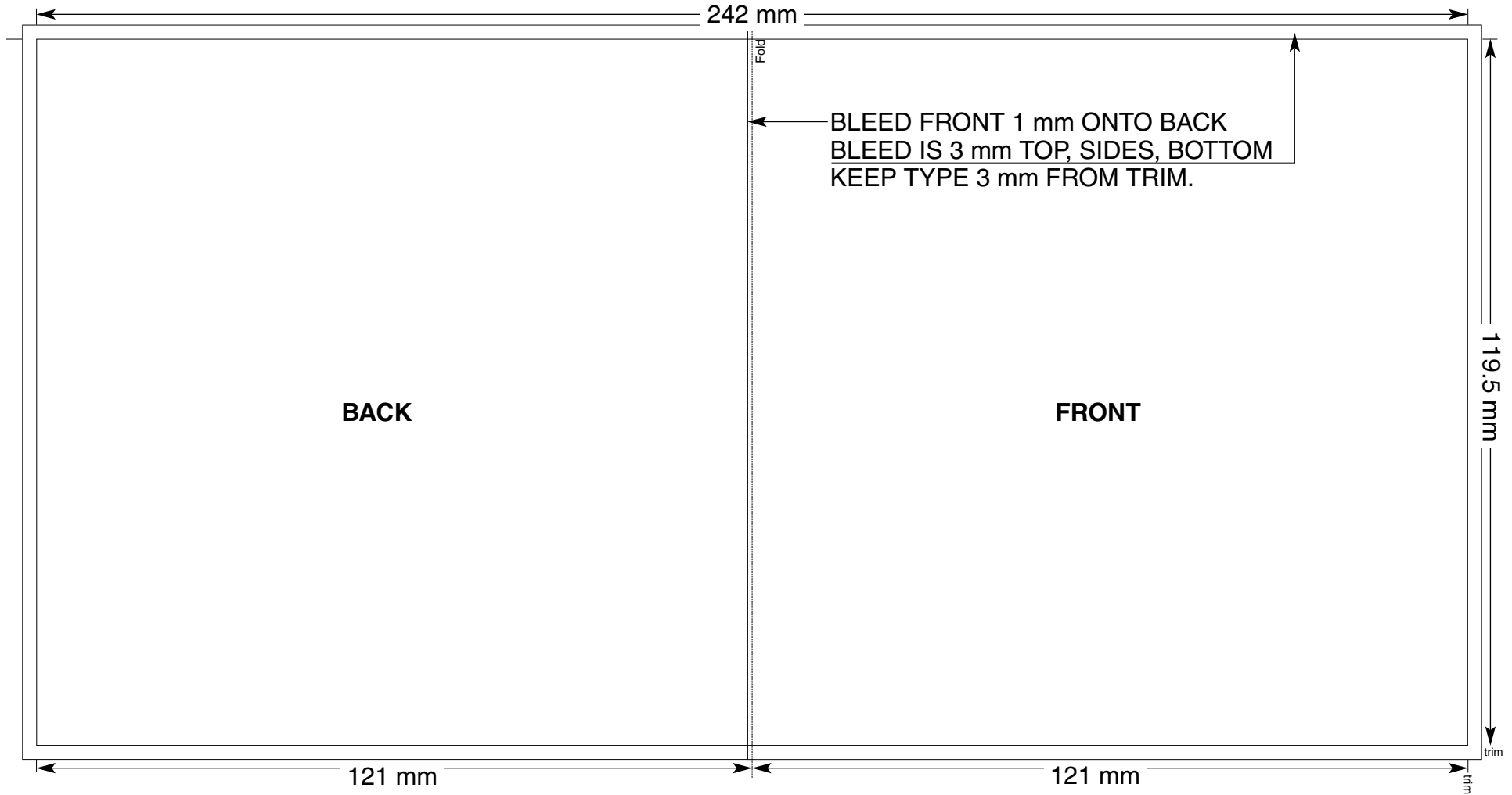


- 3. Grayscale and color images are saved as TIFFs with LZW compression, or as PSDs for InDesign.



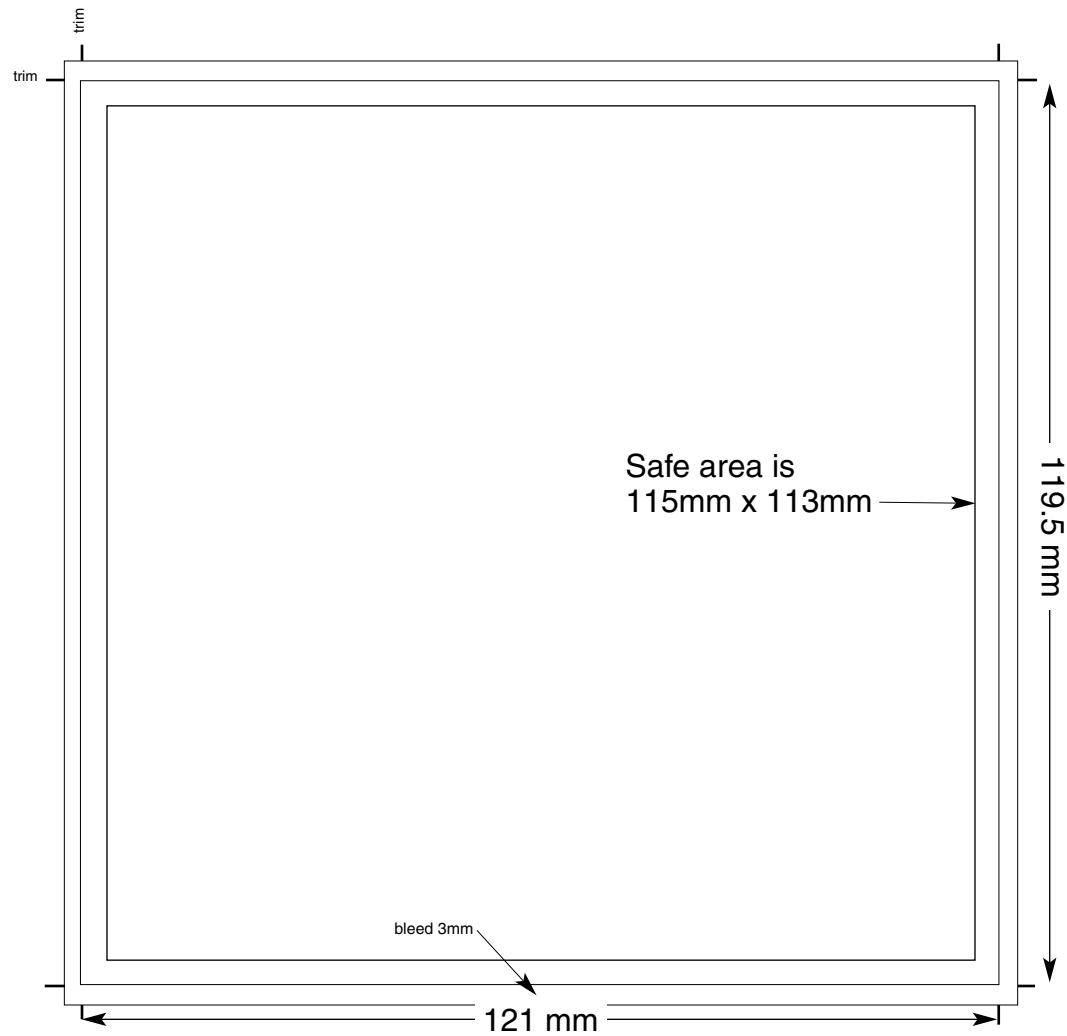
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# 4 PAGE CD BOOKLET INSIDE AND OUTSIDE



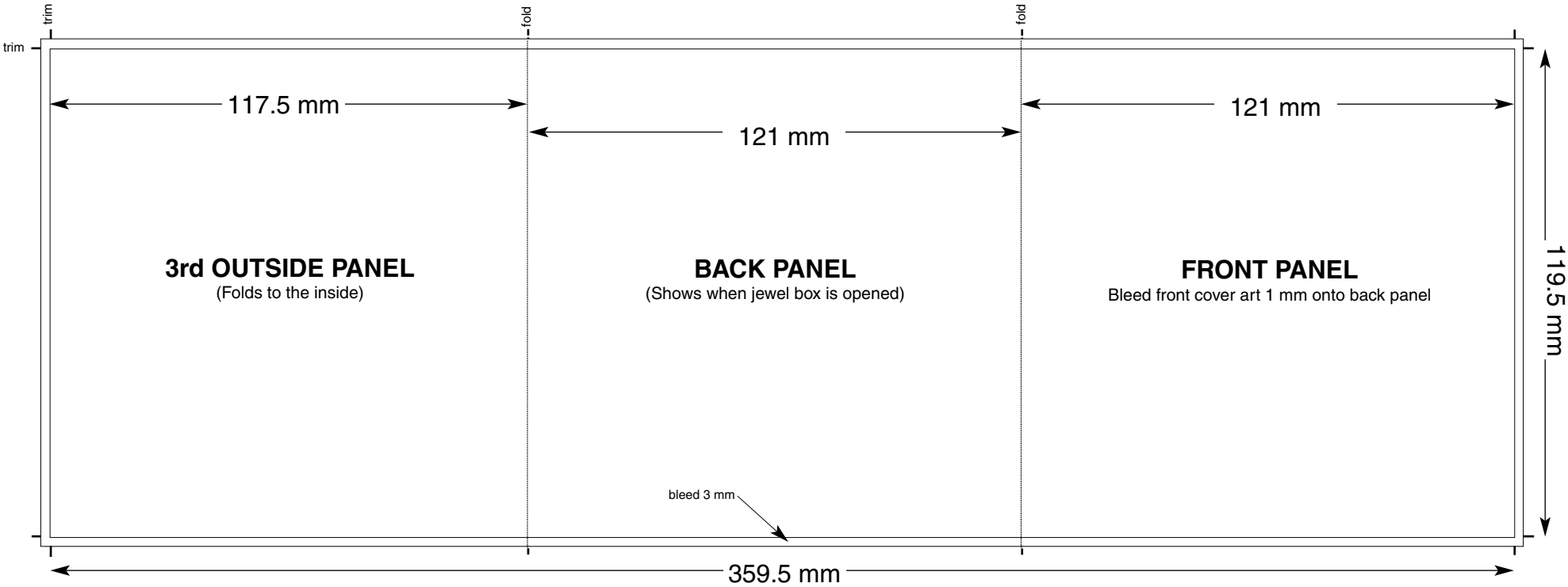
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**“5 x 5” CD INSERT CARD** (trim down size is *roughly* 4 3/4” x 4 3/4”)



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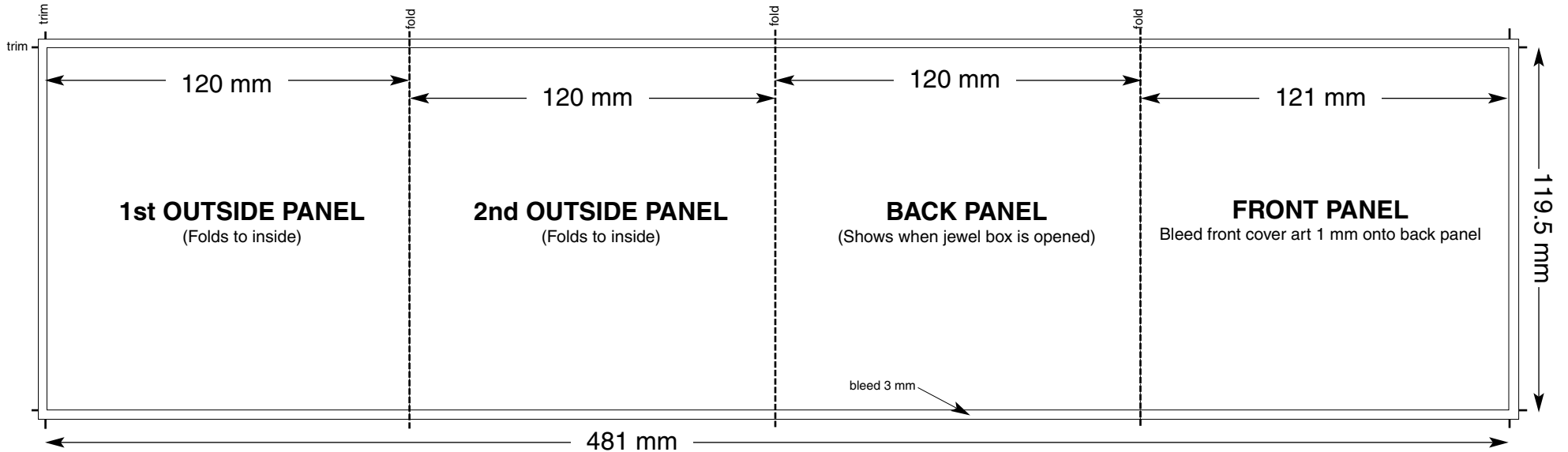
**6 PAGE CD BOOKLET**  
(NOT TO SCALE)



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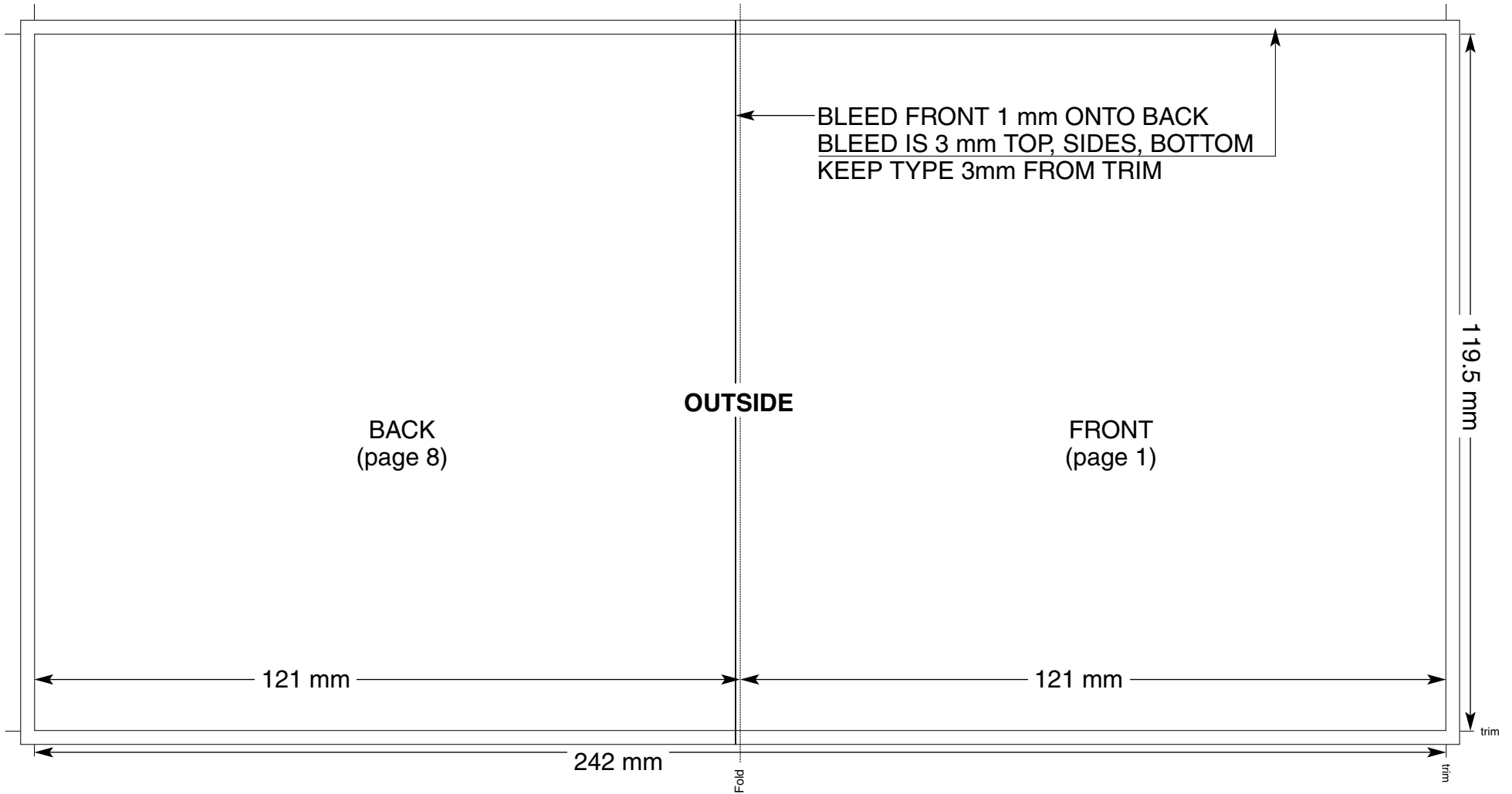
# 8 PAGE FOLDED CD BOOKLET

(NOT TO SCALE)

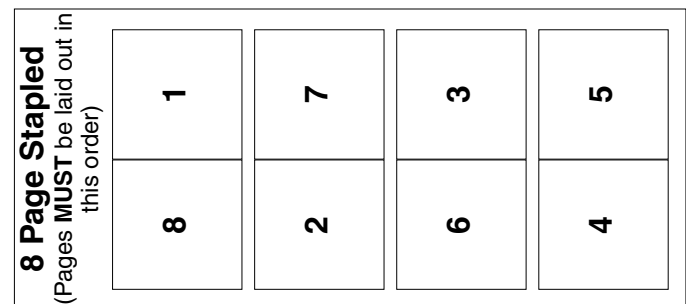


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# 8 PAGE STAPLED CD BOOKLET



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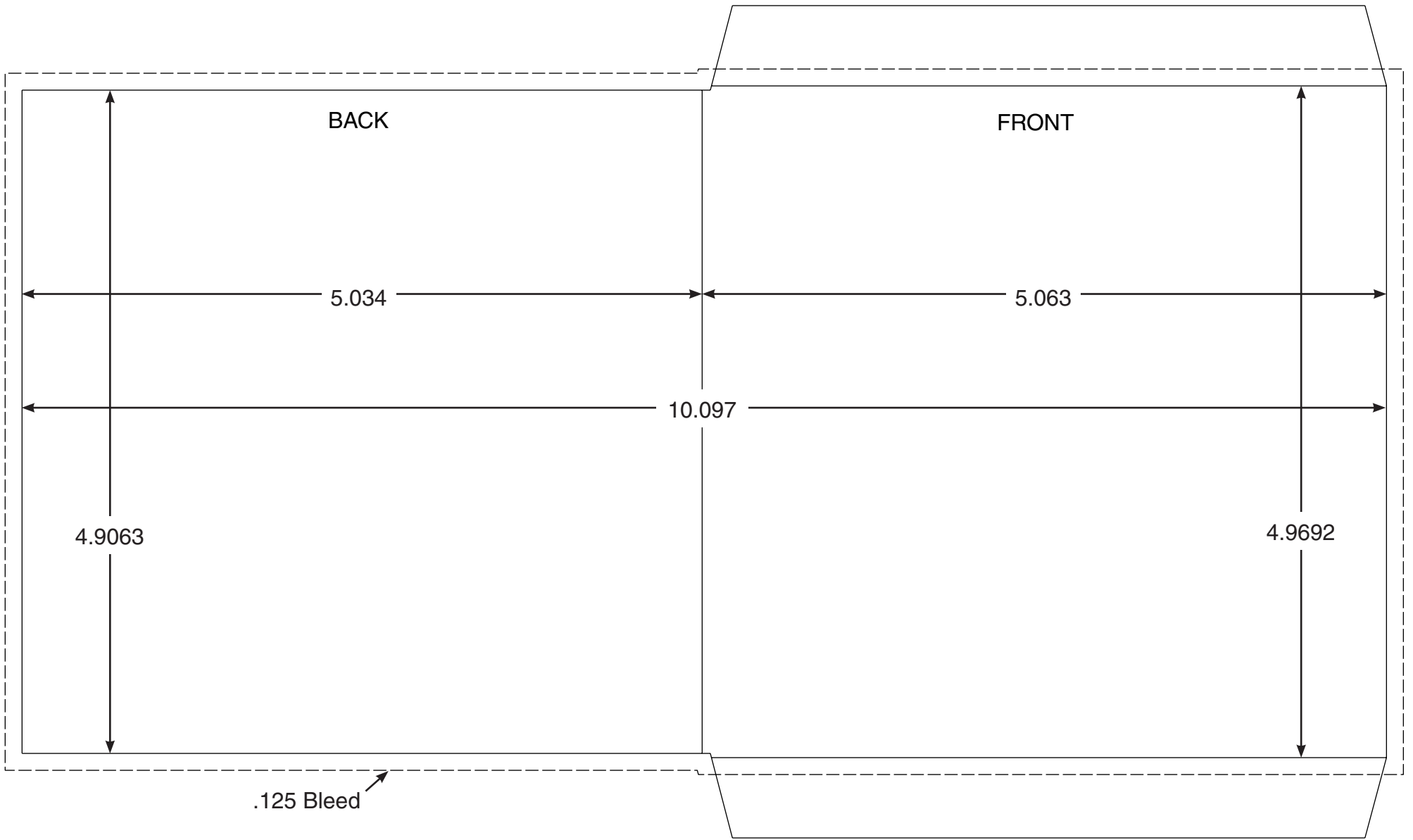


# TRAY CARD (INSIDE AND OUTSIDE) (BOTTOM OF BOX)



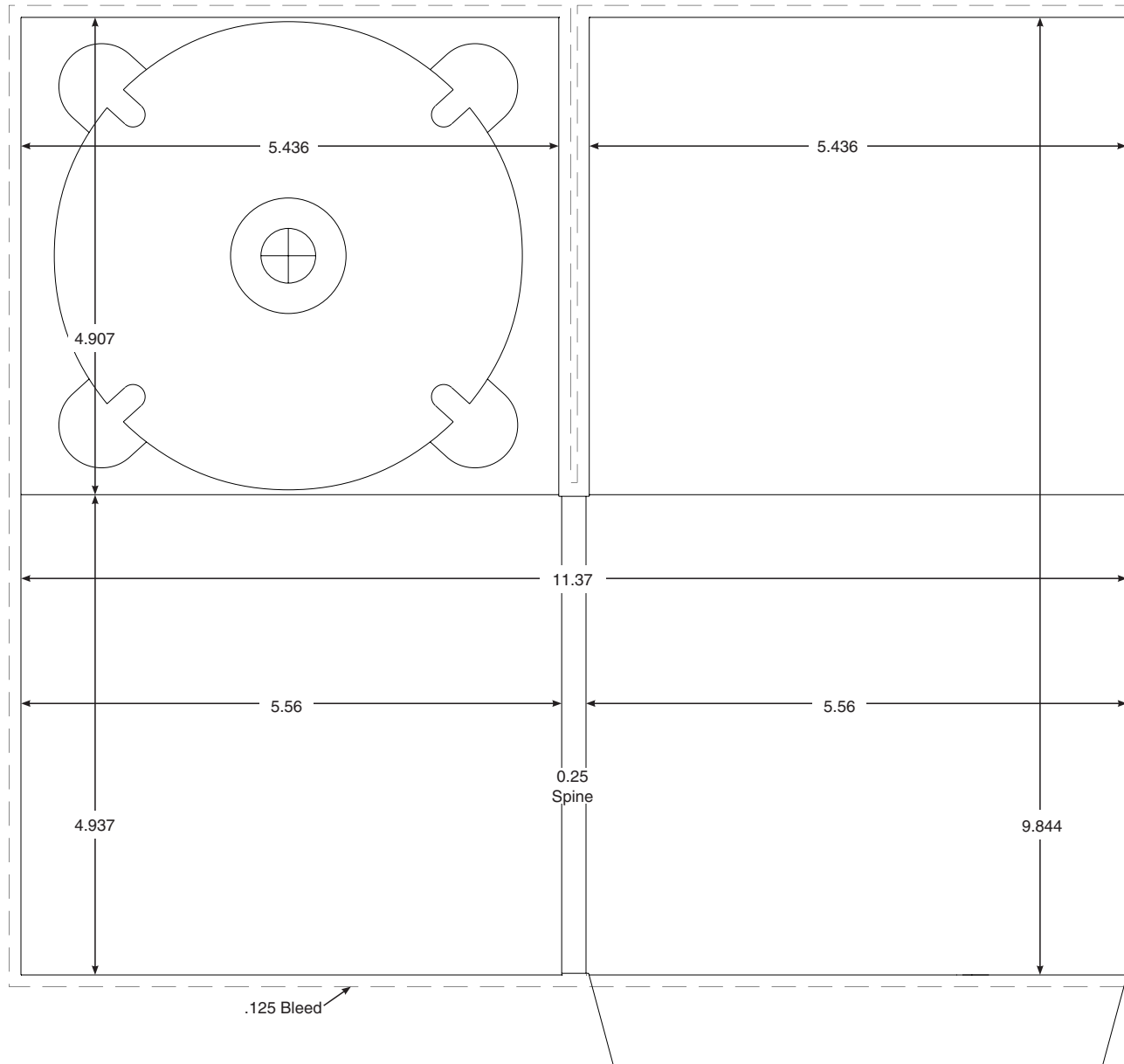
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# MINI JACKET



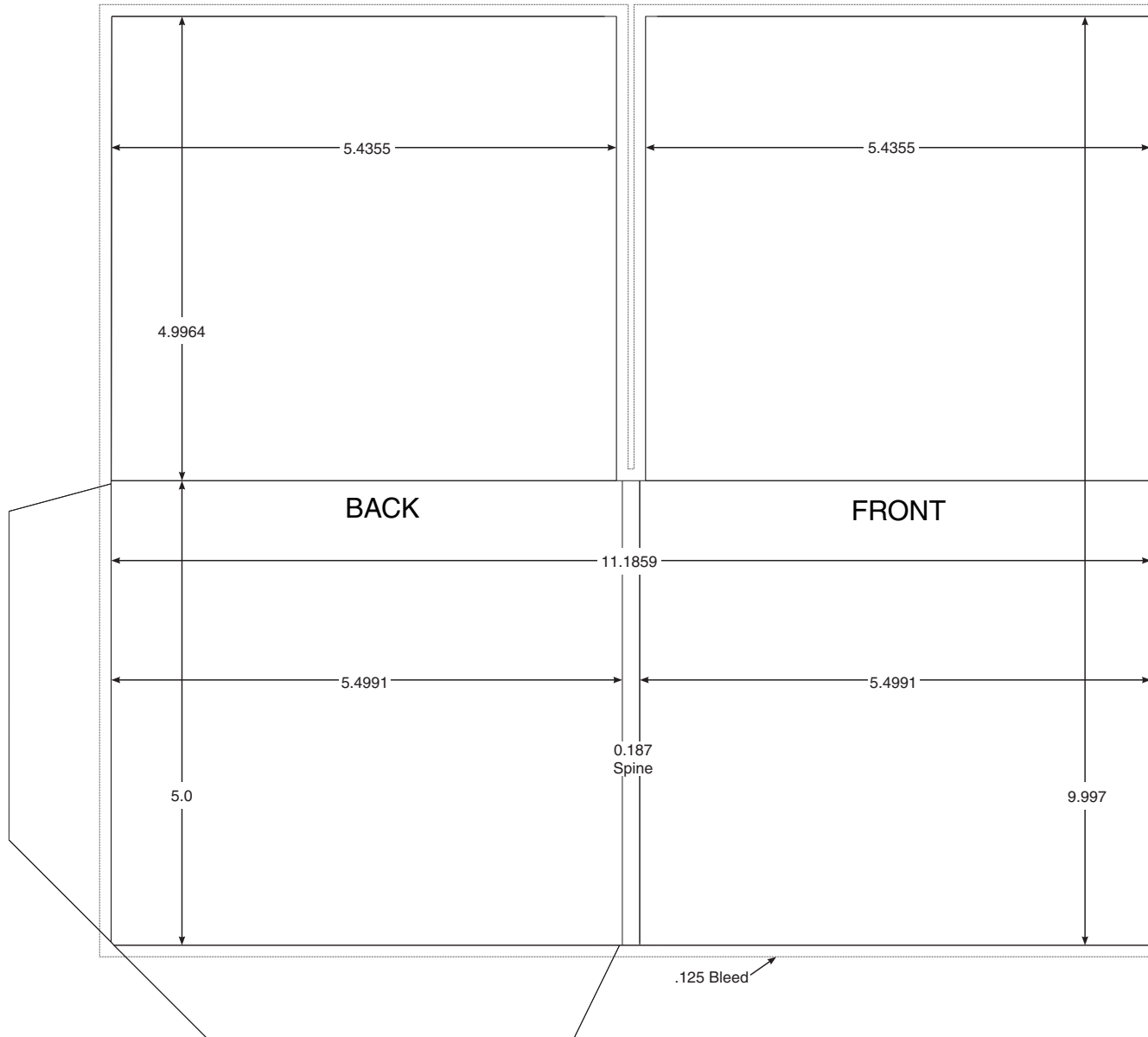
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# DIGIPAK (WITH OR WITHOUT POCKET) (Not to size)



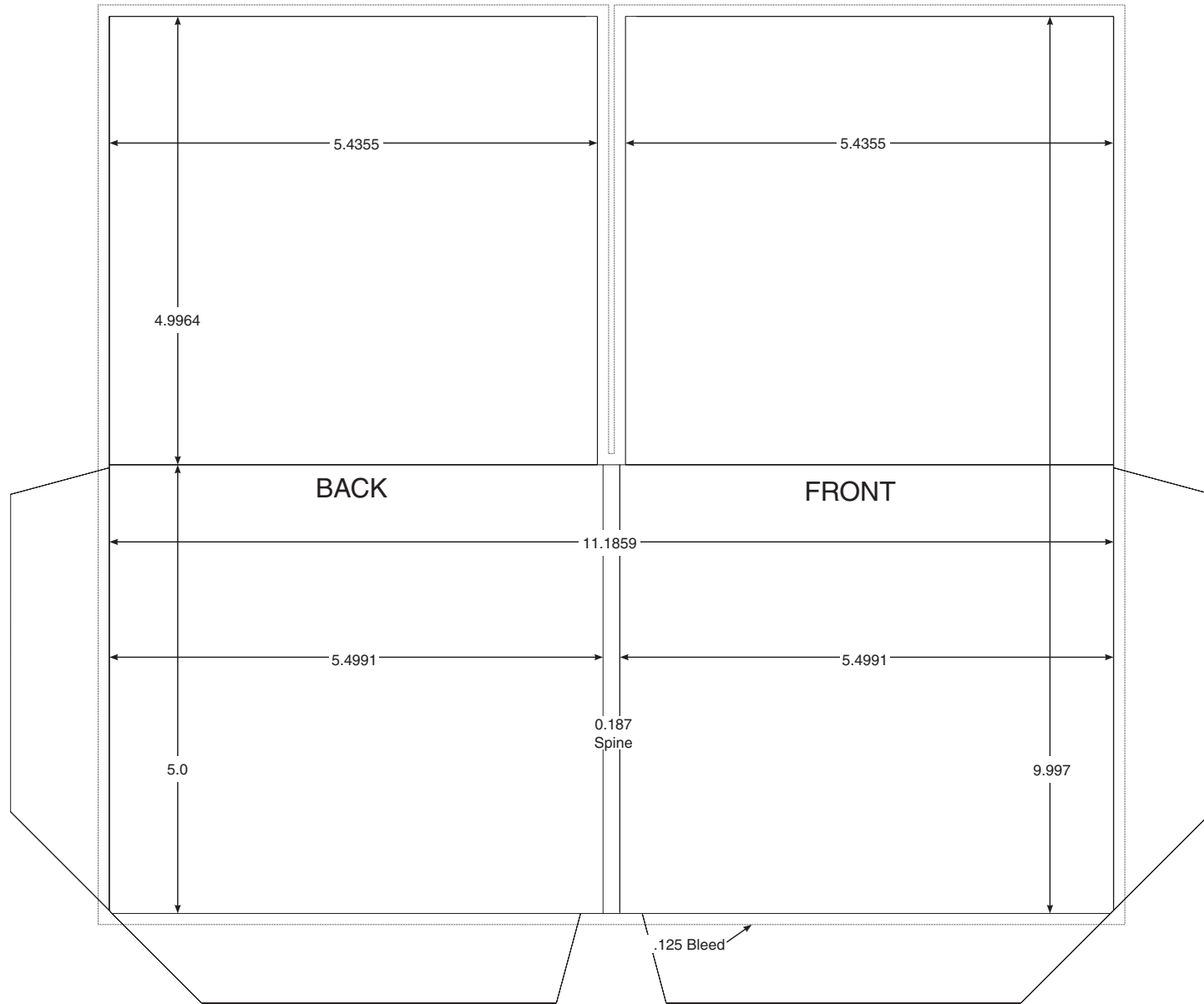
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# 1 POCKET WALLET (Not to size)



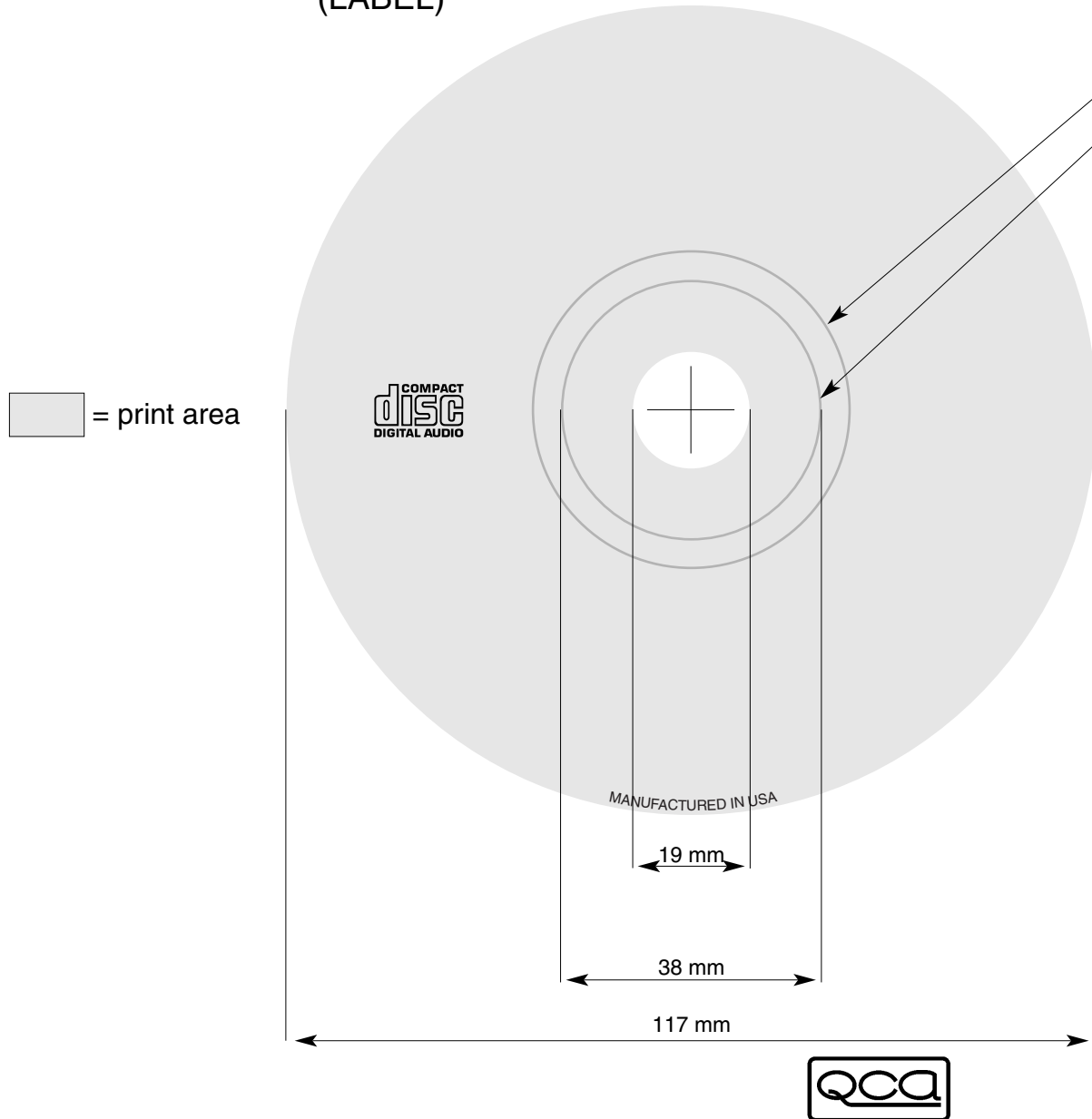
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# 2 POCKET WALLET (Not to size)



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# CD IMPRINTING (REPLICATED CD ONLY) (LABEL)



Start of Mirror Ring

Start of clear plastic area—ink color will shift.

There is no need for you to drop out for the finger hole but it is necessary to have center marks on your final files for proper centering in our templates. Artwork can extend past the outer dimension.

133 line screen.

3 colors at no charge—process (Cyan, Yellow, Magenta, Black) or Pantone inks. Discs are silk-screened using nearly opaque inks. Type should be no smaller or thinner than 6 pt. helvetica.

Because the inks used in silkscreen printing are almost entirely opaque duotones are not recommended. B&W photos should be printed over white ink for the best results.

*150 line screen offset printing for 4 color process images + white flood is available. Call for pricing.*



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