



# PRINTING SPECIFICATIONS FOR DVD AND CD

Please use the following guidelines to avoid delays and extra costs with your printing project.

## STEP 1 - CHOOSE YOUR PRINTING

**Thermal printing** is a direct-to-disc print process that is used to print one-color labels on shiny, silver-faced discs. This is a simple (and cost-effective) print method that is best suited for text-only labels. Please note: thermal printing is currently limited to one of two ribbon colors: black or blue. This style of printing is done in-house at Russell Video.

**Inkjet printing** is a direct-to-disc print process used for printing full-color labels directly on discs that have a white matte surface. This print method is best suited for any combination of text, logos, photos, and other graphics, and results in professional-looking labels. However, this process is slower than thermal printing and is slightly more expensive. Keep in mind that inkjet printing allows us to do a good job of color approximation, but does not permit us to guarantee exact color matching. Also, over the course of a printing job, there may be some subtle color variations between printed discs. This style of printing is done in-house at Russell Video.

**Silkscreen printing** is a direct-to-disc print process that uses either a four (or six) color separation process, or spot color process to print your label on a disc. This method of printing is commonly used when mass producing CDs and DVDs. If exact color matching is a requirement of your project, this is the best printing method to achieve consistent results. However, please note that this style of printing is done by an external vendor and will add approximately 8-10 days to the turn time for your project, and will result in some additional costs. When you submit your job, you will also be responsible for providing a color-accurate laser proof and/or PMS colors that demonstrate the desired final colors.

## STEP 2-DESIGN YOUR ARTWORK

### ARTWORK SPECIFICATIONS FOR PRINTING:

If you are designing artwork for CDs, DVDs, videotape labels, or packaging inserts, please adhere to the following guidelines to make certain that we can use the files that you send us. If we have to alter or significantly adjust your artwork in order to comply with these guidelines for printing, additional artwork set-up charges will apply.

#### ACCEPTED GRAPHIC FORMATS

We do all of our in-house label design using Adobe® Photoshop® and SureThing Office Labeler. Please submit your artwork in one of the following formats:

- |                              |                                |
|------------------------------|--------------------------------|
| PSD (layered photoshop)      | TIF (no compression)           |
| EPS (layered EPS)            | JPG (highest possible quality) |
| PDF (print-optimized format) | BMP (mono linework only)       |

#### RESOLUTION

To ensure the best results, make sure that your artwork has a resolution of at least 300 dots per inch (dpi).

#### LAYERS

If you are using a graphic design program that allows you to design your artwork in layers, please save it—and send it to us—in layers (i.e. do not flatten.) Having access to each layer will allow us to make any slight color or positioning adjustments, if necessary, when we set-up your artwork for printing.

#### GUIDES

If you are designing a DVD or CD face, please design the artwork in the shape of a square. Feel free to create guides to illustrate the disc edge or non-printable center area of the disc, (or download one of our templates), but do NOT save these guides as part of your artwork layer.

#### FONTS

If you are using uncommon fonts in your artwork, please remember to include them when you submit your artwork. Also, please avoid using very small font type sizes in your artwork. We recommend a type size no smaller than 8pt.

#### BLEEDS

If you are designing artwork for VHS albums, jewel-cases, or Amaray cases, make sure that you include 1/4" bleeds on all sides (i.e. over design your artwork by 1/4"), and include the proper crop marks.

#### COLOR-APPROXIMATION

If you need us to color approximate your disc artwork to other printed materials, we require that you submit an accurate printed proof. Please note that our color-approximation can be very close with inkjet printing, but there are some colors that we will not be able to match exactly (gray, for example).

## STEP 3 - SUBMITTING YOUR ARTWORK

When your artwork is complete, you can send it to us electronically via email or FTP, or physically deliver or ship it to us on CD or DVD.

After receiving and evaluating your artwork, we'll contact you immediately if we anticipate any problems printing your artwork with the print method that you've selected. Occasionally, some design elements may not transfer from your design program to the printed disc in the way in which you intended. We'll do our best to come up with the best possible solution, but our printers do have some limitations.

After we've set up your artwork for our printers, we'll send you a PDF proof to review before we begin printing. Please use the proof to double-check the accuracy of all content, spelling, grammar, and fonts. Once you sign off on the proof, and we start your job, you're responsible for the copies that we produce.

Any artwork changes that you want Russell Video to make after you've submitted your artwork will result in additional set-up charges. Also, if we have to alter your submitted artwork to conform to our print specifications, additional charges will apply (billed at \$50.00 per design hour, with a \$25.00 minimum.)



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