



TRUTONE
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STILL HAVE QUESTIONS?
Contact us toll-free,
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CLIENT-SUPPLIED ART FILES

Frequently Asked Questions

1. WHERE DO I FIND TRUTONE'S GRAPHIC ART TEMPLATES?

Download a Trutone template for each part of your CD, DVD, or vinyl record project at www.trutone.com/2007/templates.html. Our templates have been created to meet our print and packaging specifications and may contain dimensions that differ slightly from other manufacturers. For this reason, use only Trutone templates and do not alter the dimensions in any way.

2. WHICH APPLICATIONS SHOULD I USE TO DESIGN MY PROJECT?

Trutone templates are available in 2 formats: QuarkXPress and EPS. If you prefer to use a layout application other than QuarkXPress, simply open, import or place the EPS template files in your application of choice. To view the exact measurements of our templates, PDF measurement guides are provided. They are for reference only. Because Adobe Photoshop is an image editing application and not intended for page layout, it is not recommended for the layout of your project's text.

Photos and artwork are acceptable in any of the following formats: TIFF (.tif), Adobe Photoshop (.psd), Photoshop EPS with 8-bit TIFF preview (.eps), and Windows Bitmaps (.bmp). The compression formats GIF (.gif) and JPEG (.jpg) were developed for web graphics. They are accepted, but are not recommended for print. Be aware that if you supply GIF or JPEG images for your print job, they may exhibit artifacts or pixellation that cannot be corrected.

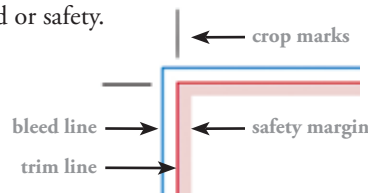
3. I WANT TO DESIGN MY ENTIRE PROJECT WITH PHOTOSHOP BUT I CAN'T FIND THE PHOTOSHOP TEMPLATE.

That's because there isn't one. Photoshop is an image editing application and is not intended for page layout. Large amounts of text, particularly small text like liner notes, will render poorly and in some cases illegibly on your final printed piece. It is highly recommended that all text be created in layout applications such as QuarkXPress, InDesign, or Illustrator.

If you must design your type in Photoshop, open our EPS template in Photoshop — setting the color mode to CMYK and the resolution to 300 dpi. The template will open as a layer. Use this template layer as a guide only and add your art and text on new layers. Supply your final Photoshop layout as a layered file with editable text layers and all necessary fonts. Please remember, if you flatten the template layer into your artwork we will not be able to remove the guides, you will need to resupply the artwork unflattened, and your job will be delayed.

4. WHAT IS BLEED & SAFETY?

Bleed is created by extending your artwork past the trim line. After printing, several sheets are trimmed at one time and slight inaccuracies may occur. Bleed offers a necessary margin of error so the white of the paper will not show along any edge after trimming. We require a bleed of 1/8" (.125) on your layouts. These small inaccuracies during trimming may also cause any elements abutting the trim line to be cut off. To prevent this, it is recommended you allow a safety margin of 1/8" (.125) inside the crop marks. Discs are not trimmed in this way and therefore on-disc artwork does not require bleed or safety.





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5. HOW SMALL CAN I MAKE MY TYPE?

For best results and maximum readability, type on packaging should be no smaller than 4 points for black type on a light background or 6 points for white type on a dark background. On discs, use a minimum of 6 point medium or bold type. It is important to note, that on packaging and discs, very small reverse type may fill in with ink and lose definition. Serif fonts and thin sans-serif fonts are particularly vulnerable to this problem.

6. WHAT'S THE DIFFERENCE BETWEEN CMYK & RGB?

CMYK and RGB are two different color spaces. Computer monitors, televisions, scanners and digital cameras create full-color images using combinations of the three primary colors of light: Red, Green and Blue (RGB). All commercial printing presses print full-color images using the four primary colors of pigment: Cyan, Magenta, Yellow and black (CMYK). If you create your artwork in RGB color mode, at some point prior to production it must be converted to CMYK in order to print on a printing press. Even though monitors always use RGB to display colors, the colors you see on your monitor will more closely match the final printed piece if you are viewing them in the CMYK color space.



Not all colors created on your RGB monitor can be duplicated using CMYK inks. The light generated by your computer monitor can create some bright colors that can't be duplicated on any CMYK printing press. These very bright RGB colors will shift and become duller when converted to CMYK. This shift may be subtle or dramatic depending on the colors in question.

To maintain the best control over how your artwork will ultimately look once printed, we strongly suggest you provide all of your images in CMYK color space. You'll be able to see any RGB-to-CMYK color shifts and take corrective steps if necessary. Any RGB images you supply to Trutone will be converted CMYK.

7. WHAT IS THE DIFFERENCE BETWEEN PROCESS (CMYK) & SPOT (PANTONE®) COLORS?

Process color uses a combination of four translucent inks — Cyan, Magenta, Yellow, and black (CMYK) — to produce a wide gamut of colors. On press, each of the four colors is printed independently, but blend together to form a full-color image. Inserts, jackets, and promotional materials are printed using process colors.



Spot color (also called PMS for Pantone Matching System) refers to a single, opaque ink that is specially prepared to result in a specific color. Because spot colors are not the result of two or more inks mixed together, they tend to be more saturated and brighter than process colors.

Unless you specify a full-color (CMYK) disc imprint, spot colors will be used for your on-disc silk-screen printing. Spot colors must be defined in a layout or vector-based application. Spot colors defined in Photoshop are not supported by Trutone. All spot colors suitable for on-disc printing can be found in the Pantone® Coated Formula Guide available from www.PANTONE.com.



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8. WHAT IS INK LIMIT & WHY IS IT IMPORTANT?

As ink is applied to paper on press it builds up, one process color on top of another. If too much ink is applied to any area, that area may remain slightly tacky to the touch as it exits the press. This can cause a printed sheet to stick to the back of the sheet above it, ruining both. To avoid this problem, ink limits were developed and are different depending on the type of press and paper stock used. For your CD or DVD inserts, the ink limit is 300%. That means the combined values of CMYK in the darkest areas of your images and text cannot exceed 300%. The simplest way to ensure that your images do not exceed the ink limit is to do a CMYK-LAB-CMYK conversion in Adobe Photoshop. This conversion will produce the least amount of color shift.

9. HOW SHOULD I SCAN MY PHOTOS?

Full-color and grayscale photos should be scanned at 300 dpi at the exact size they will be printed. For example, a photo for a CD cover should be scanned at 5" x 5" at 300 dpi and saved as a TIFF or Photoshop EPS with 8-bit TIFF preview. Some scanning software measures size in pixels instead of inches. In these cases, multiply the inches times the desired dpi (example: 5" x 300 dpi = 1500 pixels). Scanning full-color and grayscale photos at resolutions higher than 300 dpi will not increase the quality of the image when printed.

Logos or other design elements that contain only black & white pixels and no shades of gray should be scanned at 1200 dpi and then saved as 1-bit Bitmap (.bmp) or TIFF (.tif). It is important to scan at the proper resolution. Scanning at lower resolutions and then increasing the dpi in Photoshop will produce blurry and pixellated results.

When opening, altering, and saving images with Photoshop, use default color settings. Assigning profiles or creating custom color settings will delay your job and may produce unpredictable results.

10. I'M SUPPLYING PHOTOS FROM MY DIGITAL CAMERA. WHICH SETTINGS SHOULD I USE?

Take your photos with your camera's highest quality setting. We recommend at least a 2 megapixel camera for best results. Avoid using compression settings as they may create image artifacts that are impossible to remove. Don't assume that your camera's default settings are best for professional print needs. Always consult the manual for instructions on how to set resolution, quality, and compression on your specific model. You may supply your photos to Trutone on a CD, DVD, or portable flash drive.

11. CAN YOU GO TO MY WEBSITE & DOWNLOAD THE PHOTOS I HAVE THERE?

No. To load quickly in an internet browser, website images are small (only 72 dpi), often compressed files unsuitable for quality print production. Images downloaded from your website and used for your print job will appear blurry, pixellated, and of poor quality. For best results, provide original images to Trutone before they were prepared for the web.

12. I KNOW MY EPS IMAGES ARE 300 dpi. WHY DO THEY APPEAR PIXELLATED ON SCREEN?

To allow faster on-screen viewing, EPS images use a low-resolution preview file that will look jagged. But when you print to a postscript printer, your computer will use the high-resolution data to print the image as you intended.

13. IS IT OK IF MY IMAGES FILES ARE REALLY LARGE?

Yes, it is normal for high resolution images to be fairly large files. For example, a flattened, 300 dpi CD cover image in CMYK color mode should be roughly 8-10 MB. It is best to supply images at the exact size they will be printed. Some scaling within layout applications is acceptable but creating, for example, a 20 MB, 10" x 10" CD cover and then scaling it down in QuarkXPress is not recommended.



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14. WHEN MY DESIGN IS FINISHED, HOW SHOULD I SUPPLY THE FILES TO TRUTONE?

We accept files supplied on CD-Rs, DVD-Rs and portable flash drives. For projects designed on Macintosh computers, please include all layout files, images, and fonts (*see #24 Final Checklist*). The main font format for the Mac is PostScript and is comprised of two parts: a screen font (suitcase) and a printer font. Fonts with multiple weights — plain, **bold**, *italic*, and **bold italic** — will have a separate printer font for each weight. Be sure to supply all parts of a PostScript font. We recommend using PostScript Type 1 fonts on the Mac because they are the least problematic. We do, however, also accept OpenType (.otf), TrueType (.ttf), and dfont. These will only consist of a single file.

We currently accept layout files in QuarkXPress, InDesign, Illustrator, and Photoshop. If you have installed any third-party Xtensions in QuarkXPress, such as Extensis QX-Tools, you must provide your entire XTensions/XTensions Disabled folder(s) when submitting your job to Trutone. Without these Xtensions, we may be unable to open your files.

If you have designed your layout using FreeHand, PageMaker or CorelDRAW on a Mac, export the file as a high resolution, press quality PDF or EPS with all cut and die lines removed.

Our Mac-based Art Department is unable to use layout files or fonts supplied from Windows PC computers. If your project was designed using a PC, convert all text to outlines or paths, remove all cut and die lines, then save or export layout files as high resolution, press quality PSD, EPS, TIFF or PDF files. Please note that large amounts of small text supplied in PSD or TIFF format will lack crispness and may be difficult or impossible to read.

We prefer that you submit a hard copy of your art files with color printouts. All files can be uploaded to our FTP site. Please contact your Customer Service Representative for log in information. Uploading files does save time, but it's not a flawless process. Sometimes files can become corrupted during transfer to or from our FTP site. For best results, compress all of your files, including fonts, into a single Stuffed or Zipped archive before uploading to our FTP site. This helps protect files during the transfer process. For more information about creating archives using Macs and PCs visit www.STUFFIT.com.

15. WILL THE COLORS OF MY FINISHED PACKAGING & DISCS LOOK THE SAME AS MY PROOFS?

Monitor and/or laser proofing is not an accurate gauge of how your finished CMYK print material will look. You will receive a final digital proof that is approximately 95% accurate to the finished print material. If you are not satisfied with your digital proof, color corrections can be made to your art file at additional cost. Subsequent digital proofs are billable. The proofs you receive of your disc artwork are paper proofs. Please note that there will be some variation between the paper proof and the finished disc due to the substrate differences.

16. WILL THE COLORS ON MY PACKAGING & DISC MATCH?

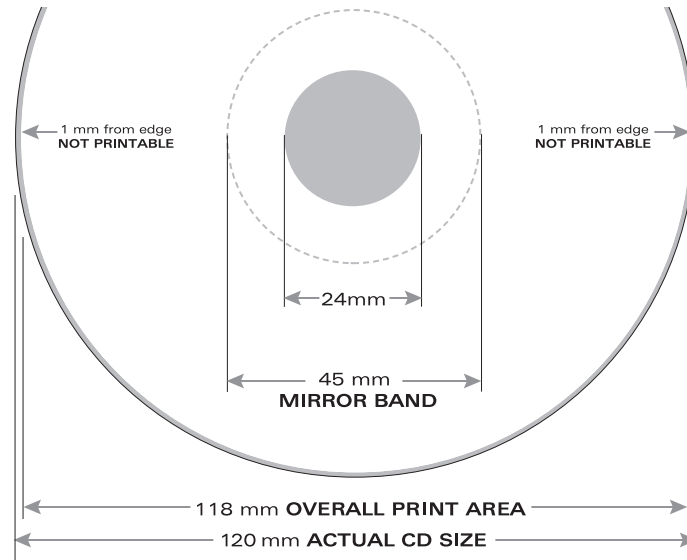
Because your packaging and discs are printed with different types of ink and have different substrates, an exact match is unlikely. The PMS spot inks used for on-disc silkscreening tend to be brighter and more saturated than their CMYK equivalents. The use of a white base coat (also known as flood) on your discs can help render truer colors. A white flood is always used for full-color (CMYK) on-disc imprints.



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17. WHAT IS THE MIRROR BAND & HOW DOES IT AFFECT MY DISC DESIGN?

Unlike the paper used to print your packaging, a disc has three unique surfaces. If you examine the unprinted side of any disc you own, the different surfaces are easy to see. First is the reflective aluminum portion — the largest surface on the disc — where your audio and/or data information is encoded. Next is the thin and highly reflective mirror band which contains data such as artist name, album title, and track listing. Lastly, the stacking ring is a groove in the clear plastic center of the disc, between the mirror band and the center hole.



When you create your on-disc design, you will have 2 templates to choose from: “not print to center” and “print to center.” The “not print to center” template stops printing at the mirror band. However, the “print to center” template allows artwork to cross over the mirror band portion of the disc. Be aware that text or images printed over the mirror band may look slightly distorted or experience a color shift. Likewise, colors printed on the clear plastic stacking ring may appear lighter and more translucent than the rest of the disc. For best results, it is recommended that text does NOT cross over these areas. Adding a white base coat (also known as flood) can help minimize these issues. The tonal range for silkscreening is 15-85%. Values less than 15% may drop off and values greater than 85% may fill in completely. For this reason, gradients are not recommended for on-disc artwork.

18. CAN I PRINT FULL-COLOR PHOTOS ON MY DISC OR RECORD LABELS?

Full-color (CMYK) disc imprint is available at additional cost. Full-color CD/DVD discs (150 line screen) require a white base coat (also known as flood) to produce brighter, truer color reproduction. For superior photo quality, please request information about our offset disc printing (300 line screen).

19. SHOULD I ADD A UPC BARCODE TO MY PRINTED MATERIAL & HOW CAN I OBTAIN ONE?

A Universal Product Code (UPC) is usually required if you're planning to sell your product in retail stores, through a distributor, or online. The UPC barcode is also the basis for Nielsen SoundScan tabulation — more information is available at www.SOUNDSCAN.com.

You can utilize Trutone's barcode ID number available at no additional charge or supply your own barcode which we will place on your artwork (allow a 1.175" wide x .816" high white rectangle to specify location). Never flatten your barcode onto your artwork in Photoshop. In order to scan properly, the barcode must be supplied as a separate file that is 100% black only. To apply for your own barcode contact GS1 US by calling 937-435-3870, emailing info@gs1us.org, or visiting www.GS1US.org. Currently the fee is \$750.



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20. WHAT IS A RELEASE NUMBER & DO I NEED ONE?

You should assign a release number to your project using the last 3, 4, or 5 digits of your UPC barcode. To help identify and assist in matching component parts during manufacturing, it is important for your assigned release number to appear on all parts of your job, including your tray card spines and disc.

21. WHAT IS MUSIC COPYRIGHT?

Music copyright is expressed using 2 symbols. The traditional ©, “C in a circle” copyright, applies to the composition, musical score, lyrics, and packaging artwork. The second type of copyright applies to the sound recording itself, and is signified by the “P in a circle” phonogram copyright symbol, ℗. Music copyright notices should follow this format: 1. copyright symbol(s), 2. year of first publication, 3. name of the owner of copyright in the work (example: ©℗ 2007 John Doe). If the copyright for the lyrics and music are held by separate parties, the notice may appear this way: ©2007 John Doe ℗ 2007 XYZ Records. For more information on copyright, visit www.COPYRIGHT.gov.

22. WHAT’S THE TURN TIME FOR THE PRINTING OF MY GRAPHCS?

For correctly supplied art files, digital proofs should be received within 48-72 hours. If files are missing or alterations are necessary, the proofing cycle will be delayed. Once the digital proofs are approved, your project will be printed in approximately 5-10 business days. Expeditious proof approvals will greatly facilitate the processing of your order.

23. HOW CAN MY ORDER BE EXPEDITED IF I AM IN A BIG RUSH?

The graphic design of your project will most likely take more time to complete than the manufacturing. Try to initiate your artwork ahead of your mixing and mastering. If time is of the essence, please, refer to Trutone’s Multimedia Duplication division, which specializes in faster CD-R and DVD-R copies, complete with custom, color packaging turn time is generally 5-7 days. For more information, please call us.

24. FINAL CHECKLIST

When it’s time to submit your files to Trutone, please review this checklist to ensure you have everything we need:

- layout files for each part of your job created with a Trutone template (insert, tray card, on-disc printing, poster, etc.)
- all fonts used in the layouts (Mac only)
- all text converted to outlines or paths (PC only)
- all photos and/or artwork linked in the layouts (no embedded images)
- all photos and/or artwork in CMYK color mode (no RGB)
- a 1.175” wide x .816” high white rectangle on back cover or tray card to designate UPC barcode placement
- color or black & white printouts of each layout file (no faxes please)
- a list of the contents on your supplied disc, including layout files, image files, and fonts. Also note the OS you used (Mac or PC), which applications and versions were used (InDesign CS, Photoshop 6, etc.), and any special instructions for production.
- all files, including fonts, compressed into a Stuffed or Zipped archive for FTP transfer
- a folded and/or stapled mockup for inserts/booklets with 8 or more panels/pages

Carefully proofread all of your final text and layouts to make sure everything is correct. Having another person proofread as well may catch errors that you have missed. Supply only the files and images required for the production of your job. Unnecessary files will delay your project.