Guide for preparing artwork

Paper Disc Labels

Colour Thermal

Silkscreen/Offset

Black Thermal

Paper Printing

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Guide for preparing artwork

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INDEX

Guide for preparing artwork

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Disc Printing Options

1. PAPER LABELS: Quantity: 10 - 5000+

Paper labels are available in a Full Face label which offer maximum printable area. Paper labels are economical and, if artwork meets our specifications can be output quickly, usually within a day once we have customer sign off and replication rights forms have been submitted. Labels are run on our inhouse digital colour printer and colour is vibrant and rich. We run our labels 6-up so if needed we can output large quantities very quickly. Colour varys slightly with digital technology.

2. COLOUR THERMAL PRINTING: Quantity: 10 - 2000+

Colour Thermal printing is our premium output solution when quality and turnaround time is crutial. Photographs and graphic images look exceptional on this method of printing. Thermal printing uses a heat process and colour ribbons to directly transfer images to the disc. This creates a very stable product that will not smear and is water resistant. Colour varys with thermal technology. It is most noticable with solid and gradient colours.

3. SILKSCREEN AND OFFSET PRINTING: Quantity: 500+

Silkscreen and Offset printing offers our clients the greatest value. This is your best choice for projects that require colour accuracy and high volumes. Price per disc continues to decrease as volumes go up, much like conventional printing. Unless you are an expert with trapping, overprinting, bleeds and boosting colours, it is best to have our designers prep your files. Typical turnaround times average two weeks from date we have received masters, replication rights forms have been submitted and artwork proofs have been signed off.

4. BLACK THERMAL: Quantity: 10 - 2000+

Black Thermal printing is an economical method for printing on discs. This method is effective for black reverse artwork and grayscale images. Screens and small type print well.
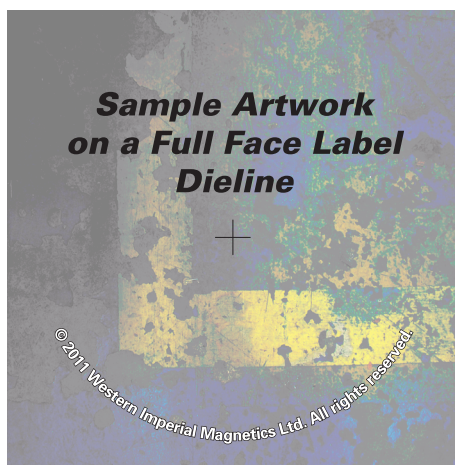
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Sample A

Sample B

Sample C

Paper Labels

Quantity: 10 - 5000+

Live area for paper labels is 18mm inner and 118mm outer.

Paper labels are run on label sheets that are already die cut. Once you are ready to submit artwork it is important to **remove all dielines or to turn off this layer**. To help us position your label, leave the small crosshair in the middle of your artwork.

Sample A

Example of an INCORRECT artwork file.

Issues with this artwork

1.) Dielines left on artwork.
2.) Type too close to edge of label.
3.) No bleeds.
4.) Center knocked out.
5.) No crosshair for positioning.

Sample B

Example of a CORRECT artwork file.

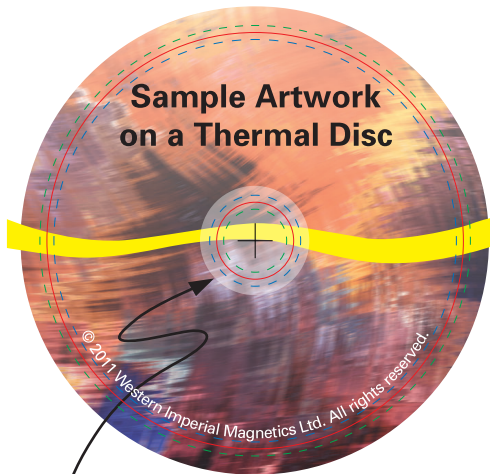Corrections made to artwork

1.) Dielines left on artwork (temporary).
2.) Type moved away from the edges of label.
3.) Bleeds have been added for background.
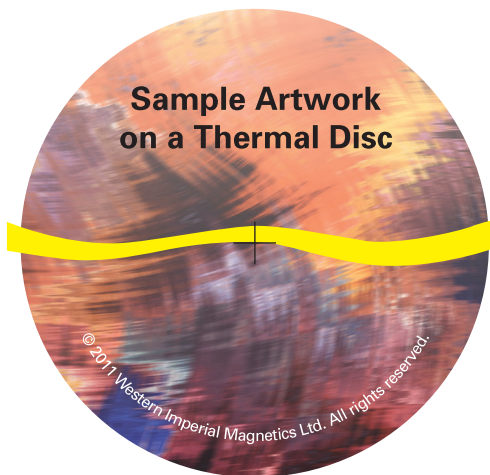4.) Crosshair added to aid in positioning.

Sample C

Example of CORRECTED artwork file ready to be saved as a PDF for submission.

1.) Dielines removed.
2.) Crosshair left to aid in positioning.

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Sample Artwork on a Thermal Disc

© 2011 Western Imperial Magnetics Ltd. All rights reserved.

Sample A

Note: On CDs only, the substrate is not uniform and at 39mm is noticable through the white flood. Shown as the white frosted area.

Sample Artwork on a Thermal Disc

© 2011 Western Imperial Magnetics Ltd. All rights reserved.

Sample B

Colour Thermal Printing
Quantity: 10 - 2000+

Colour Thermal Printing is our premium disc printing solution. Discs are usually printed on specially prepared, discs with a white wash already applied. We can thermal print on silver discs as well to achieve special effects, as the colours are translucent. The finish is a high gloss, stable finish which is waterproof and smudge resistant.

Live area for colour thermal printing is 22mm inner and 119mm outer. This method of printing uses a cyan, magenta and yellow ribbon to create blacks. Be aware that large areas of black tend to come out with a dark redish brown hue.

Printing large areas of solid colour or gradients, as with any printing, is a challenge as banding and/or fadeout may occur. Note: red, (100M & 100Y) make up is the only solid colour that prints consistantly where heavy coverage is required. Colour can vary slightly with colour thermal printing.

If your artwork is a grayscale image we can switch our machines over to run a black ribbon which gives outstanding grayscale results and solid black floods.

Sample A

Example of a CORRECT artwork file.

1.) Dielines left on artwork (temporary).
2.) Type moved away from the edges of label.
3.) Bleeds added for background and yellow vector art.
4.) Crosshair added to aid in positioning.

Sample B

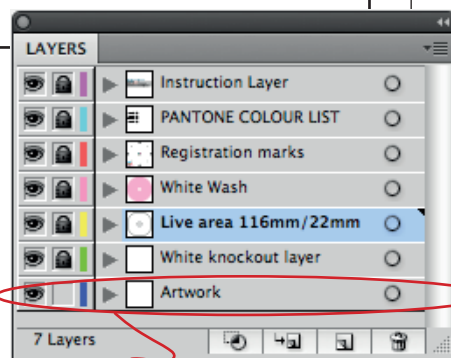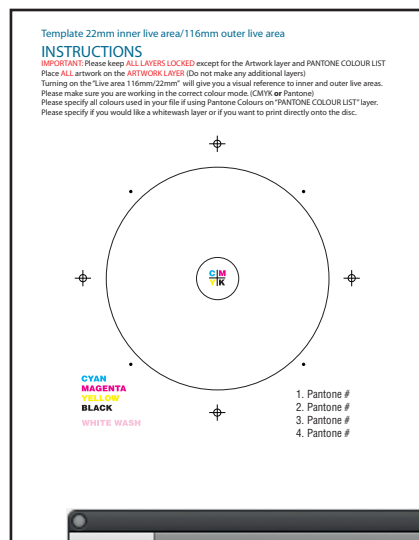Example of CORRECT artwork file ready to be saved as a PDF for submission.

1.) Dielines removed.
2.) Crosshair left to aid in positioning.

Guide for preparing artwork

Template 22mm inner live area/116mm outer live area

INSTRUCTIONS
IMPORTANT: Please keep ALL LAYERS LOCKED except for the Artwork layer and PANTONE COLOUR LIST
Place ALL artwork on the ARTWORK LAYER (Do not make any additional layers)
Turning on the "Live area 116mm/22mm" will give you a visual reference to inner and outer live areas.
Please make sure you are working in the correct colour mode. (CMYK or Pantone)
Please specify all colours used in your file using Pantone Colours on "PANTONE COLOUR LIST" layer.
Please specify if you would like a whitewash layer or if you want to print directly onto the disc.

CYAN
MAGENTA
YELLOW
BLACK

WHITE WASH

1. Pantone #
2. Pantone #
3. Pantone #
4. Pantone #

Artwork Layer

Silkscreen and Offset Printing
Quantity: 500+

For most DVD jobs our 22mm by 116mm template works well but dimensions could vary slightly depending on which equipment we use. For CD jobs, center live areas can vary from 22mm to 27mm.

Silkscreen and Offset artwork is the most complex artwork to set up as it is similar to conventional printing. Maximum ink saturation should be between 320 and 340. Additional consideration of the type of discs being used is important as some discs have stacking rings. You should be aware of the mirror bands near the center of the disc as ink laydown over these areas can be detected.

There are various templates for Silkscreen and Offset printing. There are multiple templates depending on the equipment we choose to process your job with, whether your project is a CD, DVD or Blu-ray and whether it is offset or silkscreened.

Once artwork is supplied we schedule your project with equipment that can give the quickest return times and best quality for your specific artwork.

When using our Illustrator® templates it is important that you do not alter any of the layers and ONLY work on the artwork layer.

When running spot colours, there is a maximum of 1 colour you may use EXCLUDING the whitewash layer.

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Unacceptable Artwork
(No Bleed, Center Hole knocked out)

Acceptable Artwork
(Die lines in temporarily)

Acceptable Artwork
(Ready to be forwarded)

Black Thermal
Quantity: 10 - 500+

If your project has screens and/or a lot of detail please consider our high quality thermal printing option. Our high-end colour machines offers a larger live area and outstanding output on grayscale images and large solid floods when configured for black printing only.

Live area: 22mm - 119mm. When setting up files follow the same specs for colour thermal printing. Please include a small crosshair in the middle of your artwork to assist with positioning.

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Paper Printing Templates
General Overview

On all of our printing templates you will find:

1.) **Red Dielines** - Indicate *live area* where the paper will be cut or folded.

2.) **Green dashed lines** - Indicate *bleed,* and show how far background artwork should extend past the live area.

3.) **Blue dashed lines** - Indicate *safe area.* Important type and graphics should not extend past these margins.

4.) **Black lines** - These lines are crop marks and *are the only marks left on artwork* when submitting for printng.

When you submit your artwork, **dieline**, **bleed lines** and **safe zone lines** should be removed, leaving only the black cropmarks for positioning.
Art is cut at cropmarks as shown by **red dieline**. Art should extend to the **1p green line** for bleed. Text and logos should be kept within the **0p9 blue safe zone**.

cardboard_record_jacket.pdf   rev. 110608

Sample Template

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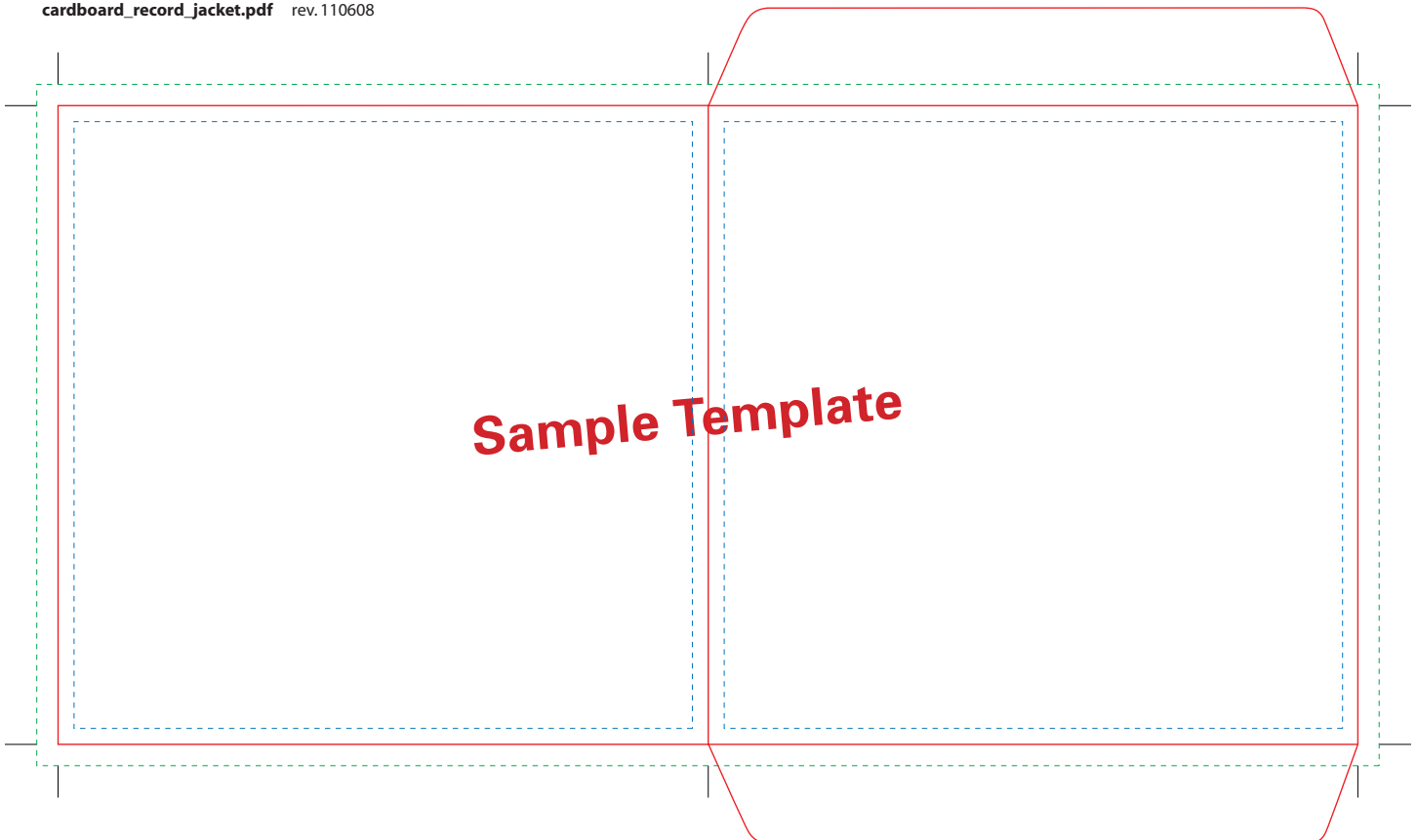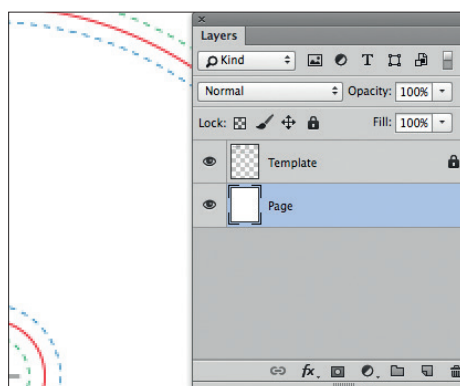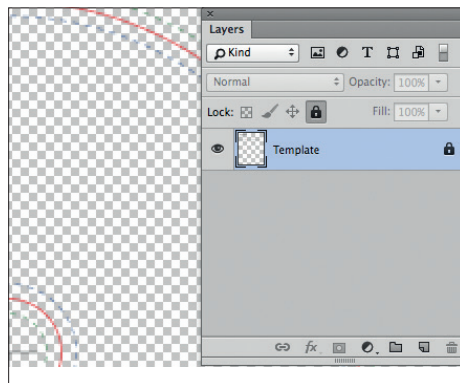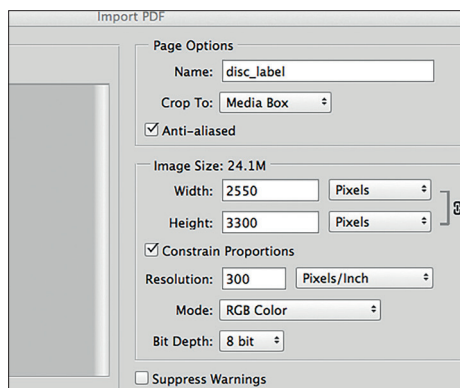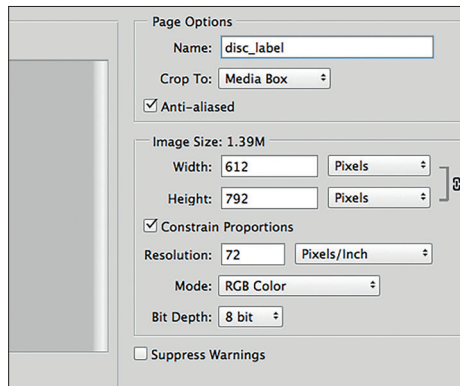
Using Templates in Photoshop®

Western does not recommend using Photoshop to create your final art. The following guide is for beginners and will walk you through the simplest way to prepare your art for final submission with Photoshop. If you are an intermediate user, you should refer to our guides for using InDesign or Illustrator.

1) Western's PDF templates can be opened in Photoshop with the "Open" command from the "File" menu. When you open the PDF template, the "Import PDF" options will appear. Make sure that "Crop to:" reads "Media Box" and "Resolution" reads 300. If these values are not correct, you must change them. If you change the "Resolution" value , you'll notice that the width and height values will change at the same time. Press "OK."

2) The template is now "Layer 1" in a new document, and the checkered background is an indication of transparency. Rename the "Layer 1" to "Template". Fully lock the layer by selecting the layer and clicking the padlock symbol to make sure that you don't accidentally draw on it or move it. A padlock symbol should appear on the layer in the layer list to indicate that it is locked.

3) Create the new layer underneath the template layer and name it "Page". Fill this layer with white to make the document easier to look at while you're designing your art.

4) You can now create your art on any layers underneath the "Template" layer. The "Template" layer should always be the top layer, so that you can use it as a guide when you have finished.

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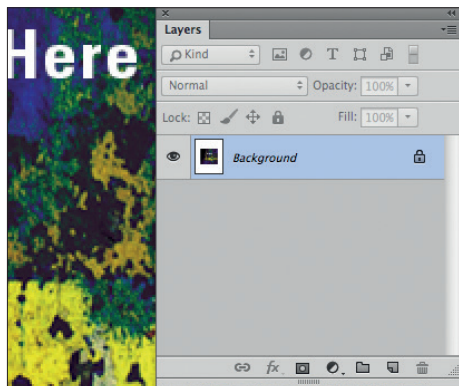IMPERIAL MAGNETICS LTD
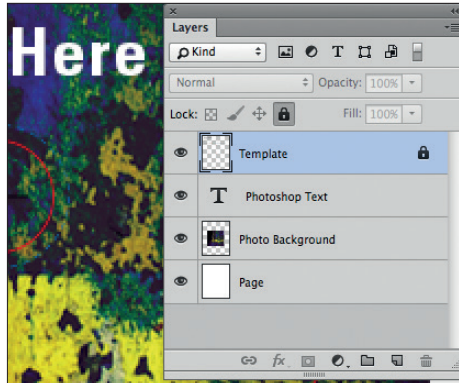
Using Templates in Photoshop®

5) To prepare your art for final submission, first turn off the "Template" layer by clicking the eye symbol for the layer in the layer list. Your art should be completely visible without any parts knocked out.
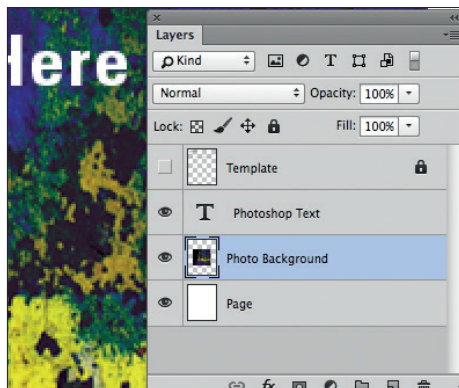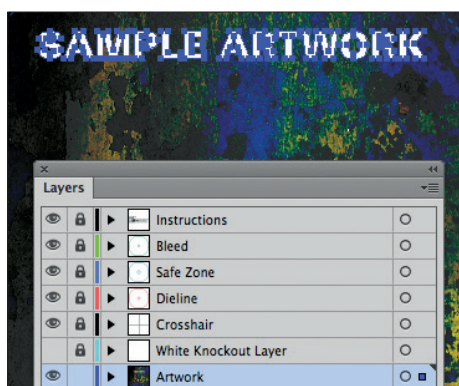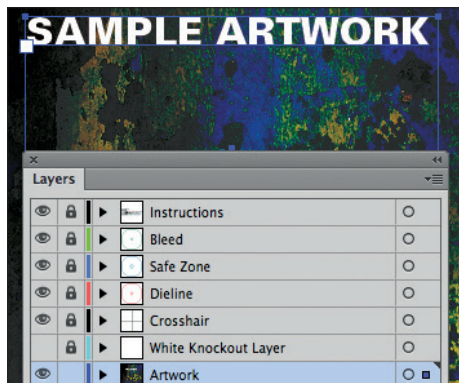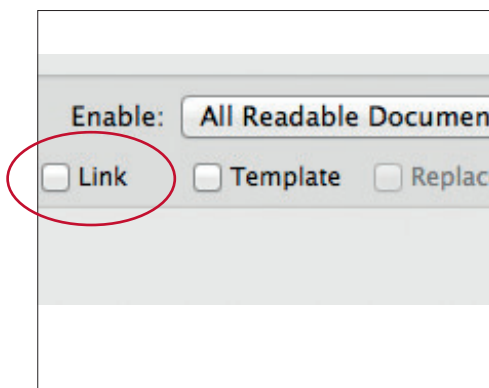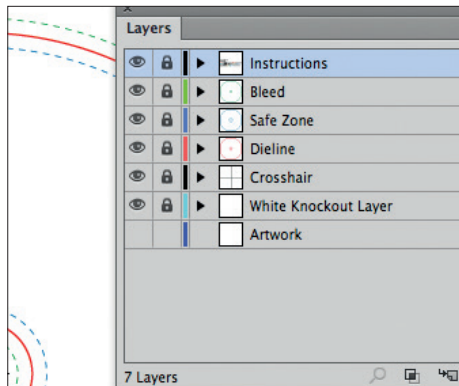
6) Next, use the "Flatten Image" command from the "Layer" menu. When Photoshop® asks if you would like to "Discard hidden layers, press "OK". Use the "Save As..." command from the "File" menu to save your art as a TIFF file for submission.

Remember, you can save time by sending us your files through our Hightail account:

https://www.hightail.com/dropbox?dropbox=wimmedia
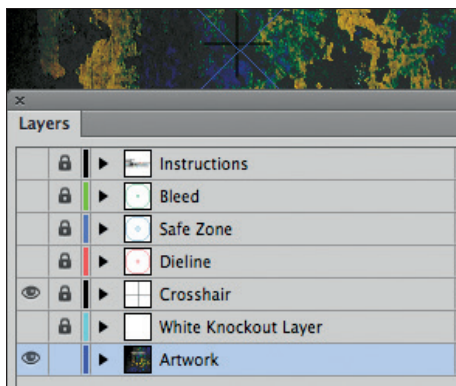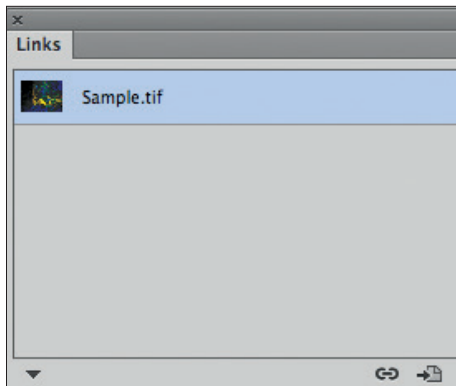
Using Templates in Illustrator®

1) Western's PDF templates can be opened in Illustrator® directly with the "Open" command from the "File" menu. When you open the PDF template, you'll see a number of layers. All layers are locked in place except for the "Artwork" layer. The "Artwork" layer is the only layer that the designer should use for building the file.

2) Whenever you use the "Place" command to place artwork into the file, ensure that the "Link" checkbox is NOT checked during the place process. This will embed all artwork directly into the file, and will avoid Link problems.

3) Once your art is finished, your live text (text that you've typed in and is editable) needs to be converted to outlines. Select any live text using the selection tool. This is what live text looks like when it is selected.

4) Now convert your text to outlines by choosing the "Create Outlines" command from the "Type" menu. This is what text looks like when when it has been converted to outlines when it is selected. Outlining your text converts it to a non-editable, vector format that Western can use without needing to have the same fonts as you have.

continued...

11

Guide for preparing artwork

Using Templates in Illustrator®

5) Let's do one last check to confirm that all placed artwork is embedded and not linked. The "Links" palette shows all placed files, whether they are embedded or linked. If they are embedded, they will have the square and triangle symbol displayed. If any files do not show this symbol , select the file from the list and choose "Embed Image" from the "Links" palette drop-down menu.

6) Now turn off the "Instructions, "Bleed", "Safe Zone" and "Dieline" layers, leaving only your art and the "Crosshair" or "Cropmarks" layer visible for us to position your art. Save your art as a PDF file. When the "Save Abode PDF" options window appears, choose "[Press Quality]" as the "Adobe PDF Preset" and then save the file.

Remember, you can save time by sending us your files through our Hightail account:

https://www.hightail.com/dropbox?dropbox=wimmedia

How to Submit Files

1. E-MAIL - up to 8 megabytes
Artwork can be sent directly to your sales representative.

2. OUR HIGHTAIL ACCOUNT - files over 8 megabytes
https://www.hightail.com/dropbox?dropbox=wimmedia

You can send files (up to 2 GBs) directly to Western through this page.

Please be sure to include your sales representative and job number for tracking purposes.

Put all the files you want to upload into *one folder* and then ZIP the whole folder. The file you submit should be a ZIP file, not a ZIPX, RAR or other compressed file format.

DO NOT SEND multiple Hightail files.

Failure to follow above procedures may result in delays to your project.

3. WHAT TYPE OF FILES DO WE ACCEPT?
Western supports Adobe® CC. For best results we prefer Hi-Res layered PDFs. We support Indesign, Illustrator and Photoshop. We can also work with Tiffs, JPEGs and EPS files if they are saved out correctly.

4. WHY PDFS?
PDF files, when saved out properly contain all the information needed in order to output your project. Submitting other files, like Indesign, Illustrator or Photoshop is fine, but the files are much larger and it takes us more time to prep your artwork and check your files. All linked graphics and fonts also must be included in your submission file to avoid delays. Western then needs to go through the file, load fonts and re-link all images. This may add cost and time delays to your project.

Guide for preparing artwork

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Glossary

BLEED - Area of image that extends past live area of the artwork.

CMYK - The letters stand for Cyan, Magenta, Yellow and Black. These colours are used for process printing or four colour printing.

CROP MARKS - Marks shown outside of the live area of a printed project indicating where the job will be trimmed once printed.

INK SATURATION - Refers to the total percentage of ink laydown. Generally only used with process colour. Maximum saturation should be no more than 320 to 340 percent.

LIVE AREA - The area of the sheet or disc that mark the physical edges of the artwork. Usually indicated with either crop marks or die lines.

PANTONE® COLOUR - Refers to a colour system that utilizes solid colour options. Designers will have a Pantone® book that has number codes for all the colour swatch samples.

PDF - Stands for Portable Document Format and is the industry standard for supplying files for output. When supplying PDFs insure fonts are embedded, resolution is set to 300ppi, bleed is included and die lines are turned off.

PROCESS COLOUR - Refer to CMYK colour.

REGISTRATION MARKS - Marks shown outside of the live area on a printed piece indicating registration of multiple plates for colours and/or varnishes.

RGB - The letters stand for Red, Green and Blue. These colours are used for creating colour on your computer monitor. The RGB colour gamut cannot be fully reproduced onto print because this system is a measure of light. 0 percentages of RGB gives you black and 100% percentages give you white.

TRAPPING - A techique used to allow for a small overlap where two different colours meet. Generally darker colours are choked and lighter colours are spread.

SAFE AREA - This is the area that all important information should stay within. Generally 3/16" (4.76mm) is the minimum distance any type should be from the live area.

SILKSCREEN PRINTING (Discs) - This printing method is best for spot colours. Screens tend to be fairly coarse so avoid choosing screen percentages of chosen colours.

OFFSET PRINTING (Discs) - This printing method utilizes CMYK inks. It is best used for photographs and images with texture in them. Screens are finer then silkscreen printing.