



# ETCHED MEDIA CORPORATION

## Custom CD-R Screen Printing

### **Introduction**

Etched Media specializes in Custom Printing of CD-Recordable Discs. Our production process maintains the highest quality by using special inks formulated specifically for CD-R's, on state of the art equipment, under highly controlled conditions. Following are some guidelines to help you through the ordering process.

### **Artwork**

- We can assemble your Artwork for you if you provide your logo at 200% scale in black and white with required font specifications. Art services will be charged at \$75.00/hr.
- Please refer to our CD Artwork Guidelines for the proper format to submit digital artwork.
- If artwork requires modification to meet our production specifications, the customer will be notified of the additional charge prior to the start of the job.

### **Paperwork**

- An order form must be completed and signed.
- A minimum order of 15 pieces required.
- All orders require a purchase order and written artwork approval prior to scheduling.

### **Turn-around Time**

- Turn-around time begins when artwork is accepted and all other necessary items (purchase order) have been received.
- Standard turn-around time is 3 days.
- Turn-around time is defined as the number of 24 hour work days used to process your order.
- Working days do not include weekends and holidays.

### **Terms and Conditions**

- Signed order form must be received prior to order production.
- All orders are F.O.B. manufacturing facility, freight prepaid and charged back.
- Remit payment with Visa, Mastercard, or net 30 day terms upon credit approval. Credit approval may take 10 days.
- Prices are subject to change without notice.



# ETCHED MEDIA CORPORATION

## CD-R Artwork Guidelines

### Printable Areas

- See Template provided. (Different brands of media have slightly different stacking ring dimensions in which case artwork may need to be altered to fit the respective media printed on. Please refer to the following CD-R templates supplied with this kit:
  1. CD-R Template
  2. Mini CD-R Template
  3. Business Card CD-R Template

In all cases printing in the "Stacking Ring" area is not allowed.

### Artwork Formats:

- Digital Files: Illustrator, QuarkXPress, Freehand, PageMaker, Photoshop, EPS
- Most file formats are accepted as long as all supporting files are supplied (fonts, placed images).
- Graphics Resolution: Pixel based graphics need to be at least 300dpi at 100% printing size to print with a crisp clean look. Vector Graphics are okay at any size.
- **Photoshop Notes:** Please make sure graphics are set up either as "CMYK" for 4 color-process; Or "Duotone" for spot colors whether the graphic uses one color, two colors, three colors, four colors or more spot colors. This will allow for the proper output of color separations for screenprinting.
- Use our EPS file: "CD Template" as a mask, and/or for correct placement of artwork within the printable area of the disc.


### Recommended Film Format

- Generate art as Film Positive, Right Reading, Emulsion Up, (i.e. clear film with black image, black will print.) with registration marks and trapping.
- Spot color halftones maximum linescreen is 100 lpi.
- Four Color Process maximum linescreen is 133 lpi.
- Separate each color and note the color name, date or version number on each film, outside the print area.
- Add 5 registration marks to each separation (see below).

### Type and Line Art:

- Fonts: Include all screen and printer font files, or create outlines of all text. Sans serif type: 4 pt. or larger. Serif or "light" type weights: 6 pt. or larger. Type reversed out of a halftone in a process separation is not recommended.
- Line art should have a minimum weight of .005" (.36 pt., or .127mm)

### Registration Marks:

- Each mark should consist of a .250" diameter and .150" circle with four .150" long lines radiating from the center point of the circle, 90° apart. All line weights .005" (.36 pt., or .127mm) as shown. 
- Place one registration mark at the center of the image, and four more at 90° intervals, starting at 0°, positioned 2.697" (68.5mm) from the center of the art to the center of the registration mark.

### Colors:

- Specify Pantone Matching System (PMS) colors, Federal Standard colors, or send a color chip which measures 1.5" or larger diameter.
- Please note: PMS colors are semi-transparent, and are designed to be printed on a white background. Therefore, the color specified may vary when printed on a silver (CD) or gold (CD-R) background. If a "true" PMS match is required, the desired color must be overprinted on white, with appropriate trapping.

### Trapping:

- When two or more colors come into contact in the design, a trap (overlap) of at least .75 pt. (.010", .25mm) must be incorporated to allow for slight variations in registration during the printing process.

### Halftones and Tints:

- Screen Frequency: 100 lines per inch, Elliptical Dot, set Linotronic Imagesetters to "Locked Elliptical" dot for best results. Tints below 15% and above 85% tend toward 0% and 100% respectively, and will appear even more compressed on the silver or gold surface of an unprinted disc. The best half-tones result when printed over a white background.

### Four Color Process Printing

- A white flood coat will be used on all four color process jobs unless otherwise indicated. Separate Four Color Process art with the following screen angles: C=165°, M=45°, Y=0°, K=105°.
- Line screen: 133 lines per inch with an elliptical dot shape. Set Linotronic Imagesetters to "Locked Elliptical Dot".

### Recommendations:

- It is always best to submit a computer file along with the screen fonts and printer fonts which it contains.
- Next best option is to convert the fonts to Outlines within the document. While this technique is less flexible for future changes, it ensures that your job will be processed without the delays which missing fonts can cause.