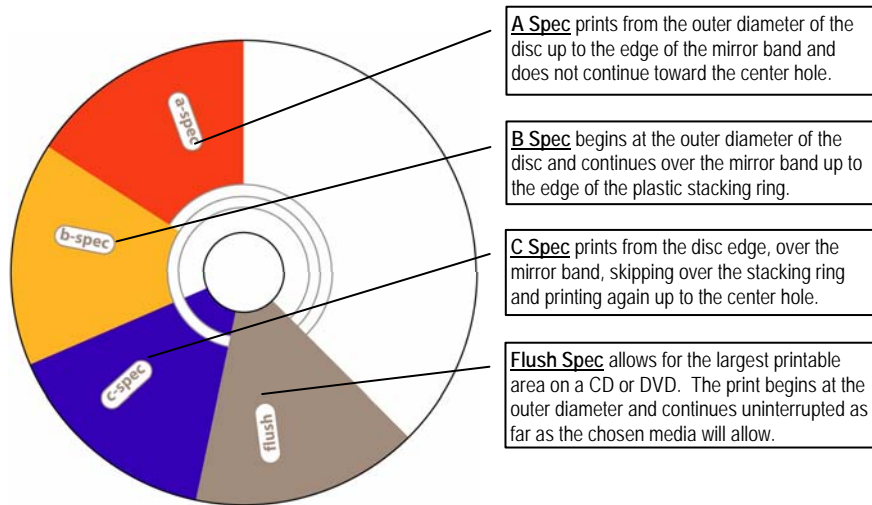


Disc Printing Specifications

Spinerly can print discs to several specifications and dimensions. Disc design templates are available at www.spinerlymedia.com.

CD-R/DVD-R Printing: Not all media types print to the same dimensions. Standard size CDs or DVDs may print to different specifications, depending on the type of media. If you are unsure of the specification needed for your project, contact your Spinerly representative who can advise you which disc template to use.



Mini-round, business card and shaped discs require special artwork templates. Please contact your Spinerly representative if you are running a job not covered by the descriptions above.

“Perfect Print” allows for personalized printing using a thermal print on top of a screen or digitally printed disc. Please contact your Spinerly representative for Perfect Print artwork details and requirements.



Disc Printing Guidelines

Spinerly offers a variety of print technologies for your CD/DVD project. It is important that electronic artwork files adhere to the specifications and guidelines listed in this document. Artwork submitted that does not conform to the guidelines may result in project delays or graphics charges. To ensure the success of your project, please review this entire document. Please contact your Spinerly representative with any questions. We’re here and happy to help.

Quick Facts

Spinerly can accept the following graphic file types (listed in order of preference):

- Ⓞ Adobe Illustrator
- Ⓞ General EPS
- Ⓞ Adobe Photoshop
- Ⓞ InDesign
- Ⓞ Quark Xpress

If your format is not listed, please contact your Spinerly representative before submitting your files.

Please flatten or convert all fonts to curves in your files. If you can not convert them, you **MUST** include all fonts with your files.

Whenever possible, graphics should be submitted using Spinerly Templates in the CMYK color mode at 300 dpi or greater. Text, line art and “Spot Color” jobs should be in vector format. Artwork that is incorrectly sized, or is at a resolution lower than 300 dpi will result in poor reproduction. Remember, in disc printing white is a color!

Graphic files may be submitted on a CD, via “YouSendIt” digital delivery (www.yousendit.com), or contact your Spinerly representative for FTP transfer details. Graphics should always be compressed into a single file (.zip or .sit files) before sending.

Spinerity Printing Methods

Spinerity offers several methods of printing directly onto the surface of CDs and DVDs. Consult with your Spinerity representative if you are unsure which method is most appropriate for your project.

Thermal Printing

Thermal printing uses a polymer-based ribbon to transfer basic text and line artwork to the disc surface. Thermal printing is the most economical option for low quantity orders (<100) that have very basic requirements. Images with gradients, halftones, intricate detail, or artwork that incorporates photographs is better suited for digital, or screen printing. Disc personalization is also possible with “Perfect Print,” or thermal overprinting. Please contact your Spinerity representative for additional details and specifications.

Digital Printing

Digital printing applies tiny droplets of ink to the surface of the disc in a series of passes under a large print head. The inks are UV cured, thus durable and smudge-proof. The benefits of digital printing include full color capability, better gradient & shadow detail, cost-efficiency and the opportunity for quicker turn times. Digital disc printing is most appropriate for jobs of 100-1,500 pieces. Projects that require a specific Pantone color match are better suited for screen-printing.

Screen Printing

Also referred to as “silk-screening,” screen-printing involves pressing UV curable inks through finely woven mesh onto the surface of a disc. Artwork can be printed in four color process (CMYK), or using the Pantone color matching system for jobs that have precise color requirements. Screen-printing is generally recommended for projects of 1,500 or more discs, or where a Pantone color match is necessary.



Common Artwork or Printing Issues

Issue	Solution
Artwork does not fit within Spinerity's printing template specifications	Design your artwork within one of the supplied CD/DVD print templates available at www.spineritymedia.com . For printed packaging—jewel case inserts, DVD wraps and custom board packaging—contact your Spinerity representative for the appropriate template.
Artwork is supplied at a low resolution	All artwork or images incorporated into the design should be 300 dpi or greater for optimum results.
Artwork files are missing fonts or linked images	Convert the fonts to outlines or supply the fonts before submitting artwork. Additionally, any linked images or supporting files should be embedded or supplied.
Artwork is submitted in an unacceptable file format	Spinerity prefers vector-based artwork, and can accept Adobe Illustrator, General EPS, Adobe Photoshop, InDesign or Quark Xpress. Any other formats must be pre-approved before submission.
Artwork is designed in the RGB color mode	Always design and submit your art files as CMYK. Files designed in the RGB will be converted to CMYK, and color shifts may occur.
Gradients in the artwork may experience banding	Banding may occur in images where gradients are used. Avoid or limit the use of gradients within your disc artwork, particularly in screen printing. Banding is most evident in areas with drastic changes in tint percentage.
CMYK art contains large solid color areas	Certain colors (oranges, purples, flesh-tones & grays) reproduce inconsistently when printed 4-color process (CMYK). Avoid large areas of these colors in CMYK art.
Very light or very dark areas of the artwork do not reproduce well	Due to the nature of screen printing, light percentages may drop off and heavy tints may fill in. As a general rule for screen printing, limit the upper and lower halftone ranges in your design 85% and 15%, respectively.
Small text looks choppy or is difficult to read	Always incorporate text at a minimum of 6 point for positive print or 7 point for reverse.
Art already cropped for inner or outer circle	Please submit your artwork as a square file without cropping the inner or outer circle. The art department will apply the crops as your files are processed.

