Stebbing
RECORDING CENTRE LIMITED

DVD
Specification Booklet
Design and Print

*** Very Important ***
Artwork Supply Specifications For Packaging And Product

Stebbing and our printers use the Adobe colour setting: Europe Prepress 2 - CMYK Coated FOGRA 27

Preferred file format to supply: Press Quality PDF - include trim marks, 3mm artwork bleed.
Fonts embedded or converted to paths. Files titled according to what they are.

Paper Parts Artwork Check List:

• Artwork should be CMYK or Greyscale unless you are using Pantone Solid Coated Colour (spot colour).

• All photos/artwork should be converted to CMYK and not be in RGB.

• Spot colours should be clearly labelled and setup properly in your documents if they are required. Every layout program has this color library added to it for easy selection. You can set up these colors very easily in Quark, InDesign and Illustrator. Photoshop is a little trickier.

• Overgloss / Matt varish or Foil is to be setup as a 'overprint' spot colour colour and clearly labelled.

• Metallic or Fluro spot inks should be clearly labelled using the Pantone Colour Library.

• Are you supplying 'printer spreads' for the booklet; your pages 'must' be numbered for correct imposition at the printers. Or supply as 'single' pages with bleed, trims, and in the correct order cover (pg1) through to last page.

• 'Rich Black' for paper parts should be setup with no more than 300% ink density. We suggest: C60 / M40 / Y40 / K100

• A text document should also be supplied with information about your package:
Title: / Artist: / Catalogue number: (if any)
Package: ie: 12 page booklet, Base Inlay printed 2 sides, sticker
Colours: CMYK + 1 spot
Paper stock: Satin Matt Coated, or Alpine Gloss (standard for CD packaging)
It is important to supply to as much info as possible to your client also for ordering with our sales team so this information is entered into a job form.

We Can Supply Templates for Disc labels and Paper Parts:

Stebbing utilise Mac and PC Platforms and have templates available for use. Let us know program and version required.
We use Adobe CC 2014 - Indesign, Illustrator, Photoshop (PC & MAC), Quark Xpress 9.3 (Mac)
email: graphic@stebbing.co.nz

Common Customer Mistakes To be Aware of:

Image Resolution: It is very important to make sure that the image resolution for all images used is set at 300 dpi at 100% sizing.

Bleeds: It is very important to make sure all 4 cut sides of a piece have at least 3mm bleed or extended image area added.
This area is cut off during the finishing process. If bleeds are not added, we cannot guarantee accuracy in the cutting which make result in a white line appearing around the edges.

Templates: It is very important to make sure that you are using the proper template. If you have any questions as to which template you should be using, 'please' call or email us before proceeding.

Fonts: It is very important to include all fonts that are used in your layout. We all unable to make changes in the text if requested, and we may not be able to print the proper fonts if they are not supplied with the artwork.

In closing, if you have any questions at all concerning your artwork, please call us. A few questions in the beginning stages might save days of turnaround time and costly changes later.

Packaging And Product Specifications and Templates

This pdf booklet contains:

CD and DVD logos *(logos are pathed Adobe Illustrator for use)*

DVD Specifications/measurements

Standard DVD Case Sleeve

Standard DVD Case Booklet

Slimline DVD Case Sleeve

Super Jewel DVD Specialised Booklet

Super Jewel DVD Specialised Case Tray Inlay

(NB. you will need both parts above for the Super Jewel when designing)

DVD Disc Label Spot Screen Printing Info

DVD Disc Label CMYK Offset Printing Info

Disc Die-line

**Other templates available on request depending
on product used/requested, and printers**
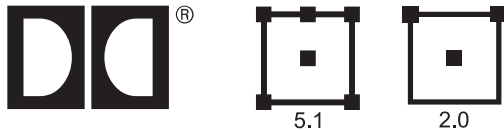
Game Caddys (single and double)

DigiPacks / Flexi Packs (see PDF download for templates)

CD Mailer

Custom templates/dielines can be created

LOGOS
(Adobe Illustrator outlined for use)

DOLBY SURROUND ™

DOLBY ® | 5.1 | 2.0 | ANAMORPHIC WIDESCREEN

DVD | DVD VIDEO

DOLBY SURROUND | DOLBY DIGITAL ®

Multi-ch Stereo | Stereo | DOLBY SURROUND ™

REGION 4 PAL | REGION 0 PAL | 1 2 3 4 5 6 | NTSC | PAL | DUAL LAYER | Layer Transition may trigger a slight pause

0 | 1 | 2 | 3 | 4 | 5 | 6

PARENTAL ADVISORY EXPLICIT CONTENT

COMPACT disc DIGITAL AUDIO | COMPACT disc DIGITAL AUDIO GRAPHICS | COMPACT disc PHOTO

COMPACT disc DIGITAL VIDEO | COMPACT disc Recordable

COMPACT disc Interactive

COMPACT disc DIGITAL AUDIO EXTENDED GRAPHICS

Ⓟ Ⓒ
Ⓟ Ⓒ
TM | D D D

Basic Copyright Statement Below (6pts)

Stebbing
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Setting Up Printer Spreads for Booklets

2 page Booklet

2	1

4 page Booklet

4	1		2	3

8 page Booklet

8	1		2	7		6	3		4	5

12 page Booklet

12	1		2	11		10	3		4	9		8	5		6	7

16 page Booklet

16	1		2	15		14	3		4	13		12	5		6	11		10	7		8	9

20 page Booklet

20	1		2	19		18	3		4	17		16	5		6	15		14	7		8	13

12	9		10	11

24 page Booklet

24	1		2	23		22	3		4	21		20	5		6	19		18	7		8	17

16	9		10	15		14	11		12	13

28 page Booklet

28	1		2	27		26	3		4	25		24	5		6	23		22	7		8	21

20	9		10	19		18	11		12	17		16	13		14	15

32 page Booklet

32	1		2	31		30	3		4	29		28	5		6	27		26	7		8	25

24	9		10	23		22	11		12	21		20	13		14	19		18	15		16	17

- If you are setting up and supplying artwork for booklets as 'printer spreads' see the above diagrams on how your pages are printed and need to be setup.
- Trim marks, page numbering and bleed must be output on your PDF Press Quality files or exist inside your native files.
- Alternately you can output and supply 'single' pages including trim marks, bleed and page numbering.
  We can impostition them quickly if all the above information is given.

- Recommended minimum 9pt font size for booklets with a minimum of 6pt for copyright statments. Its always advisable to print out and check you are happy with the font size and clarity.

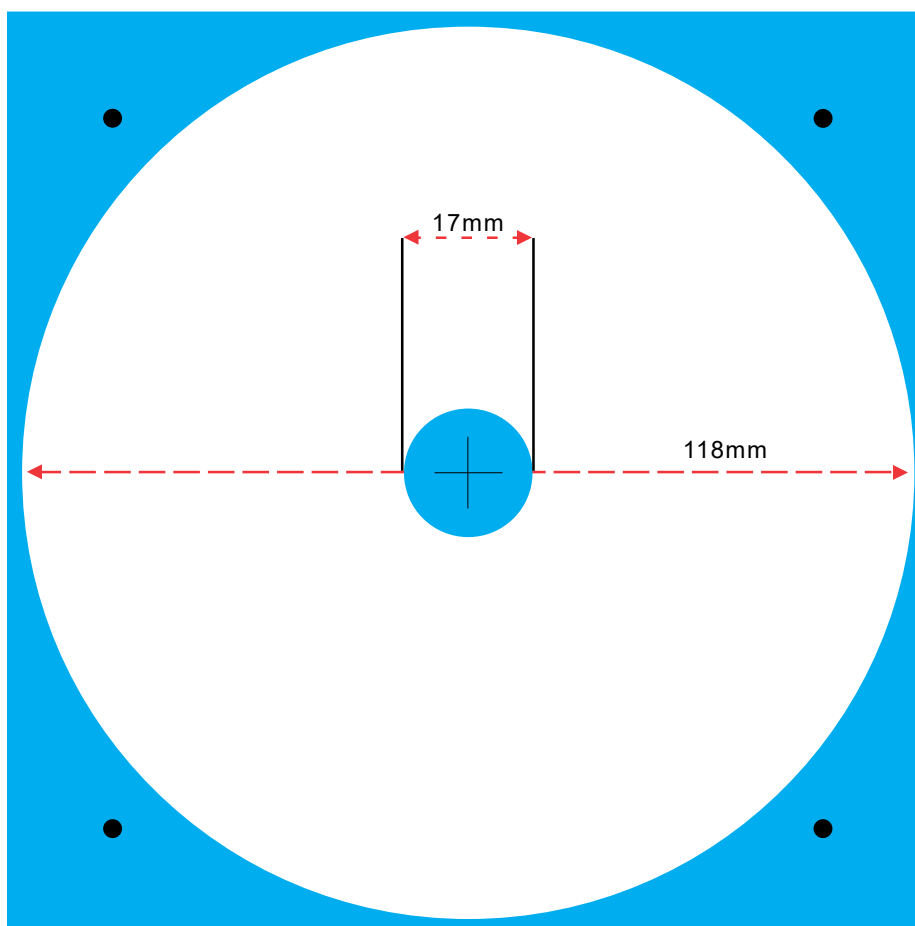# 5 Colour Spot Disc printing - CD , CD-R, DVD, DVD-R

Our silkscreen printer can print up to 5 spot colours. This method is ideal for large, flat areas of colour and vector based designs. Printing can be directly onto the silver of the disc or onto a standard white base (by default).

- Spot colours should be setup using the Pantone Solid Coated Colour Library with all colours correctly labelled.
- As screen print inks are glossy by default, if you require a Matt finish you must stipulate this in your artwork and within your artwork text file of package. *If you don't tell us we won't know* to print a matt coating over top of the ink or use matt inks.
- There is an additional charge for Metallic inks if you intend to use them.
- Convert all fonts to paths/outlines and ensure any graphics are embedded.
- We require PDF, EPS, or native design files (psd (600dpi), ai, indd *or* qxd) for spot colour printing.
- The disc surface is printable from 118mm diameter edge through to the centre hole of 17mm. No artwork bleed is required for disc label printing, so you 'must' ensure you measurements are correct *or* please ask for a template from us.
- CD-Roms that are to be 'high-access' discs should have no printing within 40mm's of the centre.
- Most CD-R discs don't require a stacking ring these days but may require a 27mm centre, it is best to leave this as a white circle rather than punching a hole out in the artwork, it allows us to tweak it if needed.

Require a 'special' white base to print with areas knocked out to the silver of disc?
- Set this up as a separate file. Ensure what is to be the silver is setup clear/or white on your artwork, and what needs to print being a spot colour re-labelled 'White base'.

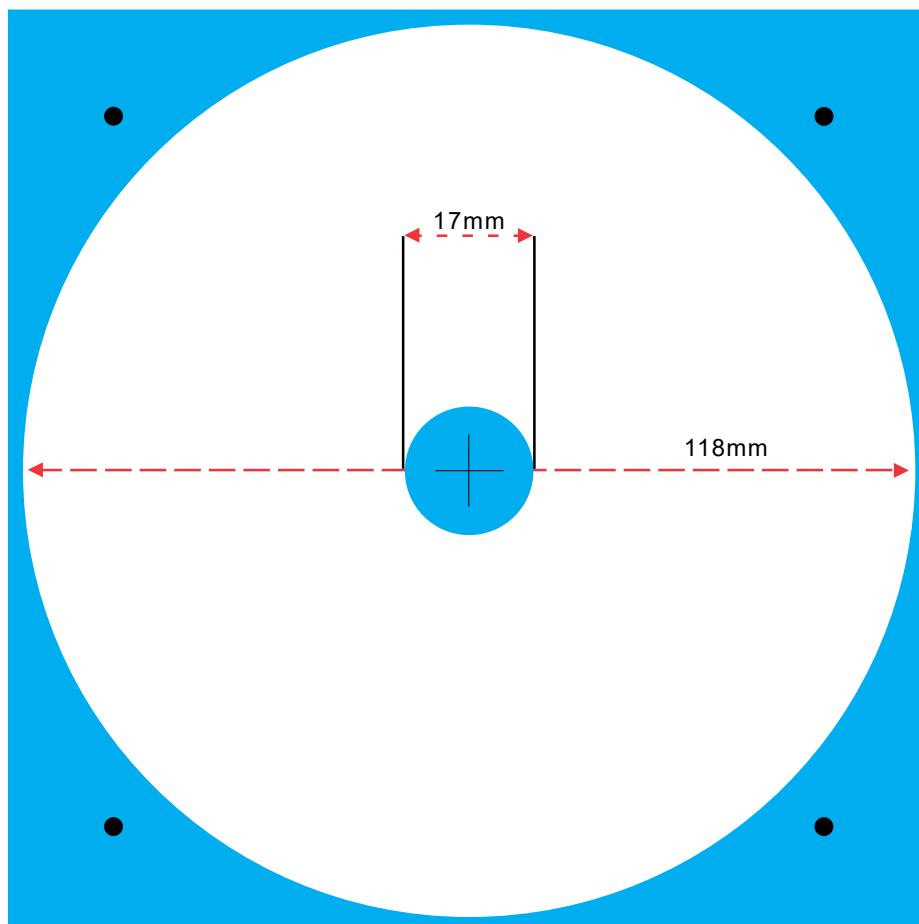* To Scale

Offset Disc printing - CD , CD-R, DVD, DVD-R

CMYK offset disc printing is suitable for artwork that has full colour photographic elements, complex textures or colour gradients. Printing can be directly onto the silver of the disc or onto a standard white base (by default).

- Please supply a 300dpi (minimum) CMYK file, together with a proof for matching.
- Acceptable file formats for offset printing are: PSD, PDF, EPS, TIF or JPEG (jpeg's must be maximum quality).
- Native files can be supplied if you embed graphics and convert fonts to paths/outlines. (psd, ai, indd, qxd)
- Convert all fonts to paths/outlines and ensure any graphics are embedded.
- If you have large areas of Black (K) to ensure a good ink coverage make you Black out of all 4 colours C100 / M100 / Y100 / K100 or as close as possible. Small Black text and logos can remain 100K only.
- The disc surface is printable from 118mm diameter edge through to the centre hole of 17mm. No artwork bleed is required for disc label printing, so you 'must' ensure you measurements are correct *or* please ask for a template from us.
- CD-Roms that are to be 'high-access' discs should have no printing within 40mm's of the centre.
- Most CD-R discs don't require a stacking ring these days but may require a 27mm centre, it is best to leave this as a white circle rather than punching a hole out in the artwork, it allows us to tweak it if needed.

Require a 'special' white base to print with areas knocked out to the silver of disc?
- Set this up as a separate file. Ensure what is to be the silver is setup clear/or white on your artwork, and what needs to print being a spot colour re-labelled 'White base'.

* To Scale

Standard Disc Label Die-line - CD , DVD
118mm / 17mm centre
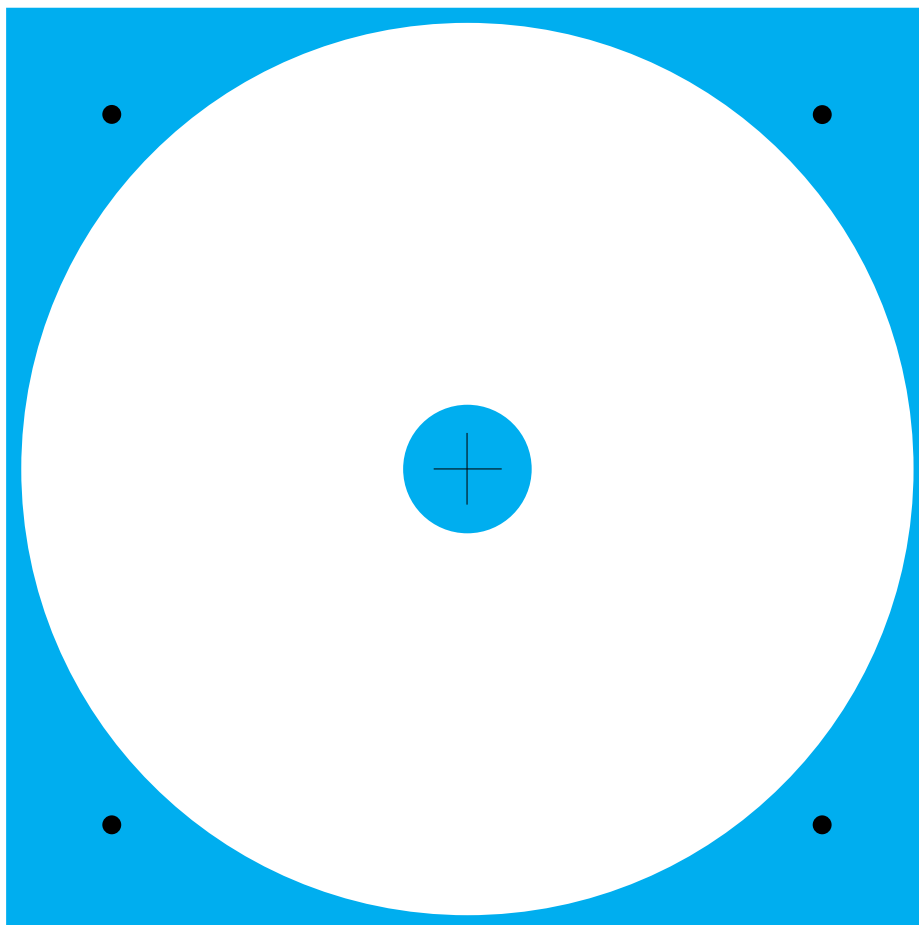
* Refer to Spot and Offset printing/design notes for correct setup

* Opens in Adobe Illustrator CMYK, or open in Adobe Photoshop as CMYK @ 300dpi
  for offset.

* By default Stebbing prints a white base colour underneath to enhance colour and
  to avoid the plastic ring centre showing through ink.

DVD - Inlay/Sleeve for Standard DVD Case
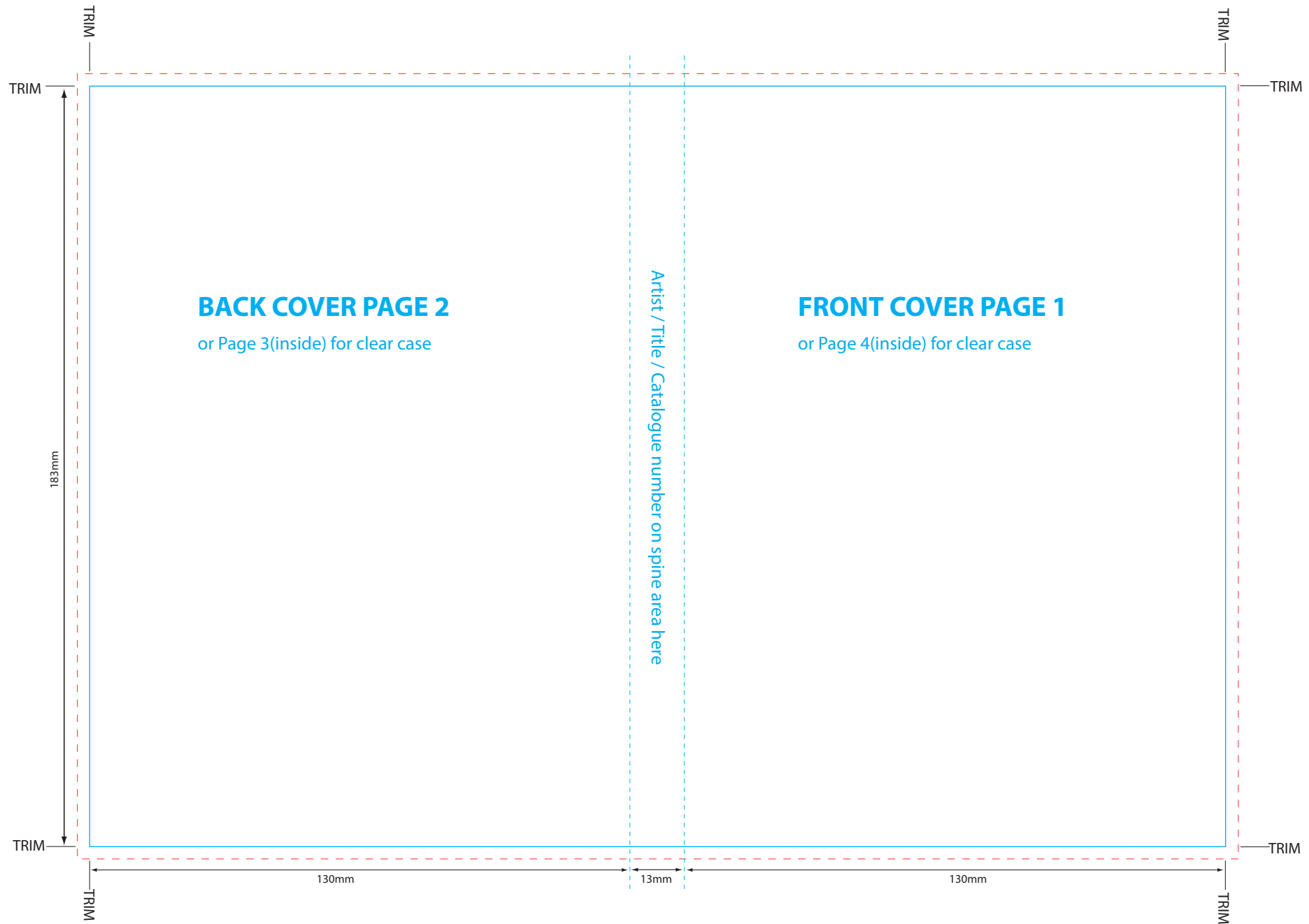
TRIM — TRIM

TRIM —

BACK COVER PAGE 2

or Page 3(inside) for clear case

Artist / Title / Catalogue number on spine area here

FRONT COVER PAGE 1

or Page 4(inside) for clear case

183mm

TRIM — TRIM

— TRIM

130mm   13mm   130mm

TRIM   TRIM

* Include an extra 3mm (minimum) artwork bleed outside the trim area (shown in red)
*not to scale / email graphic@stebbing.co.nz for template with the program require it in

DVD - Insert Booklet for Standard DVD Case

TRIM

TRIM

TRIM

BACK COVER PAGE 4 / Page 2 Inside

FRONT COVER PAGE 1 / Page 3 Inside

minimum height 175mm to maximum height 182mm

TRIM

TRIM

230mm length

TRIM

TRIM

* Include an extra 3mm (minimum) artwork bleed outside the trim area (shown in red)

*not to scale / email graphic@stebbing.co.nz for template with the program require it in

DVD Super Jewel Case Booklet *This is for a specialised case, not standard.

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BACK TO PAGE 3

TRIM

FOLD

TRIM

TRIM

TRIM

BACK COVER PAGE 4
/ Page 2 Inside

FRONT COVER PAGE 1
/ Page 3 Inside
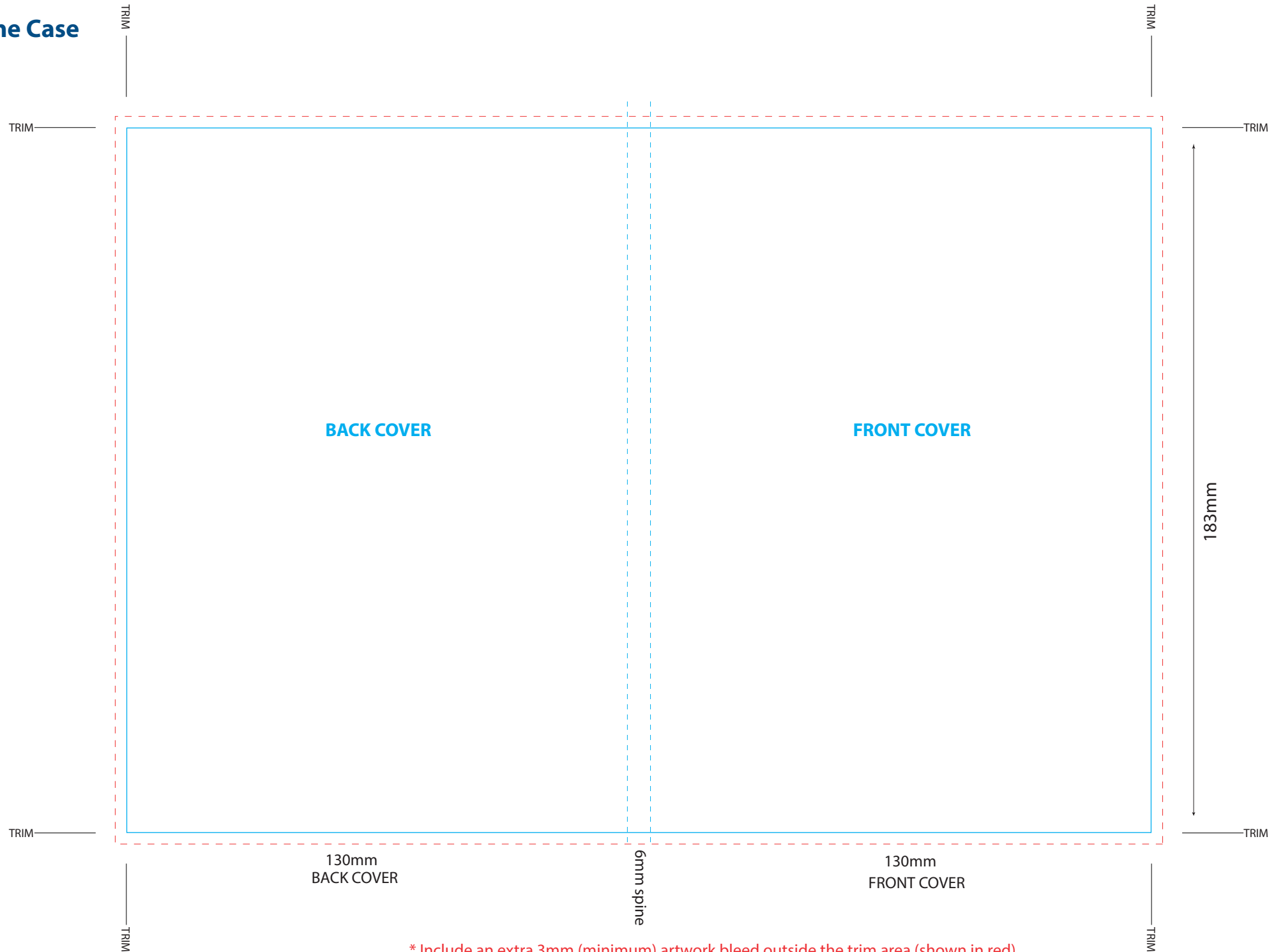
180mm

TRIM

TRIM

240mm

TRIM

TRIM

* Include an extra 3mm (minimum) artwork bleed outside the trim area (shown in red)
*not to scale / email graphic@stebbing.co.nz for template with the
program require it in

DVD Super Jewel Case
Base Tray Inlay *This is for a specialised case, not standard.

TRIM
FOLD
TRIM

TRIM
FOLD
TRIM

TRIM ——— TRIM
FOLD ———— FOLD
TRIM ——— TRIM

6mm
5mm

ARTIST / TITLE TO READ THIS WAY

5.5mm

21mm

HEAD

Main Outside Base Tray
/ Flip template for reverse use

Artist / Title / Cat no.

17mm

175mm

33mm

162mm

Artist / Title / Cat no.

17mm

Artist / Title / Cat no.

TRIM ——— TRIM

16.5mm   7mm

TRIM ——— TRIM

FOLD ——— FOLD

7mm
5.5mm

ARTIST / TITLE TO READ THIS WAY

TRIM ——— TRIM

115mm

TRIM
FOLD

TRIM

* Include an extra 3mm (minimum) artwork bleed outside the trim area (shown in red)
*TO SCALE / email graphic@stebbing.co.nz for template with the
program require it in

DVD - Slimline Case

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TRIM

BACK COVER

FRONT COVER

183mm

130mm
BACK COVER

6mm spine

130mm
FRONT COVER

TRIM

* Include an extra 3mm (minimum) artwork bleed outside the trim area (shown in red)
*not to scale / email graphic@stebbing.co.nz for template with the program require it in