



Stebbing
RECORDING CENTRE LIMITED

VINYL
Specification Booklet
Design and Print

*** Very Important ***

Artwork Supply Specifications For Packaging And Product

Stebbing and our printers use the Adobe colour setting: CMYK Coated FOGRA39 (ISO 12647-2:2004)

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
- All photos/artwork should be converted to CMYK and not be in RGB.
- 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: 2 page insert, Jacket, sticker
Colours: CMYK
Paper stock: Alpine Gloss (standard)
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 Vinyl 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 - Indesign, Illustrator, Photoshop (PC & 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.

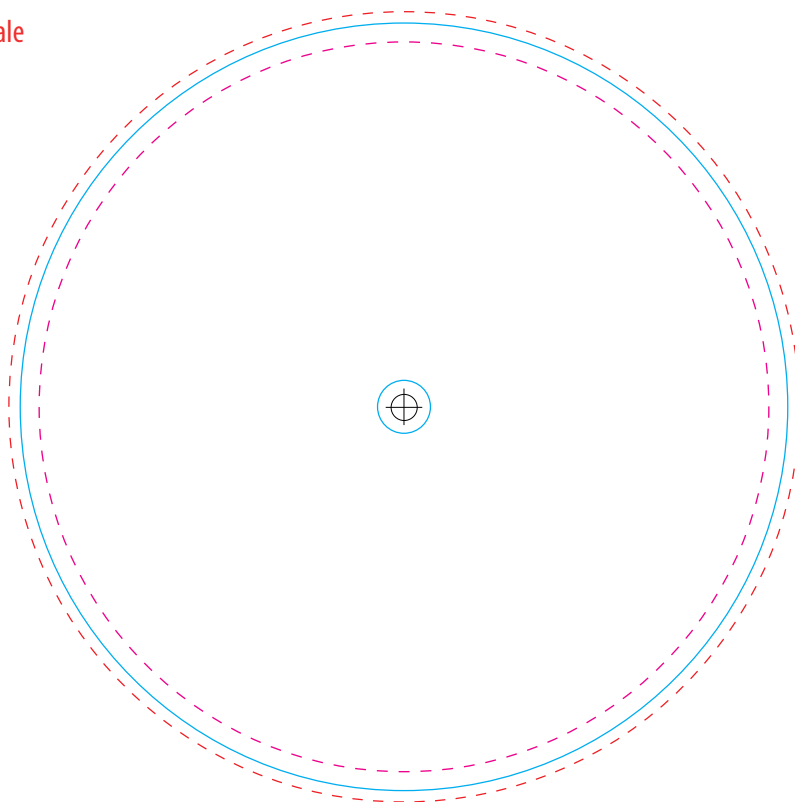
In closing, if you have any questions at all concerning your artwork, please call us. A few questions in the beginning stages might save days of turnaround time and costly changes later.

Vinyl label printing

- Please supply a 300dpi (minimum) CMYK file.
- 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)
- Convert all fonts to paths/outlines and ensure any graphics are embedded.

Vinyl Label

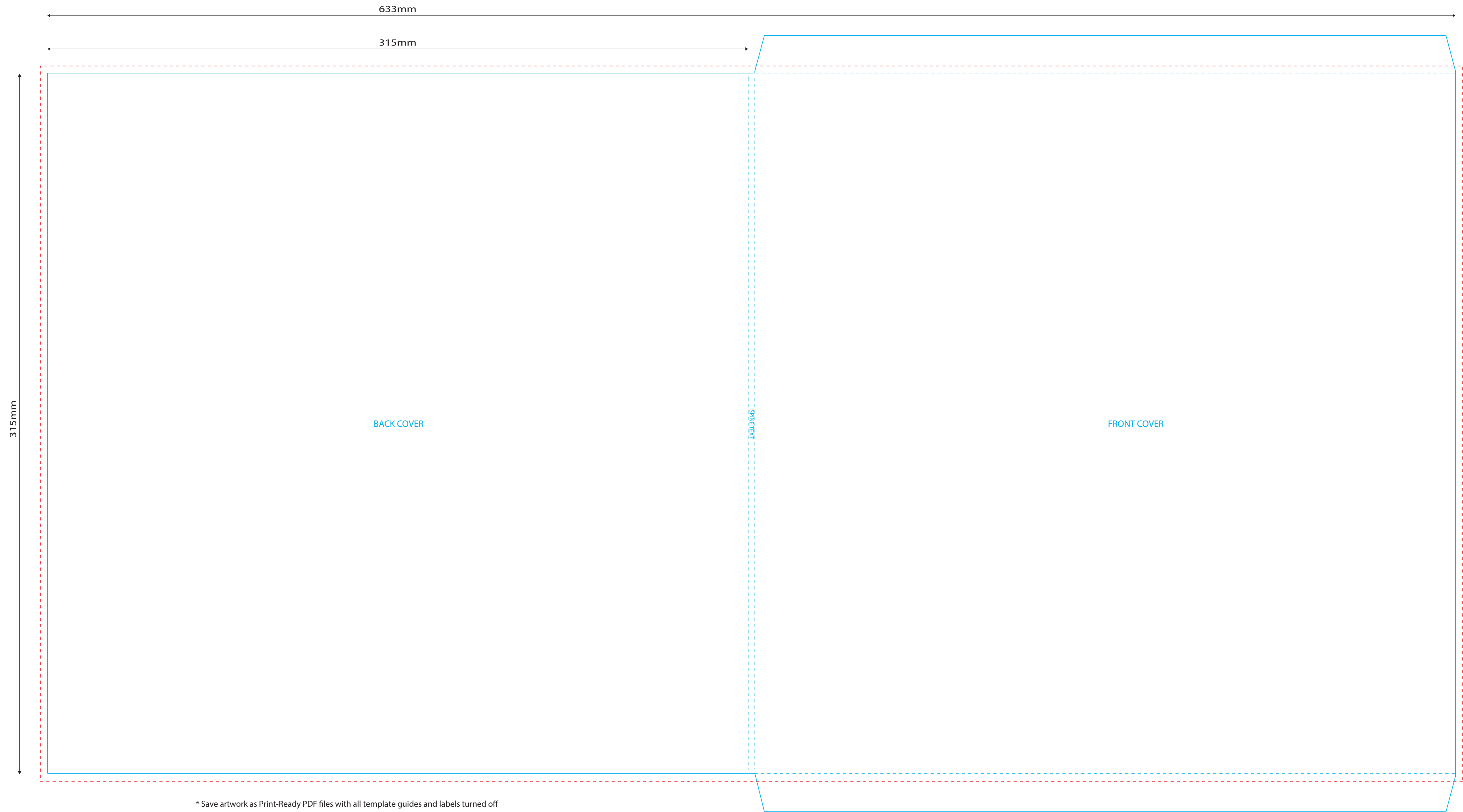
* To Scale



* dieline (die-cut line) 101.5mm (diameter)

* bleed (Include an extra 3mm (minimum) artwork bleed outside the dieline area)

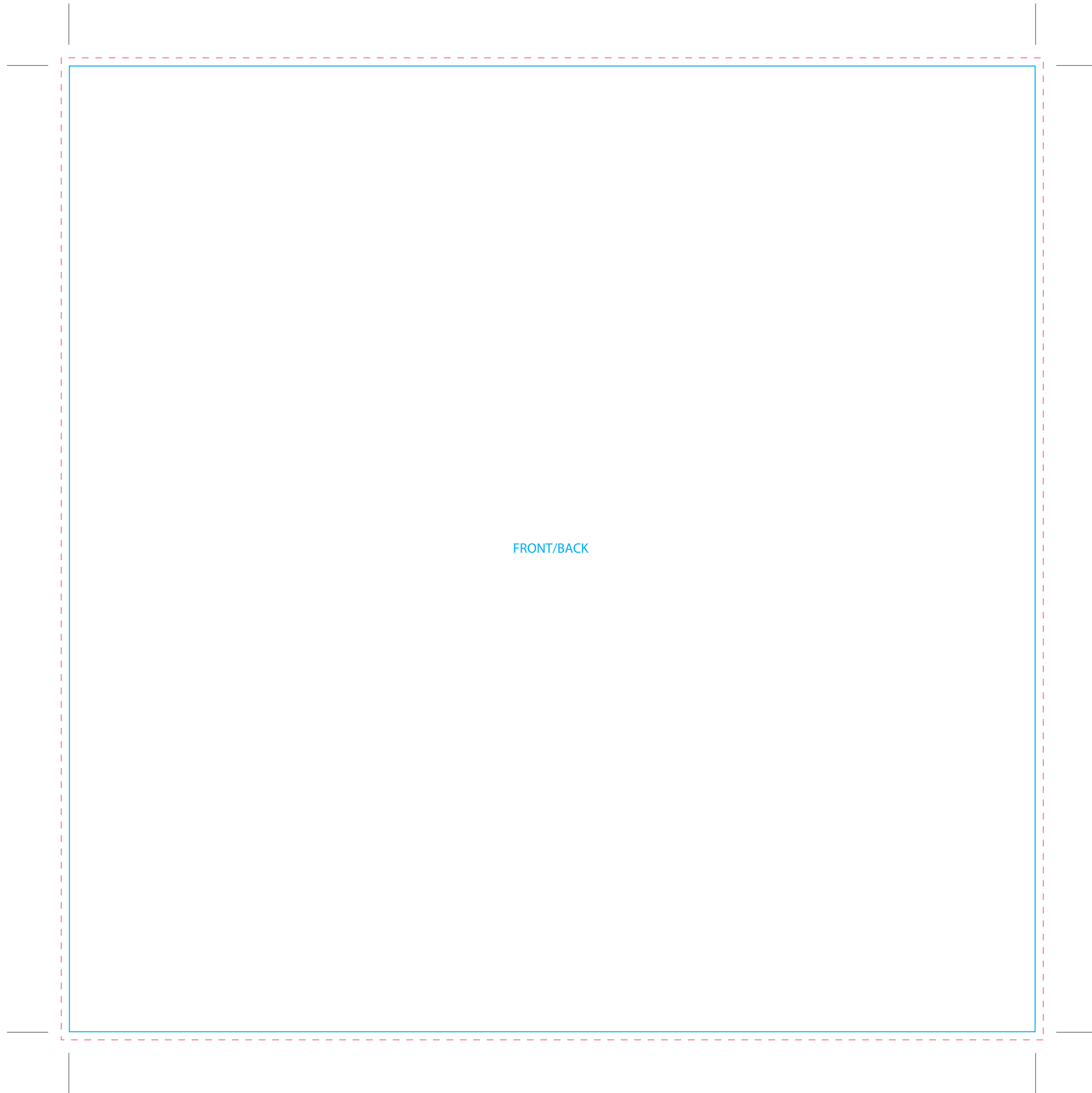
* safety (keep text, and any important information well inside the safety line)



- * Save artwork as Print-Ready PDF files with all template guides and labels turned off
- * Include an extra 3-5 mm artwork bleed (red dashed lines) outside the dieline (blue lines)
- * to scale

12" Vinyl Insert

297mm x 297mm



FRONT/BACK

* Include an extra 3-5mm (minimum) artwork bleed outside the trim area (shown in red)

* to scale

12" Vinyl 4 page Insert (outside pages)

297mm x 297mm (when folded)

BACK COVER
(Page 2)

FRONT COVER
(Page 1)

- * Save artwork as Print-Ready PDF files with all template guides and labels turned off
- * Include an extra 3-5 mm artwork **bleed** (red dashed lines) outside the **dieline** (blue lines)
- * to scale

12" Vinyl 4 page Insert (inside pages)

297mm x 297mm (when folded)

INSIDE LEFT
(Page 3)

INSIDE RIGHT
(Page 4)

* Save artwork as Print-Ready PDF files with all template guides and labels turned off

* Include an extra 3-5 mm artwork **bleed** (red dashed lines) outside the **dieline** (blue lines)

* to scale