

Label Artwork and Film Requirements – OFFSET PRINTING

GENERAL INFORMATION

Smart Digi-Media Inc. can print label artwork directly onto your CD or DVD using a special, waterless offset printing process. This process is designed to reproduce continuous tone images with magazine quality resolution using the four color process (CMYK) printing technique. All four color process images are printed over a white background to ensure color match, unless otherwise specified.

ARTWORK GUIDELINES

Color Range:

The available color range, over a white background, is similar to that of conventional four color process offset printing

DIMENSIONAL REQUIREMENTS

Images created for offset disc label reproduction must be assembled in accordance with the print area dimensional Label Specification for your chosen CD or DVD print configuration.

COLOR SEPARATIONS AND FILM REQUIREMENTS

Due to the unique nature of the offset printing process, Smart Digi-Media Inc. must generate its own separations and four color process film from customer supplied electronic files, color transparencies, or mechanical artwork. Label film cannot be accepted. Please refer to our Label Artwork Electronic File Specifications for further details and requirements for electronic media submissions.

LABEL ARTWORK INFORMATION FORM

Include a corresponding Label Artwork E-File Information Form along with your electronic media.

Film Output:

175 lpi (line screen)

Film Negative from Digital File(s)

RRED (Right Reading Emulsion Down)

Matchprint required for Color Matching.

Smart Digi-Media Inc. can provide Matchprint upon request.