

Submitting Artwork

Pure Disc Digital Media has a Mac based electronic pre-press/graphics department. Electronic files can be provided on a CD-ROM, by e-mail or FTP server. ALL OTHER MEDIUMS WILL NOT BE UTILIZED. All electronic files should be accompanied by a composite output for reference. Please be sure to provide all linked graphics and necessary fonts for output or create all text into outlines and embed the linked images. Files sent via e-mail should be compressed/archived. Windows files should be zipped (ZIP) with WinZip. Mac files should be stuffed (SIT) with Stuffit.

ALL electronic files for print must be prepared with the following procedures:

Provide your artwork in the following order of preference:

Adobe® Illustrator® CS 3 or later for Mac (.ai, .eps)
Adobe® Photoshop® CS 2 or later for Mac (.psd, .eps, .tif)
Adobe® Indesign® CS 2 for Mac

or a combination of these files (include the file extensions at the end of your file name). You may supply a .PDF file **ONLY** if it is **HIGH QUALITY PRINT READY**.

Any format other than these will be converted to our work standards and will require more time and prep charges.

File must have 1/8" bleed, no template or donut embedded into the file and all text should be converted into outlines.

Preferred Graphics Files: Flattened EPS, TIF, BMP (for thermal print only)

Acceptable but not preferred: High Resolution (300 dpi) with bleed JPEG

To ensure proper final output, please use Pure Disc Digital's templates and include the template on a separate layer in your collected files. If you do not see the template you need, please contact your salesperson or client service representative.

Create artwork with a minimum 1/8" bleed around all edges and try to keep any text or vital information 1/8" from the edge of the document. Include crop marks for additional insurance. If your artwork is printing 4 color process, be sure your files are in CMYK format (**NOT RGB**). If your artwork is printing in spot colors (USE ONLY PANTONE® MATCHING SYSTEM), be sure to identify how many colors are being used and the PMS name/number of each. Be sure all collected images are 300 dpi and all screen and printer fonts are included (or create outlines where applicable). Include a B/W or color printed composite or JPEG/PDF file of the piece for reference.

Print samples and hard copies can be sent at an additional cost



DVD menu page specifications:

Provide your artwork in RGB photoshop file format (.psd) with the following criteria:

- Image size is 720 pp X 540 pp @ 72 dpi
- Title safe area is 54 pixels top/bottom - 72 Pixels left/right (do not exceed text, title treatment or any other vital information beyond this area)
- Video safe area is 25 pixels top/bottom - 35 pixels left/right (fill entire photoshop document with your background, but note that anything beyond this area will most likely not be seen)
- Any white text/logos etc. should be an RGB value of R:200 G:200 B:200
- NO color should exceed an RGB value of R:230 G:230 B:230
- Minimum of 16 point font size (no serif or extra fine fonts) should be used for text

To ensure proper final output, please use Pure Disc Digital's DVD menu template (attached) and include the template in your collected files. If you do not see the template you need, please contact your salesman or client service representative.

Make **ONE** separate layer containing all of the active highlights and activation buttons. Fill this with black and indicate the color values you wish to use. If your activation (the color your highlight might change to when selected) is going to be in a different area than the highlight, make **ANOTHER** layer named "activation", fill with red and indicate the color values. Highlight/Activation example: There is a bulleted list. The bullets highlight yellow when scrolling, when one bullet is selected the bullet AND the listed item turn green making it active).

