INSTRUCTIONS FOR PAPER PRINTED PARTS

These instructions are written for booklets and backliners but are equally applicable to the card wallet, lancing pack and digipack artwork. The key points are to ensure that you use bleed, don't put text or other important elements too close to the edge and always work at 300dpi in order to allow a crisp print. There are some examples of finished artwork files for card wallet and digipacks at the end of the document.

You should be using professional design software such as Indesign or Photoshop to work with these templates. If using GIMP make sure you select 300dpi resolution when you open the template files.

1) The templates have been saved at 300dpi. This is to help make sure you work at the correct resolution. Make sure you are not importing files at 72dpi (screen resolution) as these will be very fuzzy when printed. If a file is the wrong resolution it will be very small when pasted onto our template.

Please paste your artwork on top of the template and do not change the size or resolution of our template file – we print directly from the finished template file and this is set to the correct dimensions.

2) Please observe the key in the top left hand corner. You must supply 3mm of bleed – this is to the fine outer blue line in the template. Bleed is the extra ink beyond the point at which the paper will be chopped – this stops you getting white edges on booklets and is essential for a high quality finish.

3) The shaded blue area is a 'no text' area. Avoid putting any text or other important elements in this area as otherwise it runs the risk of being chopped. This includes the spines of the backliner.

4) Please work in CMYK mode. If submitting files in RGB mode you may find the colours look different in print (particularly very bright / luminous colours – these cannot be printed and will look more muted in CMYK).

5) Save each file with a **unique name** i.e. your project or band name in the file name (we already have about 8 million booklet.pdf files, we don't need any more).

6) Files can be saved as PDF, JPG or TIF.

Please flatten all the layers. This makes the files much smaller to send and avoids any issues with missing fonts, different PDF formats etc. If you have worked at 300dpi throughout then print quality will always be excellent.

BLEED:

Example of a booklet WITHOUT bleed:

The above image DOES NOT have bleed. It should stretch to the fine outer blue line which you can just make out in this image.

Example of a GOOD booklet – this has the correct bleed:

NOTE: pages should be laid out in 2-page spreads. These are the page spreads required for various booklet sizes:

4 page booklet
Page 4 - Page 1
Page 2 - Page 3

8 page stapled booklet
Page 8 - Page 1
Page 2 - Page 7
Page 6 - Page 3
Page 4 - Page 5

12 page stapled booklet
Page 12 - Page 1
Page 2 - Page 11
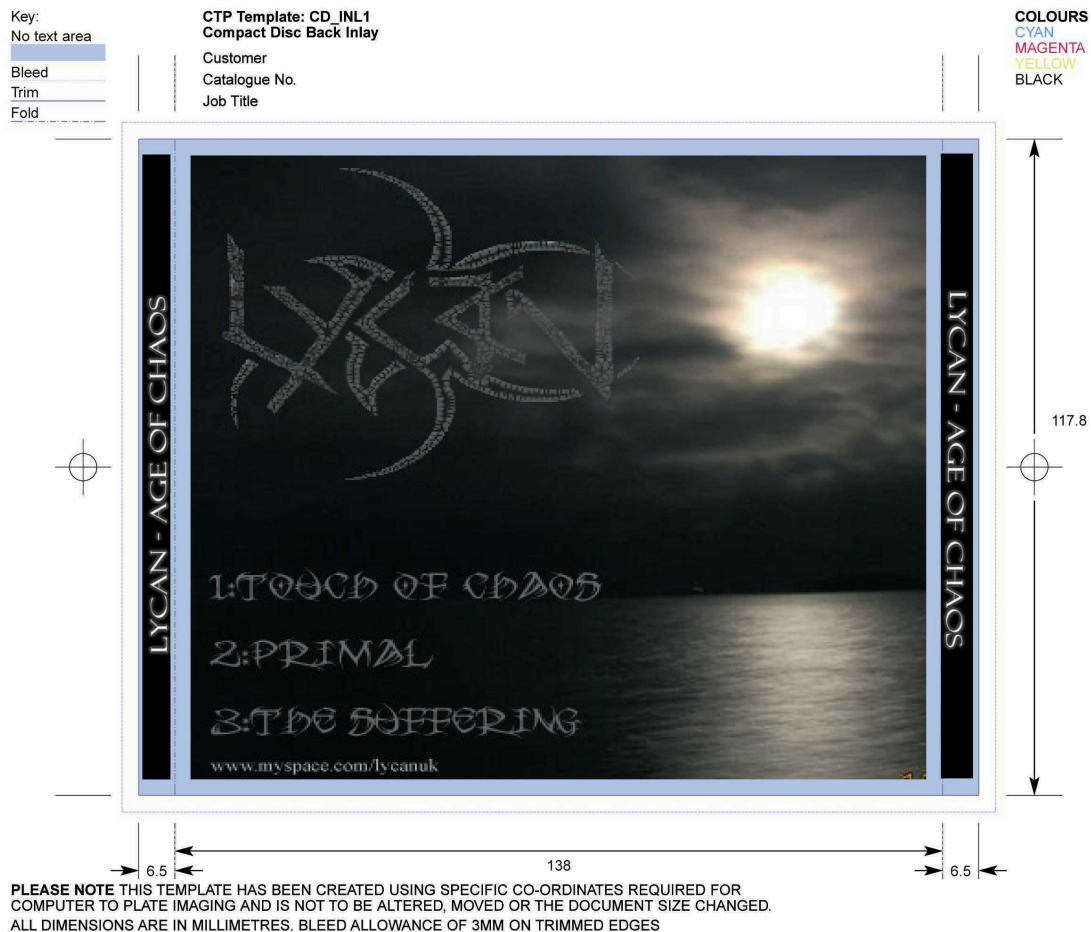Page 10 - Page 3
Page 4 - Page 9
Page 8 - Page 5
Page 6 - Page 7

16 page stapled booklet
Page 16 - Page 1
Page 2 - Page 15
Page 14 - Page 3
Page 4 - Page 13
Page 12 - Page 5
Page 6 - Page 11
Page 10 - Page 7
Page 8 - Page 9

TEMPLATES
Please make sure no part of the original template is showing or else this will print.

Example of a BAD backliner:

The above artwork will print with the blue parts visible as well. It also has no bleed – the artwork should go all the way to the outer thin blue line.
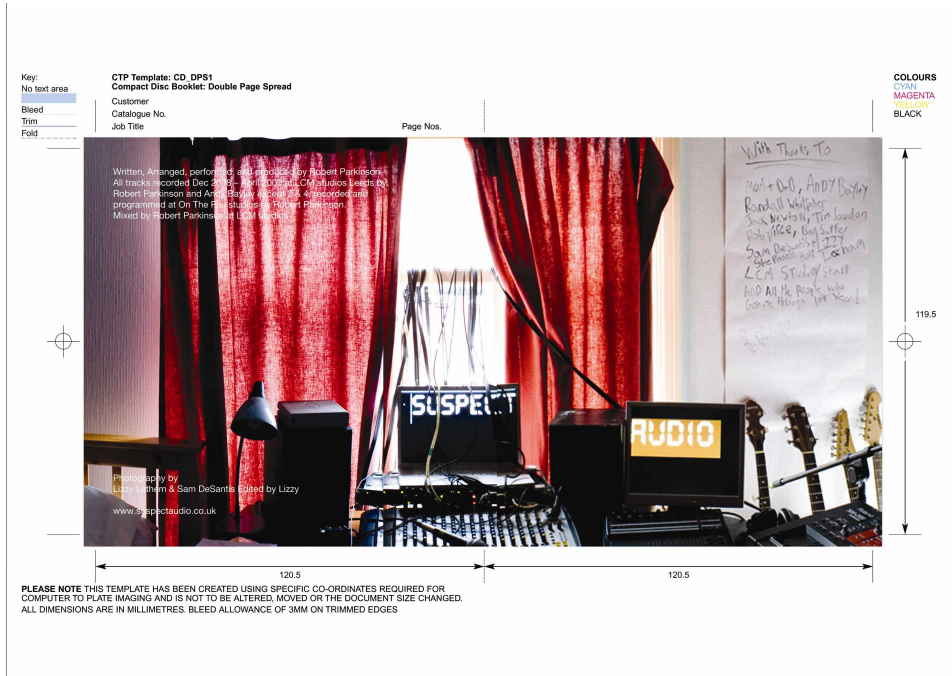
Example of a GOOD backliner:

This is fine as it has bleed and no parts of the template are showing. Also please note that the text on the spine does not fill the full width of the spine. This is important as it allows a margin of error on the printing and folding of the spines.
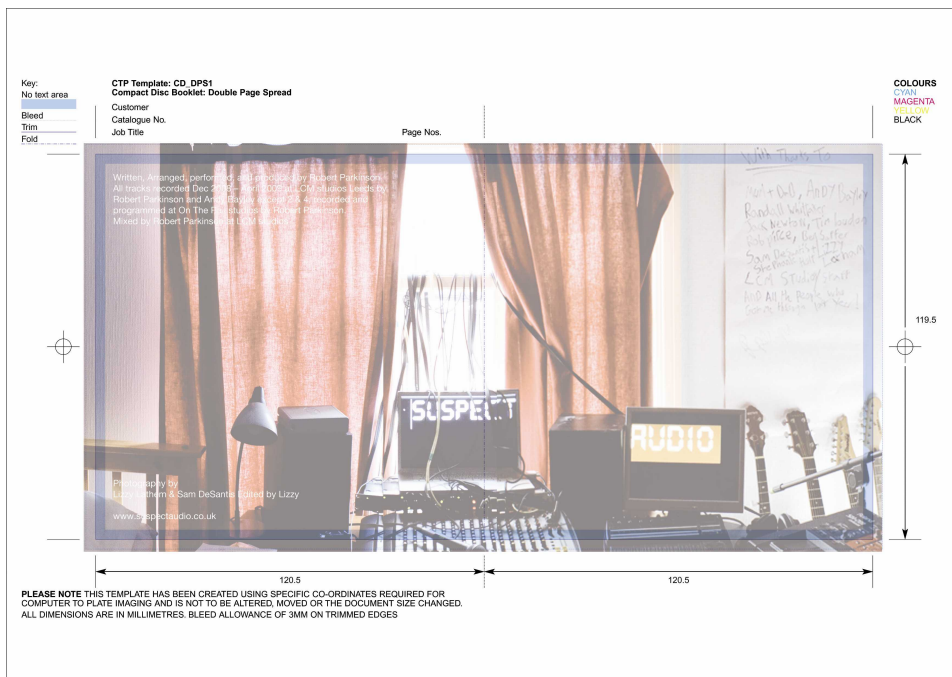
NOTES ON THE "NO TEXT AREA"

The following booklet has some text too close to the edge – into the "no text area" of the template, in the top right corner:
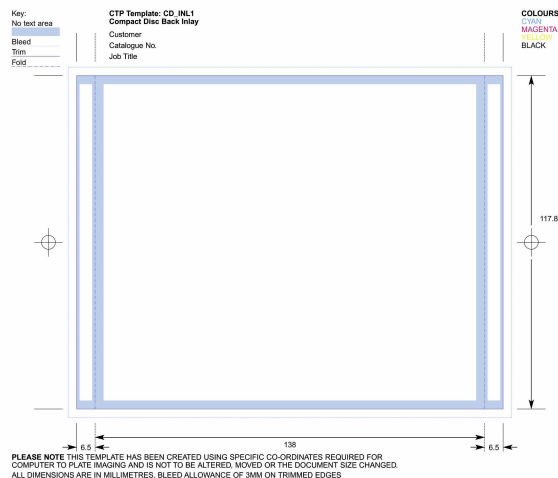

This is more obvious if we make the top layer translucent so you can see the template beneath:
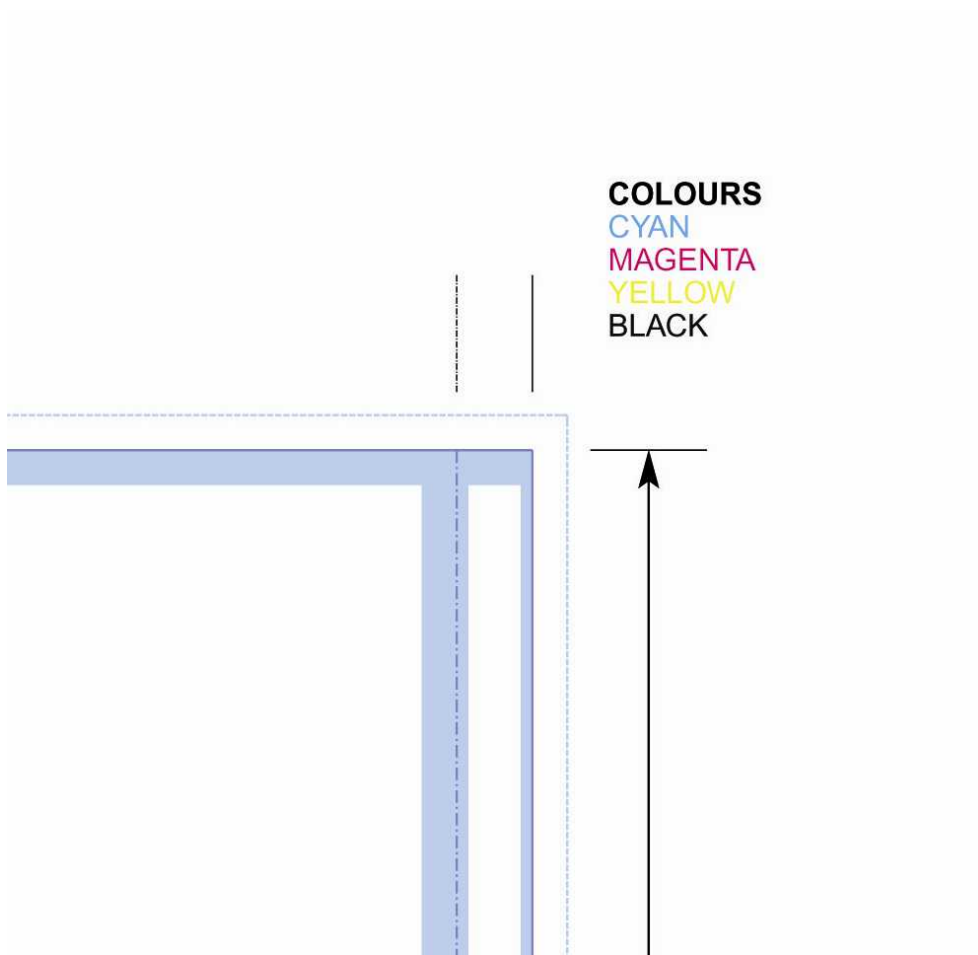
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This should be avoided to prevent this text being chopped off when the paper is cut to size. Also avoid putting other important design elements too near the edge or over the "no text area".

You should also take care to keep text out of this area on the backliner spines:

Key:
No text area

Bleed
Trim
Fold

CTP Template: CD_INL1
Compact Disc Back Inlay

Customer
Catalogue No.
Job Title

COLOURS
CYAN
MAGENTA
YELLOW
BLACK

117.8

6.5   138   6.5

PLEASE NOTE THIS TEMPLATE HAS BEEN CREATED USING SPECIFIC CO-ORDINATES REQUIRED FOR
COMPUTER TO PLATE IMAGING AND IS NOT TO BE ALTERED, MOVED OR THE DOCUMENT SIZE CHANGED.
ALL DIMENSIONS ARE IN MILLIMETRES. BLEED ALLOWANCE OF 3MM ON TRIMMED EDGES

COLOURS
CYAN
MAGENTA
YELLOW
BLACK

By keeping your text on the backliner spine away from the shaded blue "no text area" you will prevent the text going over the fold of the spine or being chopped off.

All of these provisions are to allow for the slight image drift and margin of error which is present in all printing processes.

EXAMPLE ARTWORK FILES

Here's a good digipack artwork file – correct bleed, no text too close to the edge. Proper job!

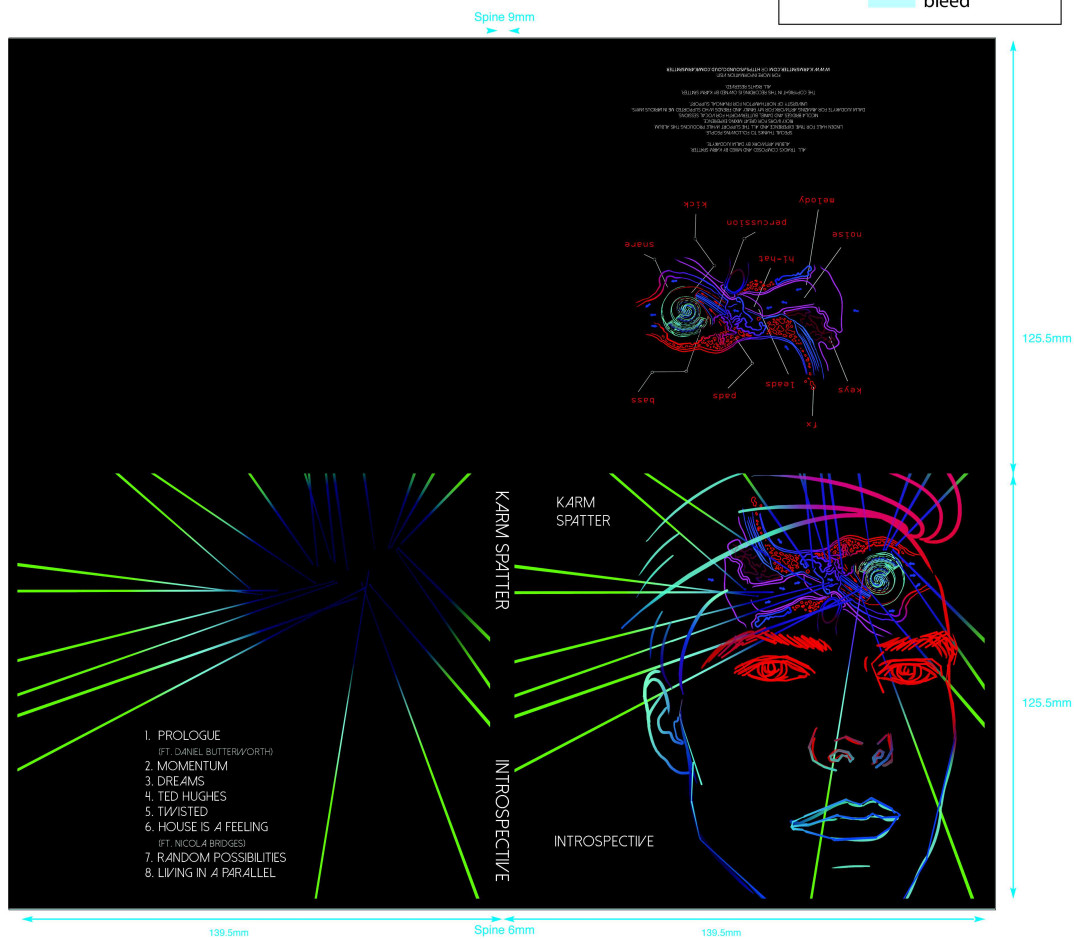Download the file here : www.short-run.co.uk/examples/exampledigipack.jpg

Example Card Wallet Artwork:

File can be downloaded from
http://www.short-run.co.uk/examples/examplecardwallet.jpg

print type | **litho or digital**

folded size | **124mm x 124mm**

key ——— cutter guide
- - - - fold
bleed