



**CD BOOKLET / INSERT / TRAY CARD
SPECIFICATIONS**

360 Steel Way · Suite 5 / Lancaster, PA 17601 / Tel: (717) 399-3405 / Fax: (717) 392-6740 / www.whitmoreprinting.com



We prefer files to be laid out in QuarkXpress or Adobe InDesign. However, we will support any of the following formats: Adobe Photoshop, Adobe Illustrator, Adobe Pagemaker, Macromedia Freehand and Corel Draw. (The chart below lists all company-supported software programs and the most recent versions.) We can also accept PDF's provided you use our Distiller settings which will be supplied upon request. If you have further questions please contact us - we are more than happy to help!

1. **Measurement** — For accuracy, set your measurements to millimeters. Conversion between inches and millimeters is not exact and can create problems when the final piece is sent to the CD manufacturer. The margin for error is very small — .5 millimeters tolerance for the tray card and 1 millimeter tolerance for the booklet/insert/folder.
2. **Document Size** — **Make the size of the document the trim size of the final printed piece.** Example: a tray card is 150mm x 118mm and with bleed 158mm x 126mm (assuming a 4mm bleed). Your document size would be 150mm x 118mm and you would bleed your elements outside of the 150x118.
3. **Bleed Allowance** — 4 millimeters is preferred.
4. **Extraneous Elements** — Do not use any crop marks, color bars, extra information (artist name, contact information, etc.) that is not to be printed. Extra information outside of the print area (on the paste board) creates a larger file. If crop marks, color bars, etc. are included we will remove them and apply our own for accuracy. (Note: If you have special folding or trimming instructions you may include a rule or line where you would like the fold.)
5. **Fonts** — Include both printer and screen fonts used by your document. Include any fonts used by supporting graphic files if the fonts have not been converted to curves/paths/outlines.

MAC: Must use PostScript Type 1 fonts. When stylizing fonts in any program do not use the fonts palette, simply select the face you desire from the font selection menu. (Example: Frutiger 67BoldCondensed)

PC/IBM: PostScript type 1 is always preferred however, True Type is acceptable. When stylizing in any program you must use the fonts palette as no other options are available; just make sure the typeface exists. (Example: There must be a

Helvetica Bold in order to print Helvetica Bold.

**Please avoid using OpenType and DFonts.*

6. **Colors** — Please remove all unused colors in your document. If your piece is to be printed in CMYK, convert all RGB and Spot colors to CMYK. Unless you intend for the piece to print with PMS colors, there should not be any spot colors present. ****Be sure all image links are updated prior to this procedure.**

Quark: Edit > Colors > Pull Down the Show menu and select Colors Not Used — Highlight and delete all colors (process colors will not delete). Once unused colors are removed pull down the Show menu again and select: Spot Colors and double click each and uncheck Spot.

InDesign: In your swatches/color palette left-click the right side arrow and click Select All Unused. If the icon directly to the right of your color name is a square with a dot in the middle you will double-click the color and change Spot to Process. If the icon is a shaded in square it already exists as a process CMYK color.

Pagemaker: Follow procedure for InDesign.

7. **Rich/Kicker Black** — For a rich black that will be printed using the four process colors use the following build: **C=40% M=40% Y=30% K=99%** — We have found this build produces the most consistently desirable results.
8. **Final Output** — Be sure to re-link / update all images. Include all support files: fonts (printer and screen fonts) and images (in CMYK format). Do not send files with embedded images. In Pagemaker, you can check this by going to: File > Links Manager > Highlight an image and click Options. Both boxes should be unchecked. Using the Preflight and Package feature in InDesign and Collect For Output in QuarkXpress is a good idea for this process.

9. **Page Layout** — All pages of the project should be contained within one document. (Example: a tray card that is 4/4 will be one document with two pages. A 12 page booklet could be 12 separate pages (121mm x 120mm) or 6 - 2 page spreads (242 x 120mm).

10. **File Submission** — There are several methods of submitting files: CD-ROM, ZIP Disk, Email and FTP Server. When sending, emailing, or FTP'ing files, you must archive all the files into a ZIP (if sending from PC) or SIT (if sending from Mac). This ensures that nothing is lost, including the Resource Fork information for Mac files. If submitting via disk, please write down whether it is Windows or Mac; what software was used, and what version.

CURRENTLY SUPPORTED SOFTWARE

MACINTOSH (OS 9.1, 9.2, 10.3)		WINDOWS (2000, XP)	
SOFTWARE	VERSION	SOFTWARE	VERSION
QuarkXpress	4.1, 5.01, 6.0	QuarkXpress	4.1, 5.01
InDesign	2.0, CS	InDesign	2.0, CS
Pagemaker	6.0, 6.5, 7.0	Pagemaker	6.5, 7.0
Photoshop	5.5, 6.0, 7.0, CS	Photoshop	5.5, 6.0, 7.0, CS
Illustrator	8.0, 9.0, 10.0, CS	Illustrator	10.0, CS
Freehand	10.0	Freehand	8.0
		Corel Draw	7.0, 9.0, 10.0, 11.0, 12.0

Folders

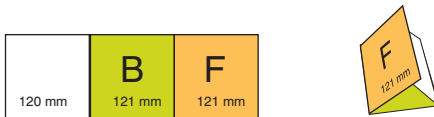
2 Page Folder



4 Page Folder



6 Page Folder (Roll/Barrel)



6 Page Folder (Accordian / Z Fold)



8 Page Folder (Half Fold)



8 Page Folder (Gate Fold)

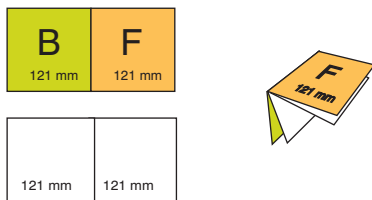


8 Page Folder (Roll Fold)



Booklets

8 Page Stapled Booklet



Additional Pages may be inserted



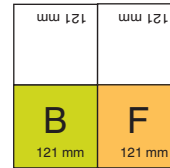
Tray Card

Standard Tray Card

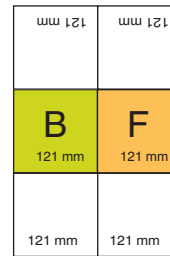


Posters

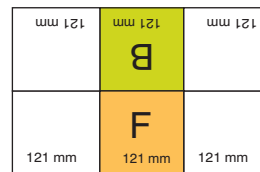
8 Panel Poster



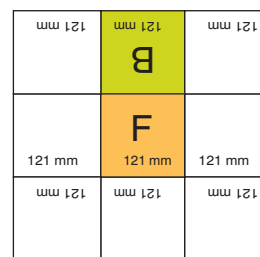
12 Panel Poster



12 Panel Poster

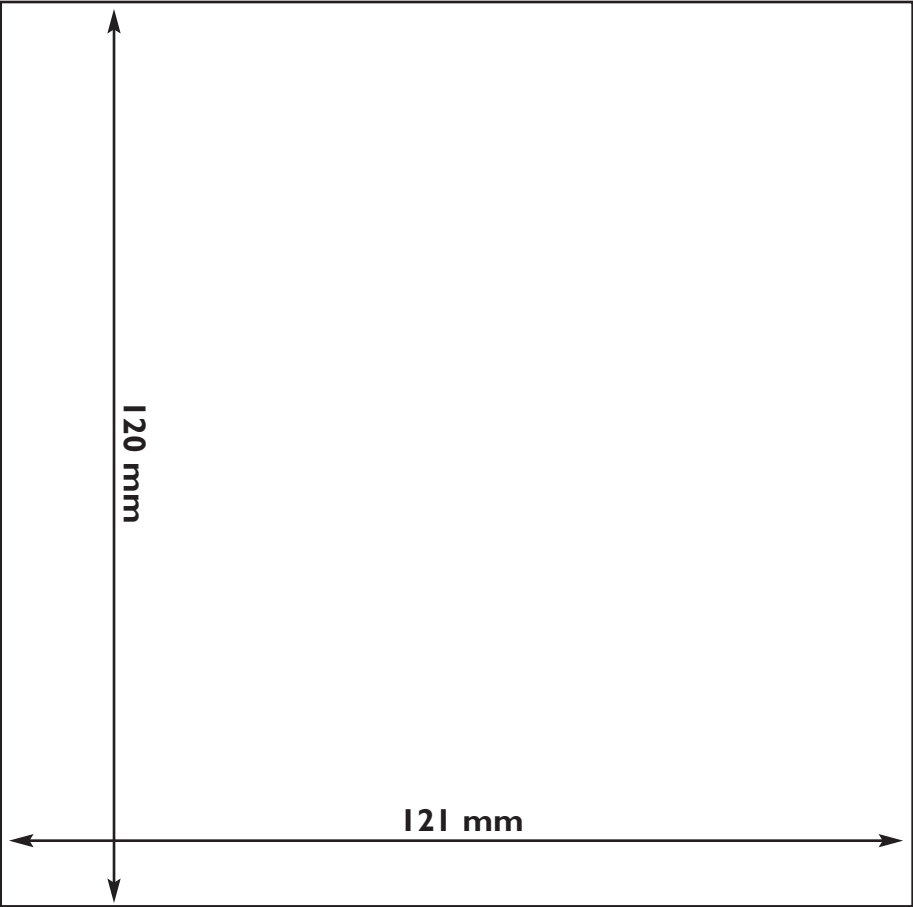


18 Panel Poster

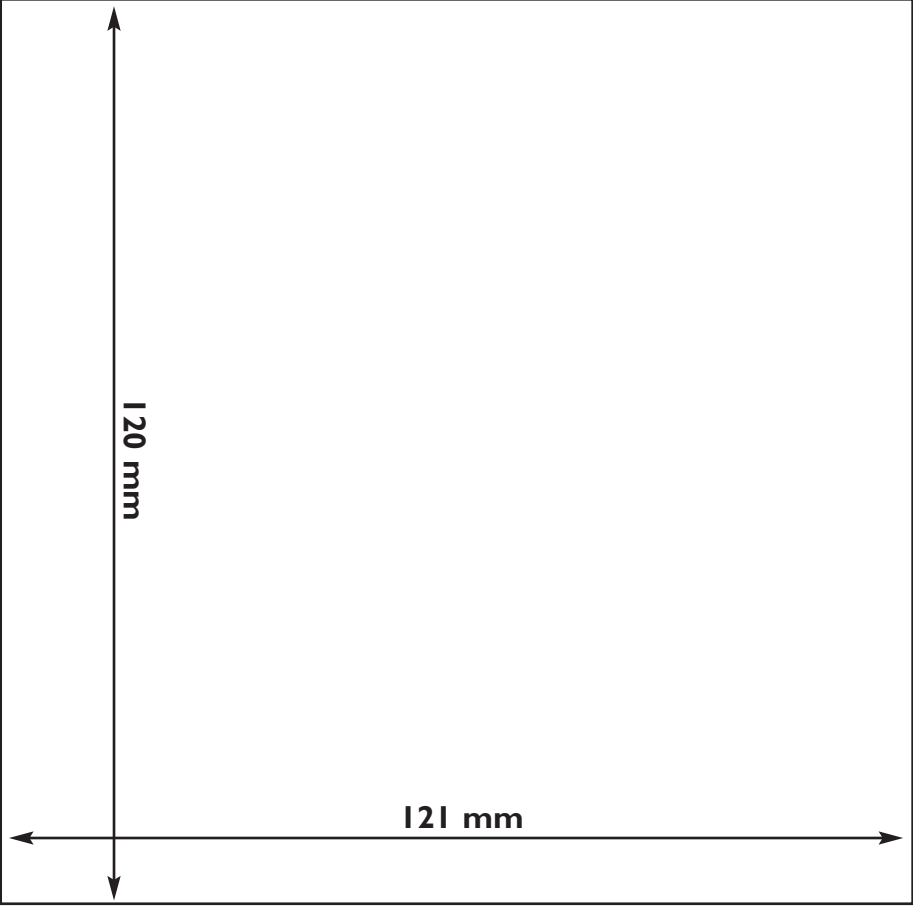


**Standard panel dimensions are 121mm x 120mm

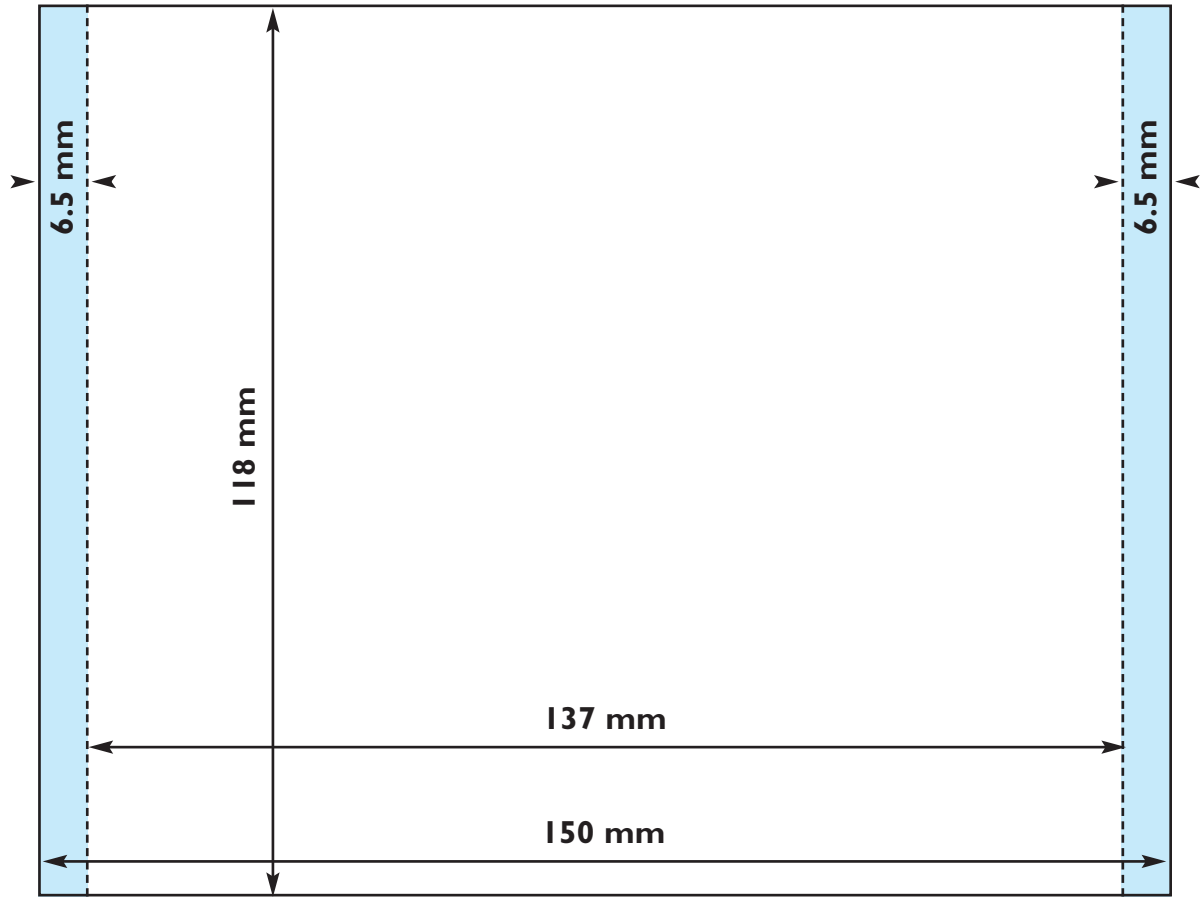
Booklet / Insert (Front / Cover):



Booklet / Insert (Back):



Tray Card (Viewable Side / Back):



Tray Card (Inside / NON-Standard):

