Pacific Northwest X-Ray Inc.

PO Box 625 * Gresham, OR 97030
http://www.pnwx.com/
Toll-Free: 800-827-9729 Fax: 503-666-8855

ARTWORK SUBMISSION GUIDELINES FOR CUSTOM PRINTED MEDICAL CD-R'S

FOR NON-GRAPHIC ARTISTS

For a small fee, TSI will design the artwork for your custom printed cd-r via one of the two following methods...

1.   Via email, send a black and white or color version of your logo. Avoid pulling the logo from the Internet since Internet logos are not high resolution and do not print well. We suggest you send a high resolution (300 dpi), clean looking logo.

E-mail to: tsi-art@pnwx.com

2.   Or, we can scan your logo using your letterhead, stationary, or other printed piece. Send the logos complete with daytime contact information <u>and</u> e-mail address to:

ATTN: Art Department
TSI Medical/PNWX
24831 Avenue Tibbitts
Valencia, CA 91355

After your design is complete, TSI will email you a pdf proof of the design for your approval. It is very important you include complete contact information including daytime phone number and e-mail address!

FOR GRAPHIC ARTISTS

FILE TEMPLATES:
The CD-R template can be found at: www.pnwx.com/cdr/

FILE FORMAT:
The following file formats are accepted: EPS, AI, QXD, PSD, TIFF, PDF, JPEG (all 300 dpi)

RESOLUTION:
All files must have a minimum of 300 dpi resolution. Images less than 300 dpi have reduced image quality.

CD-R LABEL SIZE:

Disc size:	Center hole:	15mm diameter
	Outer edge:	120 mm diameter
	Inner print limit:	36 mm diameter
	Outer print limit:	117 mm diameter

CD-R LABEL COLOR AND PRINT GUIDELINES:
Label art can be up to 5 spot colors printed on a white background.

Label art should be submitted as black and white or grayscale. We can then assign a spot color for the art. Typical print colors are Black, Red (pms 185), Blue (pms 072), Reflex Blue, Pantone Green, Pantone Yellow, and Pantone Purple. Other pms colors are available upon request. The art image cannot be inside the 36 mm diameter, or outside 117 mm diameter. Keep type size 6 point or larger!

FONTS:
Include a copy of ALL fonts used in you files. If EPS images are linked, be sure to include all linked fonts as well. Be sure to include both printer fonts and screen fonts for your files.

Quark Express: Fonts and images must be included with all files submitted.

Fonts must be embedded in PDF files.

Fonts must be outlined or converted to paths or curves in Illustrator AI, EPS files.

PROOFS:
We encourage the submission of high quality color accurate proofs.

A low-resolution electronic proof in PDF format can be e-mailed.

HELPFUL APPLICATION NOTES:
Adobe Illustrator: AI, EPS – Convert all fonts to Outlines. Do not embed images, link them to the document and submit them with native document.

Adobe Photoshop: EPS, JPEG and TIFF accepted. Files must meet a minimum of 300-dpi requirement and be converted to CMYK or SPOT colors for CD/DVD labels for silk screening.

Quark XPress: All Fonts and Images (graphics) must be included (we recommend using "Collect for Output") with all files submitted

Adobe Acrobat: PDF format. All resulting PDFs must be high resolution. Fonts must be embedded on all PDF files.

20070117