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STEP BY STEP GUIDE TO PREPARING MATERIALS FOR REPLICATION

You need to provide **EVERTECHNOLOGY** with:

- ☛ Disc master (containing the content to be replicated)
- ☛ Artwork disc (containing the artwork files for disc label art and any paper parts – don't forget 3mm bleed on paper parts artwork)
- ☛ Colour printout of artwork files to show us what is on the artwork disc
- ☛ A completed Print Instructions form (blank form is emailed with your quotation)
- ☛ A completed and signed EVERTECHNOLOGY indemnity form (blank form is emailed with your quotation)
- ☛ A signed letter on letterhead from the owner of the disc content stating that you have the right to reproduce (if you own the content, then a letter from you stating this fact is fine)
- ☛ 50% deposit (unless you have an established credit account with Evertechnology)

All materials should be delivered during business hours (9AM to 5PM, Monday to Friday - excluding public holidays) to:

EVERTECHNOLOGY Pty Ltd
Unit 1
45 Queens Road
Everton Hills, Queensland, 4053

Here's how to prepare everything (see following pages)...

STEP 1: DISC MASTER

Format	Preferred Media for Master	Also Accepted	Data Maximum
80mm CD	CD-R or Replicated Disc		180 MB (approx 188,500,000 bytes)
120mm CD	CD-R or Replicated Disc		650 MB (approx 667,200,000 bytes)
120mm DVD5	DVD-R or Replicated DVD5	DLT	4.37 GB (approx 4.7 billion bytes)
120mm DVD9	2 x DVD-R or Replicated DVD9	DLT x 2	7.95 GB (approx 8.5 billion bytes)
120mm DVD10	DLT x 2	N/A	8.75 GB (approx 9.2 billion bytes)

Note: the commonly quoted DVD capacities of 4.7GB for DVD5 and 8.5GB for DVD9 actually refer to billions of bytes rather than true gigabytes (1024Bytes = 1KB, 1024KB = 1MB, 1024MB = 1GB).

Compact Discs

- ☞ *New Titles:* Obtain at least two brand new, blank mastering-grade CDRs (we recommend Mitsui Gold, but you may prefer another high quality brand). Burn your content DISC-AT-ONCE not TRACK-AT-ONCE (this applies to all formats – Audio, ROM, Hybrid and VCD).
- ☞ Record all CD-R masters in 4x speed or less.
- ☞ *Previously replicated titles:* A replicated CD may be provided as a master
- ☞ Carefully check masters. Audio should be checked for skipping, clicks and other unwanted audio. ROM, Hybrid & VCD masters should be tested on all intended platforms and disc players – and be sure to include the autorun file if this is intended.
- ☞ Make sure all master copies submitted are completely clean – no fingerprints, smudges, scratches (even if tiny) or other blemishes.
- ☞ Place each master in a hard plastic CD Case and clearly label the case with the title, your name and your phone number.
- ☞ Two (2) equal quality masters should be provided to avoid production delays in the event that one master fails readability analysis
- ☞ Additional charges and delays in production may result if masters are not prepared to EVERTECHNOLOGY specifications.

DVD-5, DVD-9, DVD-10

- ☞ The following information must be provided in writing for each DVD title:
 - TV Standard for each Side: PAL or NTSC
 - Region coding: 0 to 8
 - Format (1): DVD-5, DVD-9 or DVD-10
 - Format (2): DVD-Audio, DVD-Video or DVD-ROM
 - CSS encryption Y/N (generally not included)
- ☞ A DLT (digital linear tape) is mandatory if ordering CSS (content scrambling system) encryption
- ☞ Record DVD-R masters at rated speed for media.
- ☞ Carefully check masters. Multimedia should be tested on all intended platforms and disc players. Audio should be checked for skipping, clicks and other unwanted audio. DVD menu navigation should be *thoroughly* tested.
- ☞ Make sure all master copies submitted are completely clean – no fingerprints, smudges, scratches (even if tiny) or other blemishes. Place each master in a hard plastic case and clearly label the case with the title, your name and your phone number.
- ☞ Additional charges and delays in production may result if masters are not prepared to EVERTECHNOLOGY specifications.

STEP 2: ARTWORK DISC

Accepted artwork formats:

MAC	PC
Adobe Acrobat (to version 6.0) *preferred*	Adobe Acrobat (to version 5.0) *preferred*
Adobe Illustrator CS (to version 11.0) *preferred*	Adobe Photoshop (to version 7.0)
Adobe Photoshop CS (to version 8.0)	Adobe Indesign (to version 2.0) *preferred*
Adobe Indesign CS (to version 3.0) *preferred*	CORELDRAW (to version 12.0)
QuarkExpress (to version 6.0) *preferred*	
Macromedia Freehand (to version 9.0) *preferred*	

Note: Microsoft Publisher and Microsoft Word documents cannot be accepted.

General Instructions

- ☉ Provide all images at 300DPI. All EPS and TIFF files must be supplied. Colour scans must be CMYK TIFF or EPS – no JPEG images. All fonts, including both screen and printer fonts must be provided if not using PDF. Be sure to choose 'embed all fonts' if creating PDFs for artwork.
- ☉ 3mm bleed on all paper parts (booklets, inlays, cardboard wallets etc). No bleed on disc label art.
- ☉ Number (or describe) all booklet pages – front cover, back cover, inside front cover, inside back cover, page 1, page 2...or similar.
- ☉ No RGB images. Must be CMYK for paper parts and CMYK or Pantone colours for disc label art.
- ☉ Convert all text to vector art where possible – very important for crisp text reproduction :
 - Illustrator & InDesign – select type using SELECT tool (arrow), under TYPE drop down window, CREATE OUTLINES
 - CORELDRAW – Select type, under ARRANGE drop down window, click CONVERT TO CURVES
 - Freehand - select type using SELECT tool (arrow), under TEXT drop down window, CONVERT TO PATHS
 - QuarkExpress – do not convert
 - Photoshop – should be flattened, in CMYK colour mode, and at 300 DPI
- ☉ Receive the appropriate art specifications from Evertechnology customer service (generally forwarded with your quotation). Follow all instructions including impositions, cropmarks, bleed, resolution and other technicalities. Additional charges and delays in production may result if artwork is not prepared to EVERTECHNOLOGY specifications.

Tips for successful disc label printing

- ☉ **Pantone colours are highly preferred for disc label art** – both for colour accuracy and richness of colour when printed on your disc. Large blocks of solid colour (especially light or mid-range colours) should always have a Pantone colour number specified. Don't print less than 100% of a Pantone colour unless you also use a white base (or colours will fade).
- ☉ **CMYK** designs are preferred for intricate full colour (e.g. photo) images. A white base is essential for CMYK printing, as colours will fade or have a metallic effect if printed without the white base.
- ☉ **Unprinted areas** of the disc will be silver unless you have specified a white base to be used.
- ☉ **Don't mix** Pantone and process (CMYK) colours. These are very expensive to proof.
- ☉ **Avoid tonal range fades** (vignettes) of more than 40%. If we tried to print a design that went from 0% to 100% of a colour across the disc, the result would be unsuccessful.
- ☉ If you intend to use **half-tone images**, the ideal tonal range is 15% to 85%. Less than 15% will disappear. More than 85% will fill-in.

STEP 3: PROVIDE A COLOUR PRINTOUT OF THE ARTWORK

We will NOT use this as a colour proof unless it is a chemical, Cromalin or professional digital (EPSON9000, Sherpa or similar) proof – it will not be colour accurate.

We use this colour printout as a reference only – to know what is on the artwork disc. If you have prepared your disc label art using Pantone colours (a great idea), please indicate the colours used on this printout.

STEP 4: PROVIDE THE REQUIRED DOCUMENTATION

A. When you request a quotation, the indemnity & print output request forms will be sent across to you via email. Please fill in the forms and send back to us.

B. In addition, we require a letter regarding ownership of the title.

1. This letter must be signed by an authorised representative of the entity (e.g. company or private individual) that owns the content on the title.
2. This letter must be on official letterhead and be an original (not faxed or photocopied) document.
3. This letter can usually be really quick – ‘I hereby state that the content contained on the master (*name of title*) _____ is owned by (*name of entity that owns the content*) _____ and that (*the name of your organization*) _____ has the right to reproduce this title.’

STEP 5: ORGANISE PAYMENT OF YOUR DEPOSIT

Payments can be made by via credit card, EFTPOS (at our sales office in Richmond) or via direct deposit into our bank account. Cheques are not accepted (unless three days clearance allowed).

☎ To pay via credit card or EFTPOS:

Call 1800 245 476 during business hours (9-5, Mon-Fri) – you will need to come into our Everton Hills office for EFTPOS payments, but credit card payments can be made over the phone.

☎ To pay via direct deposit:

Our bank details are as follows.

Please contact us to advise when your payment has been made.

Account Name: Willow Media Pty Ltd T/A EverTechnology

Bank: WBC

Branch: Carindale

BSB: 034026

Account Number 171831