

## For Your Information

Exomedia strives to provide the best for our clients, both in product quality and service. With this in mind we believe that the greatest chance for client satisfaction begins with clear communication and understanding of the processes, specifications, and responsibilities in advance of any work taking place. Should you have any questions regarding the information noted below please contact us right away and we will be happy to help you.

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### Audio Master:

- In the event that you require post-production work (also referred to as 'mastering') Exomedia provides professional and affordable digital audio mastering services.
- Unless otherwise specified, our CD manufacturing quote is based on client-supplied content saved on CDR with a maximum of (a) 700mb of data for CD ROMs, or (b) 72 minutes of music content for audio CDs.
- When making your master copy it is recommended that you use a premium quality CDR and that you burn the disc at the slowest possible speed. We also recommend that you make a back-up copy of your master in the event the production master fails.
- Please label your master clearly with the project title, your name and phone number.
- The content and quality of the master is the sole responsibility of the client. Please note that your supplied master is considered to be in FINAL FORM and to be ready for manufacture as-is, so make sure that you have checked the content on your master thoroughly and that it runs/performs exactly the way you want it.
- To ensure the master does not get damaged, please protect the disc in a jewel case or other appropriate packaging.

### Artwork Submission & The Proof Process:

**IMPORTANT:** If you are supplying your own artwork files please thoroughly review our Artwork Submission Guide that begins on Page 4 of this document. Client-supplied artwork is to be in final form, to our specifications, and on our design templates. Artwork that does not conform to our specifications will be rejected.

- Upon receiving client-supplied artwork we put the electronic files through a 20-point Checklist to make sure that they meet our printing specifications before going to press. Artwork that does not meet specifications will be rejected.
- Notification of rejected artwork will be made by email or phone. Notification will include a list of artwork discrepancies that need to be fixed. Should the client want ExoMedia to fix the artwork we will supply a written quote for your consideration. Acceptance of the quote must be made in writing (via email is acceptable).
- For artwork files that meet specifications, we provide (a) proofs forwarded by e-mail in .pdf file format for your final review and approval, or (b) printed paper proofs that are available to be picked up from our office.
- **IMPORTANT:** When viewing .pdf file proofs on your computer please note that both the artwork and proofs are formatted in the CMYK colour mode. Computer monitors display images using the RGB colour mode so there may be a variation in the way some colours or images are represented. Please review the Artwork Specifications Guide for further information.
- If the client decides to make changes or submit revised artwork after the proof has been provided, an additional prepress charge of \$35 will be applicable for reviewing the revised files. This charge includes a new proof. Each subsequent round of revisions will be subject to another \$35 charge per round.

- It is the sole responsibility of the client to review all details of the supplied proof, which includes (but is not limited to) layout/design, dimensions, spelling, and punctuation.
- ExoMedia must receive written approval of the proofs in order to proceed with production (approval via email is acceptable). A verbal approval cannot be accepted.
- After receipt of the client's written approval to proceed with production, the client indemnifies and holds ExoMedia Inc. free from responsibility and liability for any errors or omissions in design that are subsequently found.
- The client acknowledges that the reworking and/or reprinting of materials due to client error is at the sole expense of the client. These costs will be formally quoted and must be approved in writing by the client before any additional work will proceed (a verbal approval cannot be accepted).

#### **Intellectual Property Rights:**

- A signed IPR (Intellectual Property Release) Form must be received by ExoMedia Inc. at the time your order is placed and assets delivered. Inability or failure to provide a completed IPR Form will result in delay or cancellation of your order at the discretion of ExoMedia.
- An IPR Form can be obtained from our website:  
<http://www.cdmanufacturing.ca/pdfs/ipr.pdf>

#### **Mechanical Licensing (if applicable):**

- Mechanical licensing must be obtained for any/all content on your CD that is not your intellectual property (ie: cover songs, etc.).
- You must provide proof of licensing at the time you place your order and delivery your assets to ExoMedia Inc.
- Proof of mechanical licensing consists of either (a) copies of the licenses you have already obtained, or (b) copies of the submitted license application forms along with proof of payment (ie: photocopy of the cheque, etc.).
- In Canada, mechanical licenses are obtained from the Canadian Musical Reproduction Rights Agency (CMRRA) in Toronto, Ontario. For detailed information and licensing rates please visit the CMRRA online at <http://www.cmrra.com>
- In the USA, mechanical licenses are obtained from The Harry Fox Agency. For detailed information please visit <http://www.nmpa.org>
- Mechanical licensing forms are available from our website:  
<http://www.cdmanufacturing.ca/pdfs/mechanicals.pdf>

#### **Payment:**

- Unless otherwise stated in writing, all prices are in Canadian currency with applicable tax(es) extra.
- Unless otherwise specified in writing, our quote is based on a minimum 50% downpayment with the balance to be paid in full prior to the release of the finished goods.
- We accept payment by cash, Interac, Visa, Mastercard, and certified cheque or money-order.
- If paying by personal cheque we must wait for the cheque to clear our bank before we can either (a) begin work, or (b) release products.

#### **Production Time-Lines:**

**IMPORTANT:** We strongly recommend that CD-release events are not booked until after you have received your CDs. Though not common, delays sometimes occur.

- Unless otherwise specified in writing, the typical production/delivery timeline for manufacturing replicated CDs is 2 to 3 weeks after (a) all assets have been received from the client, and (b) written approval of the proofs have been received from the client. This 'typical timeline' is an estimate and should not be considered a guarantee.

- Typical production/delivery timeline for manufacturing duplicated CDRs is dependent on the quantity ordered and the packaging specifics. Many duplicated orders can be produced within days of ExoMedia receiving all assets and proof approvals.
- It is the sole responsibility of the client to make any production/delivery deadlines known to ExoMedia Inc. no later than the time the order is placed and assets delivered.

**Delivery:**

- Unless otherwise specified in writing, our quoted price is based on the goods being F.O.B. our office (Langley, British Columbia CANADA). Shipping/delivery costs are extra.

**Product Guarantee:**

- ExoMedia Inc. stands behind the quality of our products and we will replace any product with obvious manufacturing defects after the defective goods have been returned to us.
- Returns will not be accepted without prior authorization.
- Any claims for shortages must be made within 10 days of receipt of goods.

## Artwork Submission Guidelines

Unless otherwise specified, the quoted CD/DVD manufacturing price is based on client-supplied artwork in final form, on our design templates that meets our specifications. ExoMedia Inc. also provides professional and affordable graphic design services should you require them. Please contact us with any questions regarding Graphic Design or the Submission Guidelines noted below.

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### IMPORTANT: General Design Rules

- Design files must be on our templates (<http://www.cdmanufacturing.ca/cd/templates.htm>).
- Your design page properties must be set at a minimum of 300dpi.
- Your design page properties must be set for CMYK print (not RGB).
- All scans/bitmap images must be converted to CMYK or greyscale (not RGB).
- All scans/bitmap images must be 300dpi and (preferably) be saved as .tif or .bmp files and not .jpg or .gif.
- Since smaller text tends to be 'pixelated' when included in bitmap images we recommend you only use Photoshop for image processing and not for general graphic and text layout. It is preferable to import your bitmap images into Illustrator or Corel Draw and then complete the design process there using our design templates.
- For all text, we recommend (and prefer) that you include all font files with your artwork. Alternatively you can either (a) 'outline' them if using Adobe Illustrator, or (b) 'convert them to curves' if using Corel Draw.
- You should link (or place) your images and include a copy of all used image files (please do not embed them).
- Electronic files received from clients are considered to be in FINAL FORM. Changes and corrections made to electronic files after proofs have been generated will incur charges.
- Always enclose a colour printout of all final files for our reference.

### IMPORTANT: Differences Between CMYK and RGB

Designing graphics and artwork for the internet is different than designing artwork that is going to be output for print. Failure to understand the difference between the CMYK and RGB colour modes can lead to disappointing print results. If you are not experienced in designing artwork for print there are some very important issues to be aware of:

- Computer monitors, digital cameras and televisions use the RGB (red, green, blue) colour mode to display images, however, all commercial full-colour printing companies use the CMYK (cyan, magenta, yellow, black) printing process and inks. Most of the colours you view on your RGB monitor can be duplicated in the CMYK printing process, but not all.
- Your RGB monitor displays images by generating light, and so it can create vibrant colours. Paper can only reflect light, so if you print vibrant RGB colors in CMYK onto paper they are duller.
- If you're designing for CMYK print your page properties and your artwork images must be in the CMYK colour mode... and that can cause variations between the colours you see on your screen (in RGB) compared to what will actually print (in CMYK).
- The colour display on your monitor is not likely to be 'true'. Calibrating your monitor for design in CMYK provides a better representation of the true print colours on the screen so that there is less variation between the colours you see on the screen compared to what is printed. Please note: Though colour calibration improves the accuracy of the colour display, the monitor is still not going to be 100% accurate.

- If printing your own colour proofs to check your designs, also realize that there are variations between different types of paper stocks, printers, print methods, and proprietary inks.

### **IMPORTANT: Differences Between The Disc Print and The Paper Print**

- At ExoMedia Inc. our paper inserts and packaging are printed using the Four Colour Printing Process (CMYK) which uses translucent ink that is layered one on top of another. Our standard CD quotations are inclusive of three spot colour (PMS) inks which are pigment based inks and can be much brighter than the process colours.
- If matching the disc to the rest of the package is important to you, you should design with a Pantone solid-to-process guide handy. That guide will show you which PMS spot colors have close Process Print equivalents.
- If you upgrade to our full-colour (CMYK) printing on your disc, you will increase the chances of your disc matching the rest of your packaging. Since the packaging will be printed using offset lithography, which is a different process than the silkscreen printing used on the discs, an exact match still may not be possible.
- Additionally, the material that is printed onto can affect the visual appearance of the print, as white paper and silver coloured plastic are inherently very different materials.
- If you upgrade to four-color silkscreen printing on your disc, you will greatly increase the chances of your disc matching the rest of your packaging. Since the packaging will be printed using offset lithography, which is a different process than the silkscreen printing used on the discs, it is still difficult to provide you with an exact match.

### **IMPORTANT: Bleed**

- Please take note of the crop marks (also referred to as 'cut lines') on the design templates. After the paper is printed, these marks are the guidelines where the blade will cut the paper down to its finished size in the bindery process.
- If your design (or any colour other than white) is going to touch the finished edge of the print you must extend (or 'bleed') your design and additional 1/8" past the cut lines to allow for slight variations in the bindery process.
- The CD artwork must also include a 'bleed' if your design is going right to the edge of the inner ring and/or the outer edge of the disc.

### **IMPORTANT: Leave Space**

- Don't crowd text or graphics too close to the finished edges of the print or the folds. It is generally advisable to leave 1/4" (6mm) margin.

### **CD/Disc Artwork:**

There are a number of different ways to print your design onto the CD itself. Please ascertain which method of print your quotation was based on. The most common methods are:

Screenprint (most cost-effective for 500+ CDs):

- Artwork resolution should be 300 dpi.
- For CD surface prints the minimum text size is 4 points (6 points if printed reverse).
- The minimum line width is 0.15mm (1/2 point) – or - 0.30mm (1 point) if printed reverse.
- Minimum screen is 15% and the maximum screen is 85%.
- High-contrast images work best. Subtle changes in tone can be lost in the screenprinting process. The line screen on the disc is 100 LPI, which produces lower quality images than the higher LPI for paper print and packaging.
- Gradients or blends do not print well, and can look uneven or blotchy. It's generally recommended that you avoid gradients or blends on the disc.
- If not being printed CMYK (4 colour process) the ink colours should be specified as Pantone (coated) colour numbers.

- For a CMYK print, it is recommended that a white background/flood print be included. Please note that this flood print would then be charged out as a 5<sup>th</sup> colour.

Black Thermal Print (most cost effective for less than 300 CDs):

- A black thermal print is often mistaken for a black screenprint. When properly designed a black thermal print looks very effective on the silver face of the CD.
- The thermal print is best suited for text and simple graphic images.
- Black thermal print is not well suited for bitmap images or large areas of solid colour.
- Resolution should be 300dpi.
- For CD surface prints the minimum text size is 5 points. The minimum line width is 0.15mm (1/2 point).

Printed Paper Label (most cost effective for less than 300 CDs):

- Our paper labels are digitally printed (CMYK) 1200dpi on high quality label stock.
- Best results are obtained if the minimum text size is 4 points (6 points if printed reverse). The minimum line width is 0.15mm (1/2 point) – or - 0.30mm (1 point) if printed reverse.
- Due to slight variations in printing tolerance please avoid designing a circle or ring near the outer edge of the label.
- Best results are obtained when the design bleeds off the edge of the label stock.

**The Graphic Artist or Designer:**

- Please include the name of the person who has designed and formatted the artwork for submission. Include the designer's phone, fax and e-mail address in the event we need to make contact. Please also include the designer's mailing address if it is necessary for us to return supplied artwork discs, etc.

**Computer Platforms and Programs:**

- Exomedia accepts artwork files in PC and Mac formats using the following programs: Adobe Illustrator, Adobe In Design, Adobe Photoshop, Quark Express, and Corel Draw.
- Artwork can be supplied on floppy disc, CDR, Iomega Zip 100, Iomega Jazz 1 GB, by email, and by FTP (please contact us for directions in uploading to our FTP site).

