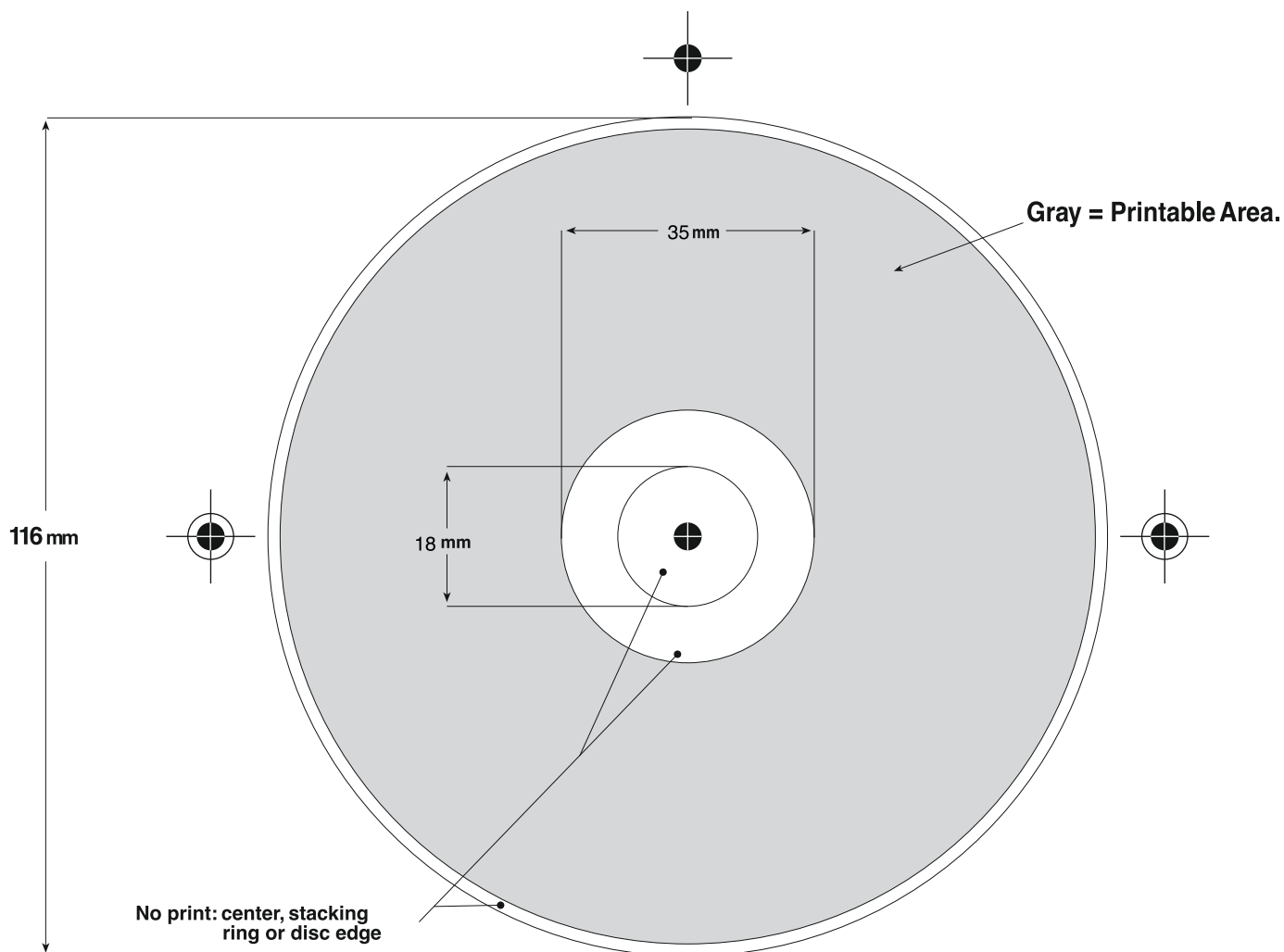


# THE GATE MEDIA GROUP

## GATE DESIGN 101

A guide for supplying:

Art files  
Art templates  
Film



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Thank you for choosing The Gate Media Group.

### ART READY CLIENT SUPPLIED ART AND FILM GUIDELINES

Sending us a disk with all of your artwork already completed can save you time! And we can offer faster turnaround times on your project, not to mention you will also qualify for our "Art Ready" specials. "Art Ready" projects must be accurate and complete. If you are submitting your project as "Art Ready," please be aware that it is your responsibility to submit files for every part of your job. Our "Art Ready" specials do not include time to create missing parts of your projects or correct projects that are submitted out of spec. It is also your responsibility to proof your layouts, as corrections that need to be made after we receive your files will cost you money to correct. Also, if you have hired a graphic designer to prepare your artwork, make sure you have reviewed the proofs that he/she provided. The Gate's preflight technicians will check your files and prepare them for film and make sure they will look exactly the way you want them to. We will post the proofs on-line on our web site [www.gatemedias.com](http://www.gatemedias.com) for review before we go to film on the project. Please be sure to review the "Graphic Checklist" at the end of this document. This document will be your friend when it comes time to send us your project art.

It is also your responsibility to create all the artwork for your project. You must proofread your work to make sure everything is accurate and correct, and you must supply us with all the files necessary to make film for your project. The Gate will check your files to make sure they are in spec and ready for professional film output and printing.

### 1. What templates should I use?

The Gate provides basic templates for standard projects on our web site [www.gatemedias.com](http://www.gatemedias.com) in the following formats:  
Quark Express, Adobe Illustrator and EPS die lines.

These three software applications are long time tested and dependable. If you require templates in another software application please e-mail your request to [help@gatemedias.com](mailto:help@gatemedias.com).

We offer additional templates in:

Macromedia Freehand  
Adobe PageMaker

The Gate's templates have been designed by our graphic team to ensure that your job will meet our specifications. If you create your designs without using our templates, we may have to adjust your layouts to fit, and this can cause delays in your turnaround and cost you additional money for us to correct. Using our templates correctly will prevent this from occurring.

### 2. Why can't I use my own measurements from a CD that I own?

Different manufacturers use different dimensions. Even the smallest measurement differences from The Gate's specifications can make big problems in printing and packaging. Please note that there will be a minimum \$80 charge to any project that is not submitted in our templates.

### 3. What software programs should I use?

Here is a list of file formats and software applications formats we accept:

Quark Express (The best way to submit your files Mac OS9 & OSX)  
Adobe Illustrator (DOWNSAVED TO VERSION 9)  
Macromedia Freehand (DOWNSAVED TO VERSION 8 Mac OS9 only) or export to EPS or TIFF format  
Adobe PageMaker  
Adobe Photoshop

You can submit your art in pieces and you can have The Gate put them together for you if you would like. However, you will not qualify for our "Art Ready" specials. Please make sure that the measurements are to spec.

We will accept the following file formats for submitted art parts:

Adobe Photoshop  
Adobe Photoshop .EPS and .TIF  
Exported Illustrator or Freehand files in CMYK .TIF format only  
Any exported file the is at least 300 dpi and is either a .EPS or .TIF file  
Make sure you have converted your files to CMYK.

NOTE: .JPG, .JPEG and .GIF formats are not print ready formats and will not be accepted.

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### 4. Downloading our templates.

For your convenience we have basic templates in many formats on our web site at [www.gatemedias.com](http://www.gatemedias.com) in the templates area. You will need Stuffit Expander for Macintosh or Zip It for Windows to be able to uncompress the templates. If you cannot find the templates you need on our web site please e-mail your request to [help@gatemedias.com](mailto:help@gatemedias.com).

### 5. What if I don't have the software you require?

The Gate offers templates in Quark Express, Illustrator, Freehand and PageMaker. These are the only formats we accept. The applications are stable and are the most reliable. If you cannot get access to these applications please follow the instructions on #3 above (submitting art parts.)

### 6. What if I'm supplying my own film and/or inserts?

Always make sure to use our provided templates to make your film. If you use other templates you run the risk of the inserts not fitting into the jewel cases and/or the CD film not in proper alignment. Please e-mail our support team at [helpdesk@gatemedias.com](mailto:helpdesk@gatemedias.com) for help if you need it. We are here to help so if you need help please call or e-mail us. Otherwise stick to our instructions and our checklist and you will be just fine. (See also #21)

### 7. What does all the information in the templates mean?

We have placed text boxes, crop & registration marks and fold marks in the templates to help prepare your job for film output and the final print. Under no circumstances should you delete, move or otherwise modify these elements. Anything that may be "in your way" while designing, such as the guides and overlays, are always on non-printing layers that can be made invisible or sent to the back. Consult your application's help file for information on adjusting layers. Do not simply delete elements from our template files! Our templates are laid out to maximize our in-house productivity. If you alter the templates, we will have to correct your job, and you will be billed for this work.

### 8. What is bleed?

All printing at The Gate requires edge of the page actually extend 1/8" past the crop lines. This way, if the cutter is out of alignment slightly, there won't be any cutting errors at the edge of your booklets or J cards. Each template has guidelines set up so you can see exactly how much bleed you need to add to your layouts. These are generally the outermost guides. It is always a good idea to keep all graphic elements and text inside the bleeds and safety areas

### 9. What is the safety area?

The safety area is bleed in reverse. If you put important information (for example, a song title) right up against the crop line, some of it will get cut off. We recommend that you keep your type and other important non-bleed elements 1/8" /.25 more inside the crop marks. Each template has guidelines set up so you can see exactly how much safety area to allow. These are generally the innermost guides.

### 10. Do I need a release number?

Yes! It is the number (along with your UPC code) that any retailer will use to store your product in their computers and inventory. Industry standard placement includes the spines on your tray card or cassette J cards, the back cover of your CD booklet, on the cassette and CD imprinting, etc. If you haven't placed your release number(s) properly we will place them for you.

**NOTE:** The industry standard configuration code to your release numbers are:

- 2 represents CDs
- 4 represents cassettes
- 1 represents vinyl.

For example, if your release number is **1001**, you would place **CD-1001** on your CD artwork, **CA-1001** on your cassettes and **V-1001** on your vinyl art. This same code system is used for UPC barcodes as well - the second-to-last digit of the UPC number will always be a 2, 4 or 1. If you don't already have one, The Gate will assign one to you.

### 11. What's up with type and fonts?

You can go as small as 5 points for black type on a light or white background, 6 points for white type on a dark, black, or complex background. On-disc printing is a little different but the same rules apply, however do not use type less than 6 point for disc art.

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### 12. Scanning your art: The first step.

All color and grayscale scans must be scanned at 300 pixels per inch and converted to CMYK.  
Do not scan higher than 300 pixels per inch!  
Do not scan at a smaller size and then enlarge the photo in your page layout software!  
Do not scan at a lower resolution and then increase it in a graphic editing program!

Final measurements for insert should be:

Insert panels = W 5.25" x H 5.25"  
Tray Card = W 6.50" x H 5.25"  
CD = a little larger the 5.60" or 117mm in diameter  
Vinyl Jacket= W 12.25" x H 12.25"  
Cassette panels are W 2.25" x H 4.25"

NOTE: These measurements are just a bit larger to account for bleed and safety areas.

Save your scans as either .TIF or Photoshop .EPS files. Do not save your files in .JPG or .GIF format.

NOTE: Do not use web images or images downloaded for other web sites. They are not acceptable formats and there may be copyright issues involved.

### 15. Rules for on-disc printing?

Each color for your on-disc printing must have a pantone color assigned to it.  
Each element of the art must be separated into pantone or CMYK colors.

On-disc printing can be a bit of a monster to get right. If you have questions regarding setting up your files for on-disc printing please e-mail your questions to [help@gatamedia.com](mailto:help@gatamedia.com). You may also call us 925-930-3926.

### 16. How can I send my files in?

The best way to send files is on a MAC or PC CD-ROM or a Iomega Zip disc. Your final art files will not fit on floppy discs. If your art files fit on to a floppy disc they are not in spec. Your art files should be 35 to 50 MB.

### 19. Submitting my files via the Internet.

If you have a fast Internet connection you can use our FTP site to upload your files. You must use a dedicated FTP program such as Fetch (MAC) or WS-FTP (Windows). Please go to our web site [www.gatamedia.com](http://www.gatamedia.com) and go to the ordering area for instructions on the FTP process. Once your art files are ready please e-mail us at [help@gatamedia.com](mailto:help@gatamedia.com) and request your FTP password.

NOTE: If you are not familiar with this Internet protocol please send in your art files in the standard manner. Please do not e-mail your art files!

### 20. Preparing My Files

Make sure all art files are 300 dpi and are converted to CMYK  
Make sure you are using the correct templates  
Make sure you have all art files in the same folder as your layout file  
Make sure you have enclosed all fonts, both Postscript and True Type, used to design the project in a folder called "fonts."

When ever possible please outline your fonts. This will speed up the pre-press process.  
Complete our Graphic Design Check list found at the end of this document.

NOTE: If you are supplying art pieces of the project for us to layout for you, the same rules apply.

NOTE: Project supplied without our checklist it will be rejected and a \$45.00 charge will be applied to your account.

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### 21. Supplying my own film and/or inserts?

#### CD Film requirements:

One film separation per color.  
No bleeds.

#### CD & DVD Label film specs:

120 line screen.  
Positive film.  
Emulsion side up, right reading.

Registration marks must appear on all film plates.  
Please make sure to have color designation for all film.

#### Insert film requirements:

Film must be four color (CMYK) process for anything other than B/W printing.  
Color proofs must be supplied.  
Please allow 1/8" bleed on all trim sides.  
Registration marks must appear on all film plates as well as trim and fold lines.  
Please make sure to have color designation for all films.

#### Film specifications:

150 line screen.  
Negative film separations.  
Emulsion down, right reading.

These film specifications must be followed exactly. Any errors on the films will result in additional charges and will delay your projects.

When supplying inserts please make sure they are to spec and package correctly. We will not accept paper stock lower than 80LB.

THE END

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