



# General Guidelines: Print/Promo/Photo/Digital

## File Formats

### -QuarkXpress 8.0 files (preferred)

Adobe Photoshop v. CS4 and older

Adobe InDesign v. CS4 and older

CMYK EPS files (Binary)

CMYK Tiff files (No compression)

CMYK JPEG (Max. Quality (12) / Baseline Standard)

CMYK PSD (incl. layers and fonts)

*\*The use of Pantone colors requires previous approval.*

*\*Always include relevant PMS number.*

*\*Please provide all fonts. Use only Mac-Compatible fonts (.otf, .tff)*

*\*Please be sure to provide a single text file to include lyrics and credits*

**PDF Delivery:** We will accept PDF-X files adhering to ISO 15930-4 (PDF/X1a) standards for booklets ONLY (in printing order, one pair per page) and provided they include crop marks, min. 10 cm all-around white space (See sample at the end of this document). However, we will also require the booklet files in one of the other open formats listed above. The required ICC-Profile (listed below) may be defined as an "Output Intent Profile" in the PDF file, but this is not a requirement.

**ICC Profile:** ISO Coated v2 (ECI) ; Paper Type: 1/Gloss

**Minimum Resolution (Original Size):** 300 dpi. (CMYK, Dou-tone, Grayscale); Bitmaps: min. 1200 dpi; Vector: 2400 dpi.

**Minimum Line Thickness (Stroke):** 0.15 mm

**Minimum Positive Text Size:** 4pt (1.50 mm)

**Minimum Negative Text Size:** 5pt (1.88 mm)

**Attention:** If sending flattened files please include .psd files with layers intact and fonts in a separate folder, so CD artwork may be easily accessible for promotional materials and in case adjustments need to be made. Please note that not making your artwork accessible to us extremely limits our capability to produce attractive promotional materials. The more you send (backgrounds that will be used in the booklet art, etc.), the more possibilities we will have. Furthermore, having the unflattened files and fonts enables us to complete any last minute corrections (typos, additions, deletions) you may have.

**Logos/UPC Codes:** We will be adding the necessary logos, UPC code, NPR #, etc. to the artwork. In this regard, make sure enough space is left on the back inlay (bottom fifth) for this purpose.

### Please send all files on a CD-R/DVD-R to:

Napalm Records Handels GmbH

Attn: Graphic Dept

Hammerplatz 2

A-8790 Eisenerz, Austria

**Or submit the layout electronically:** Please upload the files to your server or use a service such as YouSendIt to transfer the files. We will NOT provide access to our server for this purpose.

**Attention:** Please provide your A&R rep with a JPG or PDF preview (150 DPI) of the finished artwork and promo photographs for a final check before submitting the high resolution files.

Please contact the Graphic Dept. with any doubts or questions:

**layout@napalmrecords.com**

## Booklet

The actual print size for each page is 12.1 x 12cm (W x H). All text and important graphics (i.e., graphics that cannot be expanded into the page's external bleed area) MUST be enclosed within an 11,8 x 11,8 cm area inside the actual print size to allow for deviations on the physical paper.

**Attention:** Every page must have an extra 3 mm of bleed on the sides that are not adjacent to any other pages.

When designing the booklet, keep in mind that **the total number of pages must be a multiple of 4**. For any other type of insert design (fold-outs, etc.) please contact layout@napalmrecords.com for further specifications prior to commencing the layout.

Please submit booklet pages in pairs (in printing order, if submitting Quark or InDesign documents) and name the files according to page number: For example: Page12-1.tif.

If you chose to use the printing order for your pairs (Page2-15.eps or Page6-11.tif) instead of the chronological order (Page2-3.eps, Page4-5.tif), please make sure the pages are paired correctly:

20-Page Booklet

20	01
02	19
18	03
04	17
16	05
06	15
14	07
08	13
12	09
10	11

16-Page Booklet

16	01
02	15
14	03
04	13
12	05
06	11
10	07
08	09

12-Page Booklet

12	01
02	11
10	03
04	09
08	05
06	07

## General Guidelines: Print/Promo/Photo/Digital (page 2)

### Inlay

Dimensions: 15,1cm x 11,8 cm (with bleed 15,7 x 12,4 cm)

Spine is 6,5 mm on each side

See detailed specifications for exact guidelines.

### CD/DVD Label Print (Offset)

Outside diameter: 117 mm

Center hole: 19 mm

*\*Please include the artwork without the cutout.*

Colors: 4-6 Colors (4 standard process colors + white + varnish)

*\*The print background is always aluminum (CD silver).*

*Unless otherwise instructed, a white base will be printed first to obtain better results.*

*\*The use of Pantone colors always requires prior approval.*

Printing Sequence: 1st color = silk-screen (e.g., white background)

2-5th colors = dry offset (standard process colors: Y, M, C, K)

6th color = silk-screen (if required) or varnish

See detailed specifications for exact guidelines.

### Promo CD

We will be producing the promotional CD and will need the cover artwork (300 DPI, CMYK) with layers, title fonts, tracklist (as text file), and band logo (300-DPI, CMYK) sent to us asap.

### Digital Booklet Specifications for iTunes

Please be advised that we will also be offering selected Napalm Records titles in digital format including booklet. **iTUNES** has certain requirements that need to be strictly followed.

In addition to the booklet pages submitted for printing, please also submit the pages in the following format, if requested to do so:

Single pages (RGB; 150 DPI; JPG, TIF, or EPS)

Size in inches: 11 x 8.264 (w x h) – No bleed is necessary as this booklet will be published digitally.

**Attention: iTunes** does not allow sponsorship logos or external URLs not directly related to the band to appear in their booklets.

### Contract Proofs (Color Reliable Proofs)

The Ugra/Fogra Media Wedge CMYK is the standard tool for the control of the color transformation from the data to the digital proof or the printing. With the Ugra/Fogra Media Wedge CMYK the aim values for standard print procedures and paper types are supplied and must be strictly followed.

Proofs classified as a contract proof must exhibit a Ugra/Fogra Media Wedge CMYK. Its color values must correspond to the nominal values of the printing conditions of the standard series ISO 12647-2. The paper type must conform to PT1-PT5 standards as set by Fogra proof paper guidelines.

The Ugra/Fogra Media Wedge is the only accepted control tool for

the contract proof! Only proofs meeting the above requirements may be submitted for the purpose of quality control and color calibrating standards for the final print. Printer copies, digital printers, or any other machine copy cannot serve as the valid color calibrating standard.

Color reliable proofs are the responsibility of the artist requesting quality control. The very high costs of producing such proofs by a Fogra certified printer will not be covered by Napalm Records. Artists still wishing to provide proofs are responsible for submitting valid Fogra contract proofs on time and in accordance to set deadlines for further timely dispatch to the print house.

Complaints regarding the mismatch of color proof and final print will not be considered substantiated should the submitted proof not meet the above requirements.

Submitting contract proofs is not a requirement, but we reserve the right to request proofs from you, should we have artwork-related concerns.

### Promotional Photo Specifications

Experience dictates more often than not that artists will often disagree with the record label as to acceptable photo material. The often cited "central theme" is meant to unite the idea or concept behind the music with not only the cover artwork, but also with the promotional photographs. The more interesting, varied, appealing, objectionable (as long cheap pornographic representations are avoided), or even fittingly simple the photographs are, the easier it becomes for a journalist to present an interesting feature to the reader and/or the easier it becomes for the record label to secure as many features as possible for the artists.

Interesting photos include those in which the artist's outfit, scenery, and variation of poses meaningfully interact with the camera perspective and lighting. The classic "band-stands-in-a-row-with-crossed-arms" pose will mercilessly bomb in print media circles. Especially with photographs, it becomes imperative to be creative, original, and most of all unique in presentation. Photographs taken in authentic settings are preferred over blue box shots that are later embellished digitally.

Sensible group shot formats for magazine features include medium long shots, close-ups, and medium and shoulder close-ups.

Formats to be avoided include extreme long shots, long shots, and Italian shots, since details are usually lost to the subject's smaller size.

Minimum Requirements (Adherence to above guidelines implied):

2-3 group photos (Format: landscape)

2 group photos (Format: portrait)

2 portraits of the band leader

1 portrait of each of the remaining band members

Accepted formats: JPEG or TIF

Minimum Resolution: 300 dpi

Minimum Size: 4288 x 2848 pixels per inch

