

Submission Guidelines



General Guidelines

PDF Specifications

- We support PDF v1.4 and lower.
- Embed all fonts and images in your PDF file prior to submission.
- Submitted PDF files should not contain bookmarks, comments, invisible objects, or metadata.
- PDFs should be optimized. Optimization is useful to reduce your files size, allowing for higher performance when transferring, uploading, viewing and printing the files.

Common Points of Failure

- Layers and transparencies should be flattened in the PDF file.
- We do not accept Open Prepress Interface (OPI) code in the PDF file.
- We do not accept any locked or encrypted PDFs.
- Crop marks or other printer's marks should not be used on any files.
- Submitted PDF files should not contain bookmarks, comments, invisible objects, or metadata.
- The book description should be in compliance with the rules listed here.
- Missing Pages
- Title missing on the front cover
- Missing barcode
- Incorrect pagination
- Books with upside down pages

Cover Specifications

Cover Page Size

Covers should be submitted on either an 18" x 12" or 19" x 13" page depending on the book's trim size and page count. Use the charts below to determine the correct page size.

If the trim size is between 4" x 6" and 8.25" x 10.5" and the interior page count meets the following specs, please submit the cover on an 18" x 12" page:

Trim Width (in inches)	White Paper (444 ppi) spine calculation: 0.002252	Cream Paper (400 ppi) spine calculation: 0.0025	Full-Color Book (426 ppi) spine calculation: 0.002347
4 - 7.56	828	746	500
7.62	780	700	500
7.75	660	600	500
7.88	550	500	500
8.00	440	400	400
8.12	330	300	300
8.25	220	200	200

If the interior is black and white and the trim size is between 4" x 6" and 8.5" x 11.69", or the interior is color and the trim size is between 4" x 6" and 8.5" x 11," and the interior page count meets the following specs, please submit the cover on an 19" x 13" page:

Trim Width (in inches)	White Paper (444 ppi) spine calculation: 0.002252	Cream Paper (400 ppi) spine calculation: 0.0025	Full-Color Book (426 ppi) spine calculation: 0.002347
8.12	828	828	500
8.25	828	770	500
8.27	828	750	500
8.5	630	570	500

Cover Formatting

Covers should be centered left to right on the spine. Artwork should be shifted down so that there is only .125" bleed at the bottom of the page.

- Center cover artwork from left to right on the spine, and shift it down to .125" bleed at the bottom of the page.
- Flatten all layers in the native file.
- Bleed of .125" is required on all sides. The bleed at the bottom of the page must not exceed .125".
- There should be no "live" elements within .25" of the trim lines.
- We accept both RGB and CMYK color spaces, and profiled RGB or CMYK spaces.
- We recommend 300 DPI image resolution. Higher resolutions are acceptable.

Spine Measurements for Black & White Books

- 60# white paper = 444 ppi (page count x .002252")
- 60# cream paper = 400 ppi (page count x .0025")

Spine Measurements for Color Books

- Color paper = 426 ppi (page count x .002347")

Spine Text and Barcodes

We only print spine text on books with more than 130 pages. Text on larger spines must be sized to fit the spine, with at least 0.0625" of space between the text and the edge of the spine.

All covers must have a 300 DPI barcode on the back cover, and the barcode must be at least 1.5" wide and .9" high.

Book Block Specifications

Page Size

- For books without interior bleed, create "one-up" text files on true trim size pages. (There cannot be any hidden areas of the page.)
- See "Interior Full Bleed" below for details on books with interior bleed.

Font

- Embed font information
- Do not use type three fonts

Margins and Alignment

Content should be positioned on the page according to its location in the document:

- Pages printed on the left side of the book (even pages), should be set up from the right-side gutter.
- Pages printed on the right (odd pages), should be set up from the left-side gutter.
- This formatting is called "mirror margins" in many document-authoring tools.

Allow .75" for the gutter (the left-side on odd pages, and the right-side on even pages) and .5" for the outside margin (the right-side on odd pages and the left-side on even pages).

Exception: If a .75" gutter creates an outside margin smaller than .5", then the margins should be even, left and right (centering the text block on the page). We recommend including larger gutters on books with more than 600 pages.

Pagination

- Book pages must be numbered in sequential order.
- All books must be paginated independently from preceding volumes (e.g. Volume I-Book 1 ends with page 300 and Volume II-Book 2 should begin with page 1, not page 301.)

Color and Halftone Images

Resolution: 300 DPI or higher

Format: JPEG (JPEG Photoshop compression level with quality 10 or higher), or TIFF (use JPEG or lossless compression)

Monochrome Bitmap Images

Resolution: 600 DPI

Format: TIFF (CCITT Group 4 (preferred), LZW, or no compression)

Media Box

The media box of the PDF should contain all the content to be printed.

Interior Full Bleed

Full-bleed interiors (with content that extends past the edge of the page, with no white space on the edges) must have .125" of bleed at the top, bottom, and outer margins (exclude the gutter). For example, a finished book with a trim size of 6" x 9" requires a 6.125" x 9.25" interior PDF.

➤ Audio

Required Assets for Delivery

There are three essential assets we require to create a Disc On-Demand title:

- **Metadata:** Sometimes referred to as "copy," metadata provides critical information about each title.
- **Source Material:** The source material is the media on which you will be delivering your music content.
- **Artwork:** Artwork must be provided for the disc face and the case. A thumbnail image may also be required.

Metadata

Metadata should be submitted in a spreadsheet according to our specifications. We'll send you complete instructions on how to prepare your files.

Source Material Submission

There are three types of audio source content for Disc On-Demand titles:

- *Red Book Audio Disc*
- *Lossless Audio Files*
- *XML Feed*

Important notes regarding our CD production in general:

- We only manufacture to CD-R media.
- Never submit an original master.
- We do not accept data CDs containing audio files (MP3, WAV) for conversion to Red Book CDs.
- We do not accept enhanced CDs, hybrid CDs, or CDs that contain executable files.

Delivery Format: Audio Disc

- Format: Physical CD-R or Replicated CD
- Comply with Red Book Audio CD Standards
- Properties: Digital audio encoding: 2-channel signed 16-bit PCM sampled at 44100 Hz
- Selecting the Audio CD option in most CD burning software will automatically produce an Audio CD that meets these specifications.

Delivery Format: Digital

- Format: Uncompressed audio files via hard drive or FTP.
- Properties: Files must be AIFF format 44.1 kHz / 16 bit (Red Book standard)
- Lossless Flac and WAV formats are also supported, but we will convert these files to AIFF
- Gaps will not be added between tracks.
- Naming Convention

Create a folder just for content.

Tracks must be inside a folder, which is named as the title ID.

Each track must be named exactly as: [track#] [TrackName].aiff

Use single digits track numbers 1-9.

Single spaces between track numbers and text.

Track name may contain any alpha-numeric character, excluding spaces.

Delivery Format: XML Feed

We accept your metadata, content, and artwork via an XML submission to an FTP.

In addition, we will need three supplemental nodes:

- /COVER_ART_FILE/**DOD_TEMPLATE_ID**
- This will be the template ID (not required if providing completed artwork or if using scanning services).
- DOD_TERRITORY/PRICE/**DOD_RETAIL**
- This is the retail price for the DOD channel.

Artwork Submission

There are three types of artwork formats for Disc On-Demand titles:

- *Print Ready Artwork*
- *Dynamic Template Artwork*
- *Scanning Services*

Print Ready Artwork

All artwork submissions may be delivered either on a data disc, hard drive, or via FTP.

Artwork must be designated with its corresponding title ID. Name each folder as the title ID and place all relevant artwork inside.

- Images must be submitted as RGB JPEGs
- We do *not* support CMYK (or four-color) JPEGs.
- The standard CD logo cannot be used as they are only licensed for use with replicated discs.
- A UPC barcode is automatically added during manufacturing. Be sure to leave this area free of important text and graphics. Do not create a white box in this area.

Outside tray card: Default position is the lower right corner.

Outside booklet: Default position is the lower right corner.

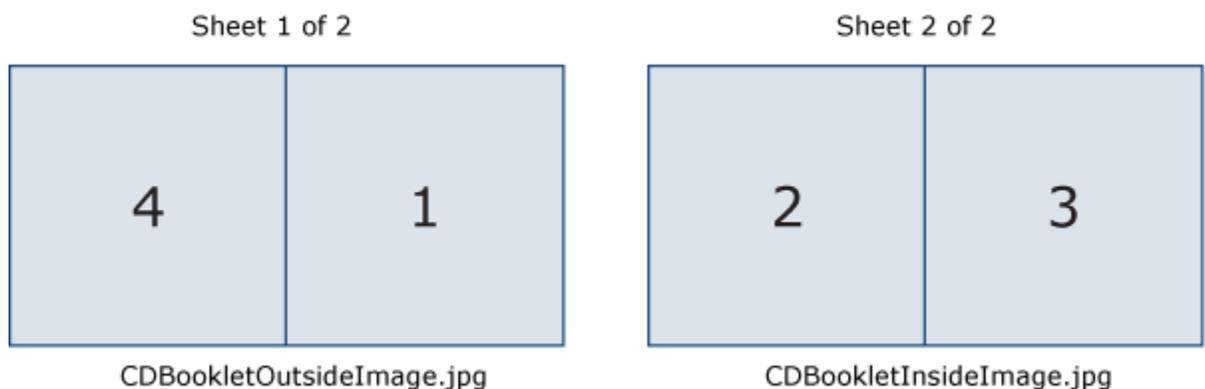
- The disc face printing is applied from the disc edge to the inside hub (inner hole) using full color. A small barcode is automatically added at bottom during manufacturing and is required for quality control purposes.

IMAGE SPECIFICATIONS FOR CDs (4 PAGE BOOKLET)			
Format	Naming Convention	Image Size (pixels)	Maximum File Size
Cover Booklet Outside	CDBookletOutsideImage.jpg	2925 x 1490	6 MB
Cover Booklet Inside	CDBookletInsideImage.jpg	2925 x 1490	6 MB
Tray Card Outside	CDTrayCardOutsideImage.jpg	1820 x 1465	6 MB
Tray Card Inside	CDTrayCardInsideImage.jpg	1820 x 1465	6 MB
Disc Face Image	LabelImg.jpg	1417x1417 Full bleed	2 MB
MP3 Album Image	AlbumImage.jpg	1448 x 1448	2 MB

The default booklet for a CD is a 4-page (or panel) booklet.

For Standard Booklets (4 page booklets):

An example of a 4-page booklet layout:



Guidelines for multipage booklets (8 to 32 pages) can be provided if needed.

Print Ready Artwork Guides

We have created guide templates to help you conform already existing artwork to our specifications or to serve as a starting point if you are creating new artwork. The CD-R logo is provided; bleed areas and barcode locations are also indicated.

[Look at the CD Templates on irpublishers.ir site](#)

Dynamic Template Artwork

If you do not have the resources to create artwork and you have a large set of similar titles, we can create a Dynamic Metadata Template for your disc and case art. Using this option, we combine a background design that is the same from title to title with the option to add a unique image you provide for each title. Unique text information per title is populated automatically from the metadata you provide.

Additional fees may apply for this service.

Scanning Services

If you do not have the resources to create artwork and you would like to use the original artwork on the physical product, we are able to provide scanning services.

Additional fees may apply for this service.

Returning Your Source Material

All source material will be returned after your titles have been approved.



Required Assets for Delivery

There are three essential assets required to create a Disc On-Demand DVD:

- **Metadata:** Sometimes referred to as "copy," metadata provides critical information about each title.
- **Source Material:** The source material is the media on which you will be delivering your video content.
- **Artwork:** Artwork must be provided for the disc face and the case. A thumbnail image may also be required.

Metadata

Metadata should be submitted in a spreadsheet according to our specifications. We'll send you complete instructions on how to prepare your files.

Source Material

There are two types of video source content for Disc On-Demand titles:

- *Authored* (DVD or authored digital files)
- *Un-authored* (tapes or digital files)

Important notes regarding our DVD production:

- Our preference is always to receive an HD source for our titles wherever available.
- We only manufacture to single layer DVD-R media (DVD5).
- Never submit an original master.
- DVDs are manufactured as Region 0 (Region Free, Region ALL). The preferred source delivery is Region 0.
- We are unable to accept copy protected or encrypted source material (e.g. CSS, RipGuard, ProtectDisc).

Authored Content

Discs

The quickest method for submitting source material is via an authored DVD. The features of your menu and disc structure will be duplicated exactly.

Specifications

- Media: DVD-R, DVD-RW, DVD+R, DVD+RW, or replicated DVD

- File Size: 3.9GB or 4.7GB single layer DVD5
- File System Format: Audio_TS and Video_TS folders only
- File Names: 12 characters – uppercase letter, numbers, underscores (_), and periods (.) only (e.g. VIDEO_TS.BUP, VTS_01_2.VOB)
- Bit Rate: Maximum 6.5 mbps for combined video and audio tracks
- Audio: Dolby Digital (AC-3)

Authored Digital Files

Audio/Video TS Folders & Naming

- Folder data must conform to the “Disc” specifications outlined above.
- Audio and Video TS folders inside a folder named as the Title ID.

ISO Disc Image File & Naming

- ISO must conform to the “Disc” specifications outlined above.
- Each ISO Image file must be named as the Title ID.

Un-Authored Content

Tapes

- Do not use LP or SLP mode.
- All tapes must begin and end with at least 20 seconds of leader and must include time codes.
- Audio peaks should never exceed 0db.
- We are currently unable to accept HD-CAM SR and DLT tapes.

ACCEPTED TAPE FORMATS	
High Definition Format	Format
HD-CAM (1080p, 1080i)	N/A
HDV (720p, 1080i)	N/A
Standard Definition Format	Format
Digital Betacam (DigiBeta)	NTSC, PAL

BetacamSX	NTSC, PAL
BetacamSP	NTSC, PAL
Betacam	NTSC, PAL
MiniDV, DV (DV25)	NTSC
DVCPro (D7)	NTSC, PAL
DVCam (DV25)	NTSC, PAL
MPEG IMX	NTSC, PAL

Specify Start and Stop Time code

In order to ensure that your content is encoded exactly as required, time codes for the first and last frame should be submitted with the source material.

Un-authored Digital Files

We recommend using DVCPro 50 or M-JPEG to create your digital files. We can accept MOV formats that do not use a proprietary codec.

We recommend using these settings:

High Definition MPEG2 File Format	
Attribute	Settings
<u>VIDEO</u>	
Dimensions	1920x1080
Formats	Generic ISO MPEG program stream
Frame Rate	Same as Source

Chroma Subsampling	4:2:2
Mode	Constant Bitrate @ 100mbps -- Closed GOP
<u>AUDIO</u>	
Format	MPEG-2
Channels	Stereo, 48kHz
Bitrate	256 kbps
Standard Definition MPEG2 File Format	
Attribute	Settings
<u>VIDEO</u>	
Dimensions	720x480
Format	MPEG-2 program stream
Frame Rate	Same as Source
Chroma Subsampling	4:2:2
Mode	Constant Bitrate @ 15-20mbps -- Closed GOP
<u>AUDIO</u>	
Format	MPEG-2
Channels	Stereo, 48kHz

Bitrate	256 kbps
Standard Definition MPEG2 File Format – DVD stream settings	
Attribute	Settings
<u>VIDEO</u>	
Dimensions	720x480
Format	MPEG-2
Frame Rate	Same as Source
Chroma Subsampling	4:1:0
Mode	Variable or Constant Bitrate: 8mbps max.
<u>AUDIO</u>	
Format	AC3 or PCM
Channels	Stereo 48kHz
Bitrate	Up to 256 kbps

Authoring Menus

Basic Navigation Menu

The Basic Navigation Menu combines a background image with our common menu structure. Both the main menu and the chapter menu use the same background. If you don't provide a background image, we will use a generic blue/black gradient. DVDs will play to a menu screen immediately upon loading. If chapters aren't specified, a "Play" button will appear on the menu, which plays the whole disc.

You can include more than one tape in your submission for authoring into one disc. For example:

- Intro Segment: play immediately upon loading (trailers, FBI warnings, logos)
- Main Segment: main program or feature
- Special Feature: extra videos or features

Specify Chapter Time codes

Chapters are an optional feature. Each chapter is specified by time code followed by the chapter name. The time codes and names will be used exactly as specified. A maximum of 30 chapters can be specified and each chapter name cannot be more than 30 characters long. Chapters are not available for the Special Features or the Intro Segment.

Artwork Submission

There are two types of artwork formats for Disc On-Demand titles:

- *Print Ready Artwork*
- *Dynamic Template Artwork*

Print Ready Artwork

All artwork submissions may be delivered either on a data disc, hard drive, or via FTP. Artwork must be designated with its corresponding Title ID. Name each folder as the Title ID and place the relevant artwork inside.

- Images must be submitted as RGB JPEGs.
- CMYK (or four-color) JPEGs are NOT supported.
- The standard DVD logo cannot be used as they are only licensed for use with replicated discs.
- A UPC barcode is automatically added during manufacturing. Its default position is in the upper right of the back cover.

Be sure to leave this area free of important text and graphics.

Do not create a white box in this area.

- The disc face printing is applied from the disc edge to the inside hub (inner hole) using full color. A small barcode is automatically added at bottom during manufacturing and is required for quality control purposes.

IMAGE SPECIFICATIONS			
Format	Naming Convention	Image Size (pixels)	Maximum File Size
Full Wrap Cover Image	FullCoverDVDImage.jpg	3300 x 2250 full bleed	6 MB

Disc Face Image	LabelImg.jpg	1417 x 1417 full bleed	2 MB
Menu Background Image	MenuBackground.jpg	720 x 480	2 MB

Print Ready Artwork Guides

We have created guide templates to help you conform already existing artwork to our specifications or to serve as a starting point if you are creating new artwork. The DVD-R logo is provided; bleed areas and barcode locations are also indicated.

[Download DVD Templates on irpublishers.ir site](#)

Menu Art

The Menu Background Image is not used for authored content and is optional for un-authored content. The attached template uses grey to indicate the safe zone, orange for the area reserved for buttons, and yellow for the chapter menu titles.

There are a few items to be aware of when designing DVD menus:

- RGB JPEG formatting, using NTSC safe colors.
- Submit only one background image per title.
- Do not include buttons or highlights artwork as our system will place those elements automatically.
- The image must be created at 720 x 540 square pixels, then "squeezed" to 720 x 480.
- The image must be de-interlaced.

It's also often a good idea to slightly blur the image and decrease the opacity so it doesn't detract too much from the menu elements.

[Download DVD Menu Template on irpublishers.ir site](#)

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