



Dear Client,

Thank you for choosing Mira Digital Publishing. Enclosed in this letter, you will find the necessary art specifications to complete your project.

Once your artwork is received, our art department will review your files to ensure they are set up correctly. If you would like to upload your artwork to our ftp site, please follow the instructions below:

PC Users

ftp://mirasmart.com/

User ID: miraftp

Password: Mira2002

Mac Users

Host: ftp.mirasmart.com

User ID: miraftp

Password: Mira2002

Once proofs are available, you will receive a PDF proof to review and approve before we go to print. Please keep in mind that artwork supplied incorrectly could cause delays in processing and incur additional fees. If corrections are needed, you or your designer will need to correct the files, or our art department can make corrections for you at \$80.00/hr.

Preparing and Submitting Your Graphics

Templates

We recommend using our templates and reading this specifications document before beginning your design. We will notify you if there are any problems with your artwork.

Our templates are available online at: http://www.mirasmart.com/art_templates.htm.

Accepted Software Programs and File Formats

- All industry standard applications and file formats are accepted (such as Illustrator, InDesign, Quark, Photoshop, EPS, and high resolution PDF).

Along with your files, please provide:

- Directory of files on disk, indicating which are to be output.
- Hard copy (printout) or PDF proofs of all pieces for our reference.
- Special instructions if any are required for your project.

Supplied Design Checklist

General Requirements

- Use Mira Digital Publishing's templates.
- Allow proper bleed (1/8").
- Keep all type within 1/8" of safety area.
- Define all colors as CMYK (or PMS if applicable).

Images for Print and Search Screen

Images For Print

- Recommended image file formats are EPS, TIFF, JPEG, or high resolution PDF.
- All images should have an original resolution of 300 dpi (dots per inch) or greater.
- Save packaging artwork as CMYK or grayscale (no RGB, index color, etc.). If PMS color is used, please verify which color mode is in your agreement.
- CD label artwork can be in PMS color or CMYK. Please verify which color mode is in your agreement.
- All images should be delivered at 100% of their size in the final output.

Images for Search Screen

- Recommended image file formats are EPS, TIFF, JPEG, or PSD.
- All images should have an original resolution of 72 dpi (optimized for the web).
- Save as RGB.
- Images should be delivered at 100% of their size in the final output.

Linked Files

- Provide all high resolution images and logo files (EPS, TIFF, or JPEG) that are placed within your layout.
- Make sure all linked files are easy to edit.
- Include all fonts used in your EPS files.
- Include all images used in your placed EPS files.

Font Information

- Supply all fonts (plain, bold, italic, etc.) used in artwork.

Run Instructions

Typically, run instructions are placed somewhere on the CD label and/or on the Insert or Tray card. For projects using our indexSMART™ software, please use the following run instructions: “The program will run automatically or run by manually selecting START.htm.”

If Mira will be providing CD support, please include the following email address and support telephone number:

Email: cdsupport@mirasmart.com

Phone: 866-341-9590

If you have any questions or concerns regarding our art specifications, please feel free to contact me via email at seang@mirasmart.com, or by phone at 314-776-6666 x 209.

Best regards,

Sean Garcia

Mira Design Studio

