



GRAPHIC GUIDELINES & FILE SUBMISSION

TO ALLOW US TO PROVIDE YOU WITH THE BEST SERVICE POSSIBLE, PLEASE FOLLOW THE FOLLOWING GUIDELINES IN SUBMITTING YOUR ART & AUDIO!

DESIGNING & SUBMITTING YOUR ARTWORK FILES

Incomplete, incorrect, or illegible art files will result in production delays, and possibly poor presentation of final product. Have your artwork Designed by a Professional Graphic Designer. Unless you've arranged it with your rep beforehand, we require that all graphic arts are to be received in a Pirates Press template. We have graphic art templates available for almost everything we manufacture. Visit the "TEMPLATES" page on our website at www.PiratesPress.com. If you are unsure which template to use, please call or email your sales representative. More information is available from our "GRAPHIC GUIDELINES AND TECHNICAL AUDIO SPECIFICATIONS", available on the "ORDERING" page on our website at www.PiratesPress.com.

- ALL IMAGES MUST BE 300 D.P.I. RESOLUTION or higher.
- ALL IMAGES MUST BE CMYK and/or properly prepared PANTONE files. Do not submit Pantones unless you've ordered them.
- Use ONLY PIRATES PRESS TEMPLATES. Always keep Template on it's own layer. NEVER FLATTEN TEMPLATE to Artwork.
- TEMPLATES are the actual die-cut. ADD 3mm or .125" BLEED to all sides, outside the pink lines.
- TEXT and LOGOS should not be closer than 3mm or .125" to the die-cut lines.
- EPS and PDF file formats EXTREMELY PREFERRED. PSD files are prone to problems but are RELUCTANTLY ACCEPTED.
- QXD and INDD files are NOT ACCEPTED. NO GIF or JPEG files ever.
- ALL TEXT must be CONVERTED to OUTLINES (Illustrator, Quark, Indesign) or RASTERED / FLATTENED (Photoshop).
- ALL IMAGES must be EMBEDDED (Illustrator, Quark, Indesign) or RASTERED / FLATTENED (Photoshop).
- SAVE your files as SINGLE ARCHIVES (.zip or .sit) named only with your CATALOG NUMBER and the word ART (ex. PPR023_ART.zip).
- ALL ART FILES should be UPLOADED from our WEB-BASED UPLOAD APPLICATION: www.piratespress.com/upload

*** Please fill out your Order Forms properly. Make sure the Artwork you are submitting matches your Order Form and the Sales Order (or Estimate) that you have received from your Sales Rep. If it doesn't, make sure it gets adjusted immediately to avoid delays in production.

MASTERING & SUBMITTING YOUR AUDIO FILES

Incomplete, incorrect, or illegible audio files will result in production delays, and possibly poor presentation of final product. Have your Vinyl Mastered by a Professional Mastering Studio. Please instruct them to follow our "TECHNICAL AUDIO SPECIFICATIONS" available on the "ORDERING" page on our website at www.PiratesPress.com.

- WAV or AIFF FILES ONLY. HIGH RESOLUTION 24 BIT WAV files are PREFERRED.
- MP3, M4A, and CDA files are NOT ACCEPTED.
- SAVE your files as SINGLE ARCHIVES (.zip or .sit) named only with your CATALOG NUMBER and the word MASTER (ex. PPR023_MASTER.zip).
- ALL AUDIO FILES should SUBMITTED on (REDBOOK) CD MASTERS
OR should be UPLOADED through our WEB-BASED UPLOAD APPLICATION: www.piratespress.com/upload

We RECOMMEND the following MAXIMUM "STANDARD" PLAYING TIMES:

7" - 33RPM - 8.0 to 8.5 Minutes
7" - 45RPM - 6.0 to 6.5 Minutes

10" - 33RPM - 14.0 to 15.5 Minutes
10" - 45RPM - 10.5 to 11.5 Minutes

12" - 33RPM - 18.0 to 20.0 Minutes
12" - 45RPM - 14.0 to 15.5 Minutes

We have the ability to press records with Playing Times that Exceed our Recommended Playing Times. We assume no responsibility for any Deterioration in Sound Quality when Recommended Playing Times are Exceeded. Claims based on Sound Quality with Playing Times when Recommended Playing Times are Exceeded will be Rejected.

*** Please fill out Tracklist Form as completely as possible. Include any relevant / pertinent Engineering Notes so that our engineers have as much info as possible when cutting your records.

How to prepare your masters for vinyl records

Vinyl is a very specific product. To get the best results from your master it has to be prepared very carefully so that the final product lives up to your expectations. There are many things that you can do with your music and the final master that can help create much better end results. Here are a few tips and pointers that can help us make the best possible record for you, at the same time decreasing the chance that the master will be claimed back by our studio technicians due to issues that your master may contain.

- One of the most important things that some people don't understand is that the loudness of the vinyl is not dictated by the loudness of your master. Having a louder master doesn't necessarily mean that your record will be louder, in some cases a loud master will mean that there is a greater chance that your record will be distorted or that the studio technicians will have to adjust the sound to be able to cut the record. The loudness of the record is decided upon by taking into consideration a few important factors:
 - The length of each side - if the tracks or the whole side is longer than we recommend then the only way to fit all of that music on one side is to DECREASE the volume. The shorter the side the more chance there is that we can increase the volume. However, a short side again does not necessarily mean that the record will be loud, there are more factors that effect the loudness
 - The style of music - if the music involves strong bass, high vocals, loud guitars or drums, then again they engineer has to somehow compromise. In most cases he will lower the volume of the record to accommodate the loud or strong sounds, or he may have to filter away some of the sounds so that the excess signals do not ruin the cut. If there are a lot of generated effects as well this could also effect how they can cut the record (ie effect pedals, sound effect generators, unnatural sounds, pure electronic sounds).
 - The format of the record - the smaller the record the less amount of music you can fit on it. I know that sounds very logical, but it has to be taken into consideration if you intend to have a loud record or good definition of the music. If you are worried that the tracks will be too quiet then maybe think about using a larger format.

So, please try and make sure that your master has a peak level of around 0db ONCE IT HAS BEEN NORMALISED. Try to prevent digital clipping within the master (you may need to use a separate program to show you the wave forms - you download and try a great freeware program called AUDACITY from <http://audacity.sourceforge.net> if you are looking for some clever software to help you out, or there are other freeware programs available). Repeating what was stated above, a loud master doesn't mean you will have a loud record. If the DIGITAL master is quiet and the music, length and format of the record allow us to increase the volume then we will do all that we can to make sure that the record is as loud as possible.

Here are some more tips on what to do to get a good sounding record:

- If you have tracks that are more dynamic, demanding and rich then try to make sure that these tracks are placed at the beginning of each side. The quality of any record decreases as the groove speed decreases (ie as you get closer to the centre of the record) so its always good to have the best tracks at the start of each side. Please note that as far as sound quality is concerned a 33rpm 7" has the worse sound of all possible formats.
- Try to avoid using psycho-acoustically generated sounds as much as possible.
- Make sure that any sub-bass sound of all tracks is in MONO. If you have stereo sub-bass then this could cause major problems when cutting. If the sound changes drastically

when you make the sub-bass mono then the master is not really suitable for making a vinyl record.

- Try and filter away as much of the frequencies below 20Hz or above 20kHz. This will allow the engineer to cut a much better record. By using a spectrum analyser you will be able to see what frequencies your master contains and then you can adjust the final master accordingly.
- If you want your record to play as loud as possible then try to follow the tips and pointers as outlined above, but also state on the order form that you want a loud cut. Of course there is a chance that on lower level record players and/or old pick-ups/needles the record may sound distorted or in some cases may jump. This is not the fault of the record, but more the fault of the equipment that is being used to play the record. If you are more interested in a good quality sounding record without any risk of distortion then ask for a STANDARD cut and the engineer will not push the cutting process to its limits but will use standard values to ensure that the record sounds amazing.

Here is a list of recommended side times for each format and each speed. These are recommended times using standard setup values and volume levels. It is possible to have longer side lengths but as explained above this would mean a decreased overall volume level or a decrease in dynamics. Please note once again that the WORST FORMAT POSSIBLE is a 7" at 33rpm. If you can, please try to choose a 7" at 45rpm, or there is a big risk that the final record will lack high level frequencies and could also be distorted.

STANDARD VOLUME PLAYING TIMES			HIGH/LOUD VOLUME PLAYING TIMES		
Diameter	33 RPM	45 RPM	Diameter	33 RPM	45 RPM
7"	8 to 8.5 min	6 to 6.5 min	7"	4 to 5 min	3 to 4 min
10"	14 to 15.5 min	10.5 to 11.5 min	10"	9 to 10 min	6 to 8 min
12"	18 to 20 min	14 to 15.5 min	12"	12 to 13 min	8 to 9 min

A final note: If your master is badly prepared and sounds bad then the chances are that your record will also sound bad. We cannot change the way your music sounds, and we cannot make distortion that is on the master disappear (without a *separate* pre-mastering session, which we can also offer you). To a certain degree what you send us is what you will be getting on your records. We ALWAYS do the best that we can with what we are given, and if possible when problems arise we try to explain what can be done from our side or what has to be done from your side to solve the issue.

We are not here to be critical in any way as to what you decide to place on your records, but at the end of the day what we do want is for you to be happy with the final product. We are very passionate about vinyl and how it is made and that's why we are willing to spend that little bit of extra time on each order to ensure that everything turns out just how you expected, in some cases even better than you could have wished for.

Please let us know if you need any more help or advice, we are more than willing to help you out.