



DVD Cover Design Guidelines

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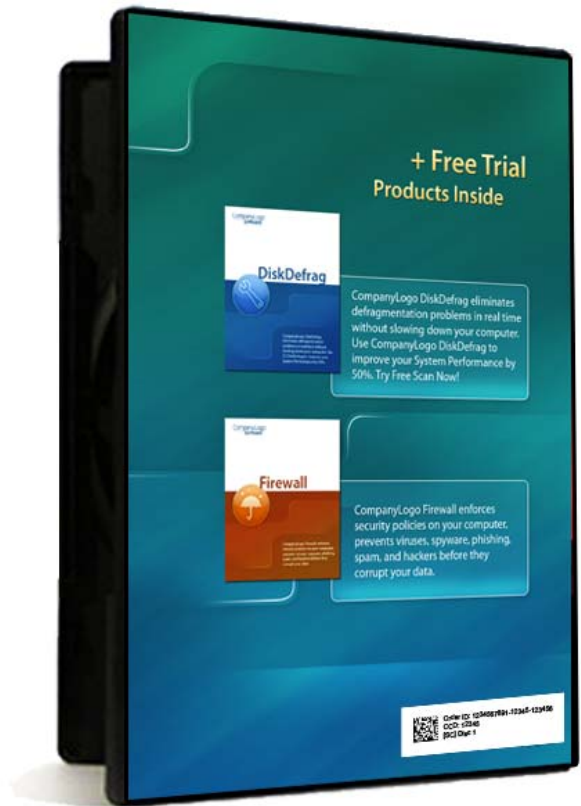
DVD Cover Overview

DVD Cover Sample

The DVD Case with inserted DVD Cover looks like this:



Front side of the DVD Case



Back side of the DVD Case

DVD Cover Components

The DVD Cover can be divided into three areas:



Here we define and describe the purpose of each area:

1. **Front side of the DVD Cover** (use is unrestricted) - The Company Logo and/or title are usually located here.

Size (including bleed*, w x h): 5.253x7.437 inches (133.4x189 mm).

2. **Spine** (use is unrestricted) - Display here small company logo and/or product title.

Size (including bleed*, w x h): 0.447x7.437 inches (12.1x189 mm)

3. **Back side of the DVD Cover** – In the lower right corner there is an area reserved for internal use usually displaying Order ID, unique Datamatrix barcode and other information printed over white rectangular box. These elements will be added by the system automatically. **DO NOT put any valuable information or graphics in the Reserved Area as they will be overlapped by the required elements.** [Note about Datamatrix barcode: This barcode image is for the internal use of Digital River to insure that your CD/DVD products are properly assembled and allow tracking through our production systems.]

Size (including bleed*, w x h): 5.253x7.437 inches (133.4x189 mm).

*** IMPORTANT! DVD Cover artwork has about 1/8 inches or 3 mm reserved for a bleed area that will be cut off after printing.** This area should have the same background and colors but should not contain any information. This allows for slight manufacturing/production and printing variations. Please do not put any information too close to the bleed area.

For best results avoid putting stripes at the edges of your artwork. Cutting variations could also be up to 1/8 inches or 3mm within a bleed area and may result in your stripes looking uneven.

DVD Cover Requirements

Parameters of the DVD Cover artwork are:

- File format: PNG, JPG
- RGB Color mode
- Size: 3294x2231px (10.98x7.437 inches or 279x189 mm, 300 dpi)

NO TRANSPARANCY

DVD Cover Templates:

- **PSD** template (to edit .psd files use Adobe Photoshop CS or higher):
http://help.esellerate.net/eSellerate/Content/Extras/DVDCover_DR_template_PSD.zip
- **PNG** template:
http://help.esellerate.net/eSellerate/Content/Extras/DVDCover_DR_template_PNG.zip

IMPORTANT! Make sure to turn off all guiding layers before saving your designs.

Please note that it is highly advisable not to use gradients in the artworks. We use high-end Xerox presses (Xerox 2060) that are not designed to handle gradients.