

OfficeMax® offers a full range of affordable CD and DVD duplication services.



OFFICEMAX CAN HELP YOU

create the materials you need to put your best foot forward. We provide CD and DVD duplication services at affordable prices.

SAVE YOUR BUSINESS MONEY by keeping large documents on CD to view or print later.

COMMUNICATE BETTER by providing copies of your PowerPoint presentation after a meeting. The possibilities are endless. Plus, you can showcase your work with imprinted packaging options that can be tailored to your exact needs.

OfficeMax CD and DVD duplication services help you do more!

AT THE OFFICE

- Save your business money by distributing large documents on CD to view or print later
- Communicate better by providing copies of your PowerPoint presentation after a meeting



- Assemble CDs into a larger presentation or marketing package
- Create Mini CDs for a unique way to deliver a message to customers. Mini business card CDs can also make you stand out – with video and audio.

AT HOME

- Record and distribute audio copies of family memories and stories
- Record an original CD
- Create a school band or church group recording to use as a fundraiser
- Share family videos and photos at your next reunion



Be sure to ask your OfficeMax Print and Document Services Associate if you have any questions. **We're here to help.**



Make it yours.



CD and DVD duplication from OfficeMax



The tools

Create CDs in two formats:

CD Audio (music)

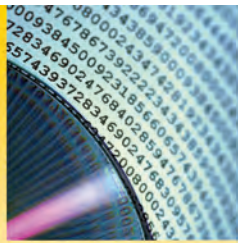
CD-ROM (data or enhanced audio and video clips)

Create DVDs in one of three formats:

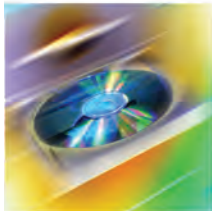
DVD Audio (music)

DVD Video (data or enhanced audio and video clips)

DVD ROM (any combination of data, music or video)



The technology



Most desktop computers burn a good CD, but that disk may not create quality copies. Follow these guidelines to create the best master for duplication.

Audio CDs If you're creating an audio CD for retail sale or as a demo disk, consider using a professional mastering

service. This will help you create the highest-quality master, so you can make the best possible copies.

Burning Modes When using CD-burning software, choose the Disc-at-Once mode. This causes the laser to turn on at the beginning of the disk burn and stay on until the entire disk is complete. This keeps errors to a minimum.

Burning Speed 2X speed offers the best quality. However, faster speeds, like those offered through most built-in PC software, will work well. Just avoid a 1X speed.

Disk Quality Use the best quality CD-R disk you can afford to create a master. Inexpensive disks will work for copies. However, be sure to avoid CD-RW disks.

Data CDs The information for audio CDs (above) applies to Data CDs as well. However, Data CDs are more forgiving of errors. If you have checked the files on the master CD to make sure they work, the copies will work the same. Testing your master CD on several computers will ensure maximum compatibility and increase your chance of a successful master. Data CDs can be bit-for-bit verified and we can ensure an exact duplicate of your CD.

DVDs DVD masters vary by two factors:

- Quality of the disk
- Quality of the software used to burn the master (always make sure to work with the latest update)

Make sure to use a good, high-quality disk when burning a master. Sometimes, using two different brands of disks helps to discover which will be the optimal choice for your project.

The rules

COPYRIGHT LAW: MUSIC, VIDEO AND PICTURES CAN BE COPYRIGHTED, SIMILAR TO PRINTED MATERIALS. THIS IS TRUE EVEN FOR CDs CREATED FOR PERSONAL USE. For a music CD, you must have proof of licensing for all music you don't own. Two web sites that can help with licensing are www.ascap.com and www.bmi.com. Look into manufacturers of royalty-free music if you need a background track for projects such as presentations.



The look



Label and Insert Art We'd be happy to create art to your exact specifications. Choose from a basic, monochrome imprint or a full-color package, complete with a color tray card and insert.

Or, create your own label and insert art.

Your OfficeMax associate can provide a template that contains guides for the art edges and the center hub. Art can be sent as a JPEG, TIFF or PDF file. When sending a PDF, make sure to embed all of the fonts and images.

RGB vs. CMYK Document colors don't look the same on a computer monitor as they do when they are printed. Monitors use Red, Green and Blue (RGB) light to display all colors, while printers use a combination of inks. Most of the time, this color difference is slight. However, every once in a while, the change results in a shift of color tones. Blues and greens are the most difficult to reproduce. While the duplicator prefers RGB images, you may want to convert your artwork to CMYK



(cyan, magenta, yellow and black) in your image editing program if you want to take a look at which areas of your artwork may be affected when they are printed.

Resolution Resolution is the term used to describe how many dots of information are in a square inch of image area. We recommend creating your art at a resolution of 300 dpi. Images above 300 dpi will print as well as 300 dpi photos, but take more time to transport electronically. Web images are typically 72 dpi and will appear ragged when printed. Editing programs like Photoshop will not improve this.



Photo Quality Black and White

If you choose this option, you may want to have the whole label area covered in white. This will create a true photographic image. However, a simple black or blue design on the mirrored surface can look dramatic as well.

Proofing Options Not sure if you'll capture the magic? For \$10.00, we can provide you with a proof of the final product, including inserts and a case. You can test your duplicated CD to make sure it works the way you expect, and see exactly what the finished product will look like.

We have what it takes to help you do more.



Count on OfficeMax Print and Duplication services for professional-looking results every time. We have the experts and the know-how to help you do more.

OfficeMax[®]
Print & Document Services