



FORMS AND PROCEDURE FOR A CASSETTE DUPLICATION ORDER

NAC PRE-SUBMISSION CHECKLIST

This checklist will help you complete your order correctly. Don't hesitate to contact us with any questions

1. If you would like us to quote your project, please call or submit the [Quote Questionnaire](#).
2. Read and follow the [Audio Guidelines](#) and [Artwork Guidelines](#) carefully to prevent any delays in the production of your project.
3. To place an order, fill out the [Duplication Order Form](#) completely. It is our guide to make your order.
4. Complete and sign the [Intellectual Property Rights \(IPR\) Form](#). *No copyrighted material will be duplicated unless it is your own or you have a release signed by the copyright owner.*
5. Determine the length of your program, and list tracks on Side A and Side B on the [Track List Form](#).
6. Your recording will be duplicated to music grade Ferric, Type 1 tape. Type 2 tape is no longer manufactured and World-wide supply is very low. Soon our own Super Ferric tape will be running off the line, and will offer a better range of frequency and greater headroom than Chrome tape.
7. Select a shell from the [Shell Color Chart](#). Our website is updated when the available colors change. Consult the current listing for shell colors and recommended imprint inks.
8. Please choose between imprinting or laser-printed labels for your cassette shells. Use the right high-resolution template made for your software.
9. If you are ordering imprinting, choose the [ink color](#) you would like printed onto your cassette shell from the [Ink Color Chart](#) and indicate it on your order form. Please reference the Shell and Ink Combination notes on the [Shell Color Chart](#) before choosing your colors.
10. Design artwork for imprinting or labels using our high resolution templates. Please submit imprint designs at the recommended 1200 pixels per inch or as vector art. Label designs should be 600 ppi.
11. Design your cover artwork (J-Card, U-Card, or O-Card). Please use the right template for your software and leave the art file at the recommended 600 ppi with template layer hidden.
12. If applicable, select your casing option. We have various colors in the Norelco boxes and options for over-wrapping.
13. You may order download cards for inclusion in your cases. Send pre-printed cards, or submit a design and codes (provided by an audio hosting site) for us to print. *Include the host URL in your design.*
14. Choose a method to submit your project to us. The size of audio files and design files makes email impractical. You can send everything via package carrier, upload files to our FTP site, or upload to a large file transfer site (Mediafire, WeTransfer, Dropbox, etc.). A link on www.cassetro.com makes uploading via WeTransfer easy. Or you can go directly to: nationalaudio.wetransfer.com.
15. Email all forms and the links to your art and audio files to jkemna@nactape.com.
16. Preproduction will start when we have received all parts of your project (audio master, design files and all documents). We'll send a confirmation and invoice once we've downloaded your files.

Here are links to the forms and templates:

[NAC Quote Questionnaire](#)

[NAC Intellectual Property Rights Form](#)

[NAC Audio Guidelines](#)

[Imprint Help Sheet](#)

[J-Card and U-Card Templates](#)

[Tutorial for using Audacity for Audio](#)

[NAC Cassette Duplication Order Form](#)

[Audio Track List Form](#)

[NAC Duplication Artwork Guidelines](#)

[Imprint and Label Templates](#)

[O-Card Template](#)

[Tutorial for using iTunes for Audio](#)

AUDIO MASTER GUIDELINES

FOR THE MOST PROFESSIONAL SOUND ON YOUR CASSETTE TAPES OBSERVE THESE RULES FOR PRODUCING YOUR MASTER.

- Acceptable master formats in order of preference are:
 1. **Program Ready digital audio files (.wav, .aif, .aiff, .flac)**
 2. **CD-DA**
 3. **Data CD/DVD with 44.1kHz 16-bit wav files**
 4. **R-DAT**
 5. **Cassette**
 6. **1/4" and 1/2" Analog reel tape (call first to check compatibility)**
- If you need your project to enter production as soon as possible, you must provide program-ready audio files. ***What is a "Program-Ready" audio file?*** Every cassette has two programs. Program A is Side A and Program B is Side B. Providing "program-ready" audio files means that if each side contains more than one track/song, the tracks are combined as one audio file for each side – tracks in the correct order with the desired gaps between. (Most artists prefer a 2 second gap between tracks.) Both programs should be in 44.1 kHz/16-bit format.
- Tutorials for preparing your master files to be program ready are available at these links:
[**Tutorial for using Audacity for Audio**](#) [**Tutorial for using iTunes for Audio**](#).
- Other digital formats may be accepted, but will be converted to 44.1kHz 16-bit for use at NAC. If sending a compressed digital format, please check that the resulting playback quality and potential loss of fidelity is acceptable to your ear. You may upload the audio to your own webspace, to NAC's FTP site, or to a free upload service site, then email us the download link along with your other order materials.
- All masters should be accompanied by a track list detailing Sides A and B. Check your master carefully for playback errors prior to sending it, to save you time and expense if replacement is necessary. Sequence your master exactly as you want the final product to be with the gaps between tracks exactly how you want them. In particular, please pay close attention to the pre-track pause times and any tracks that have audio extending across the next track marker.
- If you are using iTunes, changing the file names alone is not enough to preserve your track sequence when we create the .wav versions necessary for editing your production master. You must also check the embedded track number info for all of the tracks you are submitting to NAC. The quickest way to check this is to go to the View menu, select "View Options," and add a check for "Track Number." Then you can check the songs in your library for the proper embedded track number data, and if the sequence needs to be changed you can select a track, go to File > "Get Info" and fix the track number in the "Info" tab.
- Sometimes pops may occur between these tracks when a ripped /compressed format has been used. For best accuracy, prepare Program Ready files, and check for these issues.
- De-essing may be applied when the master provided is overly sibilant or bright, and you have not ordered chrome tape. This helps reduce high-frequency distortion, and allows the program volume level to be optimized for cassette tape. All efforts are made to keep the process as transparent as possible.
- Cover songs and even short samples of recognizable copyrighted material of any origin will be rejected unless it is accounted for in your Intellectual Property Rights Form and you have provided proof of licensing/permission from the IPR owner. Please respect the rights of other artists.

CASSETTE ARTWORK GUIDELINES

HOW TO ACHIEVE THE BEST RESULTS FOR CASSETTE IMPRINT AND PACKAGE

- **For ALL DESIGNS**, it is necessary for you to use the templates provided by National Audio Company so your artwork will print properly on the cassette shell, and your J-Cards or O-Cards fit correctly.
- AI, EPS, PDF, PSD, JPEG, TIFF, and IDML files (from InDesign) are acceptable file formats (CS5-compatible or lower). If exporting PDF files from any program, please **DO NOT USE** default settings, not even “Press Quality”. Change the image settings to **no downsampling**, or match our recommended resolutions (Imprints–1200ppi, JCards and Labels–600ppi). To maintain the highest quality, also change compression to “None”.
- We recommend using Adobe Illustrator or Photoshop to place your artwork into the templates. To avoid missing font issues and retain highest quality, convert all fonts to outlines in Illustrator, or in Photoshop, select text layers and “Convert to Shape”. (Be aware that some effects on text layers may be lost when converting to paths, but most special effects — like drop shadow, emboss or glow effects — will not print well for imprinting on cassette shells. Effects can be rasterized in Photoshop.)
- Eliminate unused layers in files or flatten the artwork **EXCLUDING THE TEMPLATE**. Hiding the template before flattening prevents the template from becoming part of your artwork. More about JCards on page 6.
- **For CASSETTE IMPRINTS**, work in Gray Scale mode when using Photoshop. **Only “Line Art”** can be imprinted, meaning all ink areas must be **completely black (image to be printed in ink)** against a **white or clear (non-print) background**. Some grays can be simulated using a half-tone screen up to 95 lines per inch but solid shapes are preferable. Tints lighter than 20% may be lost, and darker than 80% may fill in.
- **1200 pixels per inch** is the required resolution for Imprint graphics. This is necessary to maintain sharp edges on small type or fine detail. Vector art is also good. JCards, OCards and Labels should be **600 ppi**.
- To make type possible to imprint, and for legibility, use font sizes no smaller than 6 pt. — make it larger if the typeface contains delicate strokes and serifs. Lines in your text or graphics that have a thickness less than 0.175mm (or 0.5 pt.) may not print, and gaps of this size may fill in with ink.
- Large areas of solid color will not imprint consistently and should be avoided. Limit your design to 40% or less ink coverage in the print area. Images that extend from edge to edge of the template area are discouraged. Artwork that requires full-face printing can be produced on our laser printed label sheets instead of imprinting.

NOTE: The same template works for any shell.

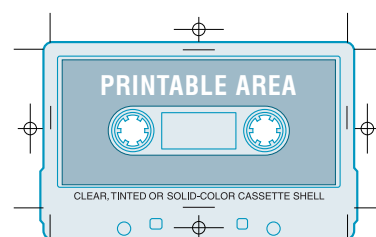
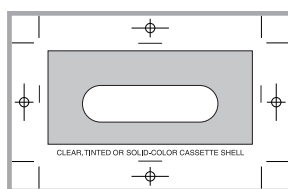
Download Imprint Templates:

For Photoshop —

For Illustrator —

[Universal Imprint Template](#)

[Universal Imprint Template](#)



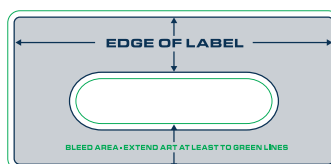
Shells vary but most can be imprinted to the boundaries of the printable area.

- Laser-printed labels are an alternative to imprinting, and recommended if your artwork is multi-color, highly detailed, or requires more than 50% ink coverage. If you want your label to be filled from edge-to-edge with background color or an image, make sure you extend the artwork beyond the cut lines to the bleed line — both on the outer edges and inner hole. Hide or remove the template lines in your file when submitting.

Download Label Templates:

For Photoshop — [Label Template](#)

For Illustrator — [Label Template](#)

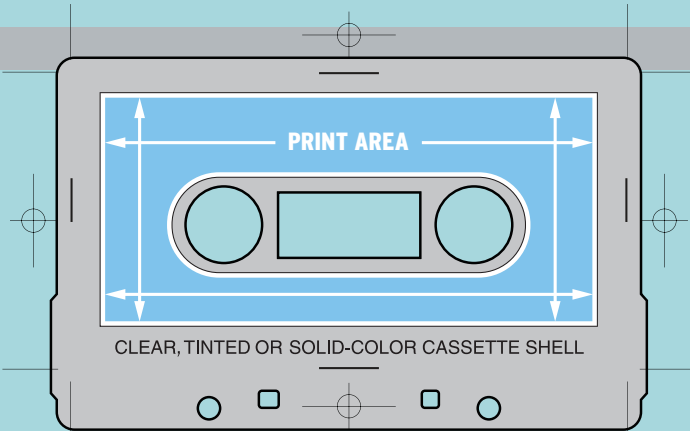


CASSETTE IMPRINT INSTRUCTIONS



PLAN YOUR IMPRINT DESIGN

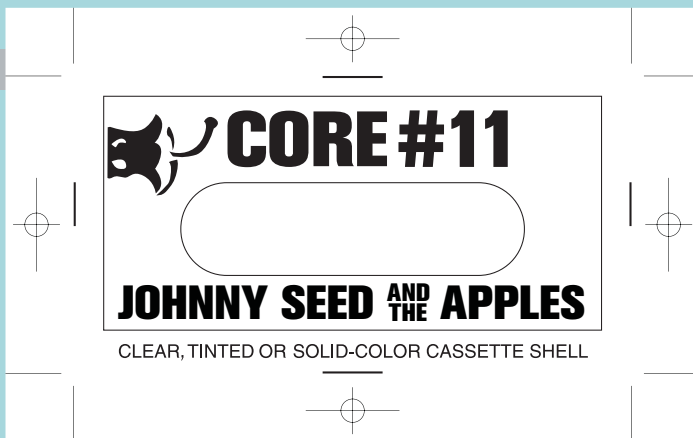
Imprinting is the process of printing your artwork in ink on the cassette shell. On the red shell to the left, the white outline shows the area that can be imprinted. Because of the 3-dimensional shape of the cassette, there are limitations to the ink coverage, the detail, and the halftone screens possible in an imprint. However, many customers have designed beautiful artwork to work within this area. Go to the cassette shell color chart and ink selector to see available colors.



WORK WITHIN THE TEMPLATE AREA

The blue area in the diagram is the space that can be filled with artwork. To create a successful imprint design:

- Limit your designs to only one color.
- Keep in mind you have a variety of color choices for both shell and imprint ink. Imprint inks are translucent.
- Do not fill more than 50 percent of the area with ink.
- Keep text larger than 6 point size. The larger and bolder, the better.
- Delicate lines thinner than 0.5 pt and fine details should be avoided or thickened up to imprint well.



SUBMIT FINAL ARTWORK IN THE TEMPLATE

Your designs should be submitted in the National Audio official templates. The Universal template now works for almost all shells. File formats PSD, TIFF, AI, EPS and PDF are acceptable.

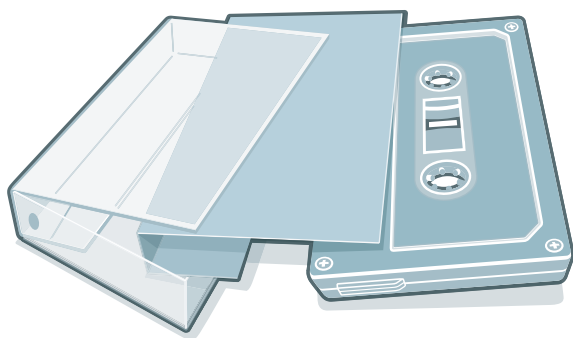
- Build your artwork with vectors or in grayscale at the resolution of the template: 1200 pixel per inch.
- Convert all fonts to (vector) shapes before submitting the files.
- Identify your A-Side and B-Side imprint art.
- Remember, everything black within the print area of the template will print the color of your chosen ink.
- Do not flatten the template lines into your artwork. Leave them as a separate layer.



COMPLETE!

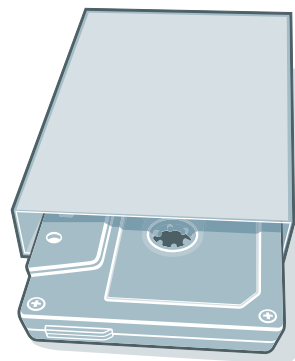
This is an illustration of how your artwork might look. Cassette imprints tend to vary a little bit from tape to tape.

CASSETTE COVER ART



J-Cards & U-Cards

(Inserts for Norelco boxes, the hard plastic traditional case for a cassette.)

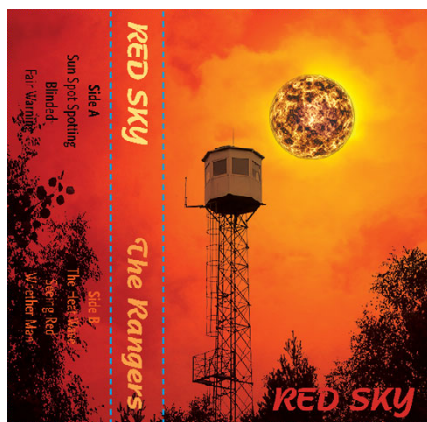


O-Cards

(Cassingle Sleeves printed on card stock - with or without shrink wrap)

Download our J-Card, U-Card or O-Card templates and lay out the cover art design you want as the packaging for your duplicated cassettes. Please follow the [Artwork Guidelines](#) you find in this document or on [cassetro.com](#).

We can “fine-tune” your design once you’ve submitted it to NAC via large file transfer service, FTP, or disc. Minor adjustments are made at no charge other than the graphics preparation cost. If you need more help, NAC’s in-house graphic designers can help you design your project art. Complete graphic layout service is billed at \$25 per half hour. Customers are always shown a digital proof for approval unless a sample print is requested..



Your package inserts are laser printed in NAC’s graphics department on high-end equipment. J-Cards are full-color (CMYK) both sides, and O-Cards full-color outside. They are then scored and assembled with your imprinted or labeled cassettes.

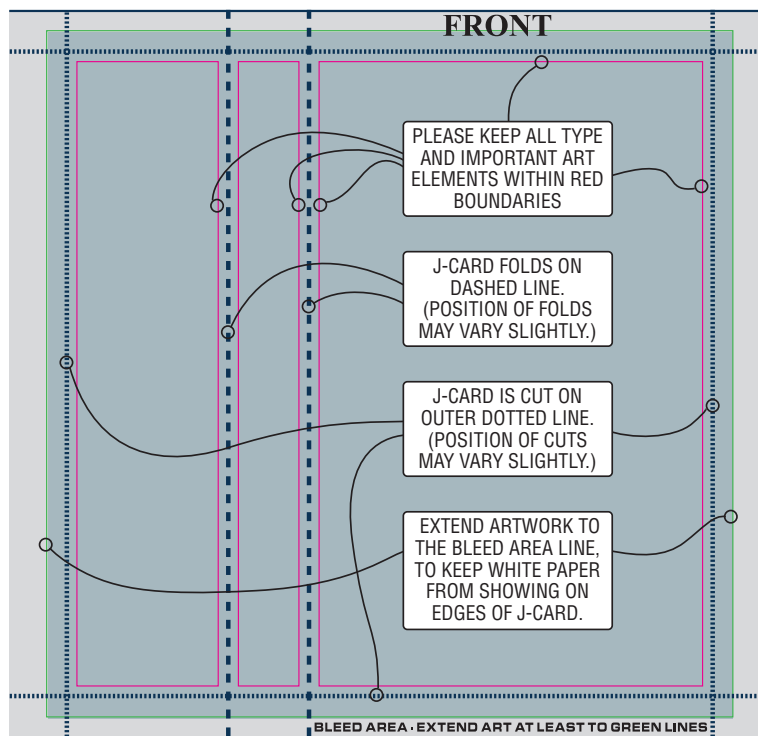
Quantities larger than 2,000 may be sent for offset litho printing. This adds some time to the expected delivery date.

For sharpness in reproduction, keep your image resolution high enough for detail – a minimum of 300 ppi, preferably 600 ppi. Text layers maintain their best quality if converted to vector shapes.

In every case, follow the boundaries on the template to leave margins for your critical art elements. Please extend background colors or images to the “Bleed Lines” outside the cut lines where the cards will be trimmed.

NAC can also produce bar code stickers if you supply the art or bar code number. Download Cards can be inserted into the boxes or sleeves if you supply NAC with either physical cards or files to be printed.

Over-wrapping is offered for a professional finished look to the Norelco boxes, and Cassingles in O-Cards are generally shrink-wrapped. Please specify these options when requesting a quote or placing your order.



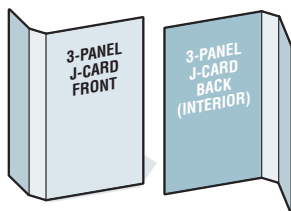
CASSETTE PACKAGE DESIGN TEMPLATES

USE NATIONAL AUDIO COMPANY'S TEMPLATES TO DESIGN UNIQUE ARTWORK FOR YOUR RELEASE.

Download J-Card Templates:

3-Panel J-Card

(The original J: Front panel, spine and flap)



Templates For
Photoshop

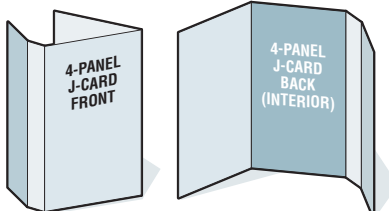
[3-Panel J-Card Front](#)
[3-Panel J-Card Back](#)

Templates For
Illustrator

[3-Panel J-Card Front](#)
[3-Panel J-Card Back](#)

4-Panel J-Card

(one additional panel folds inside)

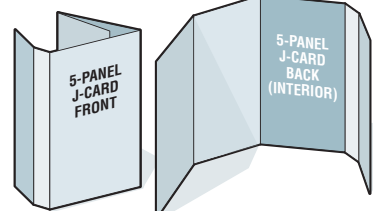


[4-Panel J-Card Front](#)
[4-Panel J-Card Back](#)

[4-Panel J-Card Front](#)
[4-Panel J-Card Back](#)

5-Panel J-Card

(two additional panels roll-fold inside)

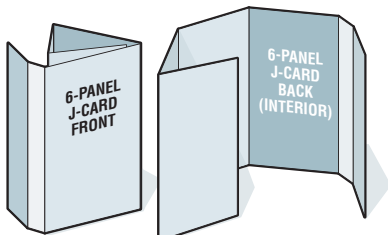


[5-Panel J-Card Front](#)
[5-Panel J-Card Back](#)

[5-Panel J-Card Front](#)
[5-Panel J-Card Back](#)

6-Panel J-Card

(three additional panels roll-fold inside)



Templates For
Photoshop

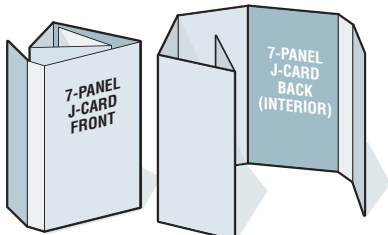
[6-Panel J-Card Front](#)
[6-Panel J-Card Back](#)

Templates For
Illustrator

[6-Panel J-Card Front](#)
[6-Panel J-Card Back](#)

7-Panel J-Card

(four additional panels roll-fold inside)

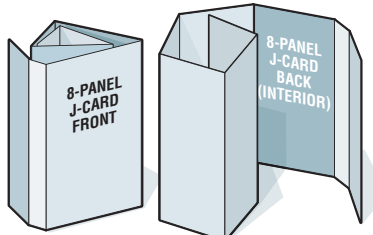


[7-Panel J-Card Front](#)
[7-Panel J-Card Back](#)

[7-Panel J-Card Front](#)
[7-Panel J-Card Back](#)

8-Panel J-Card

(five additional panels roll-fold inside)



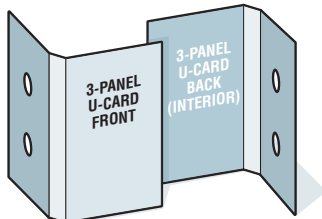
[8-Panel J-Card Front](#)
[8-Panel J-Card Back](#)

[8-Panel J-Card Front](#)
[8-Panel J-Card Back](#)

Download U-Card Templates:

3-Panel U-Card

(full size flap panel with holes for hub posts)



Templates For
Photoshop

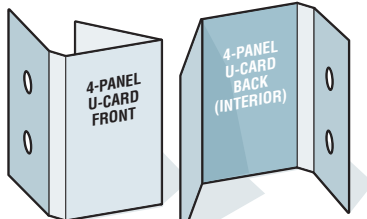
[3-Panel U-Card Front](#)
[3-Panel U-Card Back](#)

Templates For
Illustrator

[3-Panel U-Card Front](#)
[3-Panel U-Card Back](#)

4-Panel U-Card

(one additional panel folds inside)

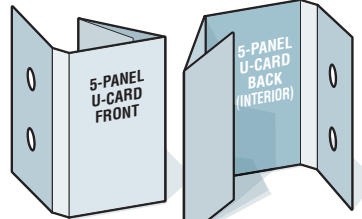


[4-Panel U-Card Front](#)
[4-Panel U-Card Back](#)

[4-Panel U-Card Front](#)
[4-Panel U-Card Back](#)

5-Panel U-Card

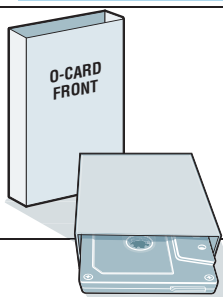
(two additional panels roll-fold inside)



[5-Panel U-Card Front](#)
[5-Panel U-Card Back](#)

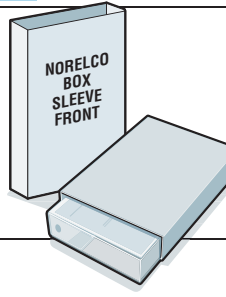
[5-Panel U-Card Front](#)
[5-Panel U-Card Back](#)

Download O-Card Templates:



Cassingle Sleeve

For Photoshop — [O-Card Sleeve](#)
For Illustrator — [O-Card Sleeve](#)



Norelco Box Outer Sleeve

For Photoshop — [Box Sleeve](#)
For Illustrator — [Box Sleeve](#)

Download card template:

For Photoshop — [Download Card](#)
For Illustrator — [Download Card](#)