Press-Ready Cover Guidelines

Follow these guidelines to submit a 1-color or 4-color press-ready cover.

WHAT IS A PRESS-READY COVER?
Simply a cover that requires no additional typesetting or alterations and is ready to print.

Read through this guide carefully before submitting your press-ready cover.
The quality of your printed cover depends on the quality of the materials you provide us.

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A PRESS-READY COVER

A Press Ready cover is submitted as a **digital file** ready to be printed, with no manipulation required by us. **A hard copy must accompany the file.** See pages 2-3 for specific requirements.

Material not press-ready includes: color printouts, digital files that don't follow our specifications, or covers created with wrong image area and margins.

If any of these materials are submitted, they will be considered mock-ups for us to follow in creating your cover.

PROOFS

When you submit a 4-color press-ready file, we will send you an electronic proof with the cropmarks and guides for your review. It will be your responsibility to proofread and approve all aspects of the file. Production will continue when the proof has been approved.

COLOR ACCURACY

Keep in mind that monitors and color printers vary and should not be relied on for accurate color. Color copies submitted from a laser or inkjet printer will be used to verify type and layout only; they will not be used for color matching. **If precise shades of color are critical** to your cover design (e.g., your cover features your corporate identity and must closely adhere to your corporate color scheme), **a professional color proof showing actual colors** to be printed must accompany your submitted files before production can begin. Or if you simply want us to match Pantone colors for any of your cover elements, please specify the PMS numbers on your color hard copy.

Software Formats and General Guidelines

ACCEPTED SOFTWARE

Press-ready files will be accepted in one of the following formats:

Adobe InDesign™ (version CC or earlier)
- Include all fonts (in a **Fonts Folder**) and linked graphics (in a **Links Folder**).
- Graphics can be submitted in either grayscale, RGB or CMYK color modes, and saved in either tif, eps or pdf format. *See page 3 for more guidelines on preparing graphics.*
- Alternatively you can export your InDesign document as a high-resolution pdf (**with fonts embedded**) and submit just the pdf (font and graphics files are not needed when submitting pdfs).

Adobe Photoshop™ (version CC or earlier, or .tif)
- Include all fonts (in a **Fonts Folder**) so we can make any last-minute type corrections or adjustments if necessary.
- If you use layers to build your cover, **send us the layered version** in the event we need to make minor adjustments to margins and placement to optimize print output.

Adobe Illustrator™ (version CC or earlier)
- Include all fonts (in a **Fonts Folder**) even if you set your type to "outline," in case any last-minute type corrections or adjustments are necessary.
- Include all linked graphics (in a **Links Folder**).

PDF (portable document format)
- We cannot accept Microsoft Word, Publisher, or other program's native files. Please save or export these files as high-resolution pdf documents.
- Be sure to **embed your fonts** in the pdf.

GENERAL GUIDELINES
- Images should be scanned at 300 dpi and saved at the size they will be used or larger. Place them in your layout as close to 100% of final size as possible. Do all your sizing, rotating, flipping, cropping in a photo-editing software, such as Photoshop™.
- Include a bleed if you intend your image or any other elements to print to the edge of your cover. If you submit the cover file as a pdf, choose settings that include a 1/8" bleed on all edges of your document when exporting your pdf.
- Rules, keylines and strokes should have a weight of 0.5 point or greater, otherwise they may be too faint and not print.
- See next page for detailed guidelines on preparing art.

Preparing Artwork and Photos

It is essential that these policies and procedures are followed closely; failure to do so may delay the production of your order.
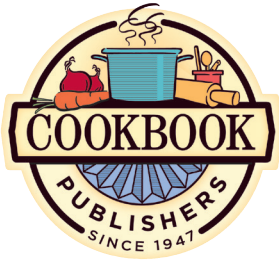
And remember, we're always just a phone call away if you have a question or need assistance.

PHOTO GUIDELINES

- Images should be scanned at 300 dpi and saved at the size they will be used or larger.
- A bleed is required if you intend to have art or photos print to the edge of the cover. A little bit of image must "bleed" off the edge to accomodate the manufacturing process. When scanning an image, size it big enough to extend 1/8" beyond the edge of the cover. (If you will be submitting the page files as a pdf, choose settings that allow a 1/8" bleed on all edges of your document.) When creating a bleed, bear in mind that any part of the image near the edge of the cover may be trimmed off in the manufacturing process, so don't put anyone's face 1/8" from the edge of the page, for example. *See templates for required bleed area (p. 5-9).*
- Line art images should be scanned at 600 dpi in bitmap mode.
- **Images downloaded from websites are usually 72 dpi and are not acceptable quality for printing. We cannot use PNG or GIF files.**
- Scan images in bitmap, grayscale, RGB or CMYK color modes.
- Save photos as tiff, eps or pdf files.
- If taking photos with a digital camera, set the resolution on the camera to the highest quality. (See **Tips for Using a Digital Camera,** next page.)
- In general, a good photo will make a good print. A poor-looking photo will print poorly.
- Make any adjustments (such as sizing, rotation, cropping, flipping) in a photo editing software (i.e. Photoshop™).
- Place all photos at 100% size in your layout file. Don't size, rotate, flip or crop images in your layout file.
- All photos should be submitted in a **Links folder.**
- **Copyright images:** we will need a written, signed release from the copyright owner giving permission for its use. Generally, all photos are copyrighted unless you are using royalty-free images, you own the images, or you paid someone to take the photos. Copyrighted images may include photos from portrait studios, magazines, newspapers, books, greeting cards, Google images, websites, etc.

UNACCEPTABLE PHOTOS:

- Low resolution photos (under 220 dpi).
- Photos downloaded from the internet (72 dpi), including .png and .gif files
- Photos from a photocopier, color copier, color inkjet or color laser printer.
- Copyrighted photos without a release (see above).

Tips for Using A Digital Camera

Yes, you can take photos with your digital camera and use them in your cookbook! With current digital technology, it is possible to take photos of acceptable quality for offset printing. There are three factors that determine whether your digital photos will be suitable for printing: **compression**, **resolution** and **file format**.

Compression affects image quality and destroys image data. If your camera supports uncompressed image data such as tiff or "raw," you should use those settings. If these are not available, use the highest quality jpeg compression ratio setting.

Resolution determines the overall quality of your digital photos. Resolution is expressed in megapixels or pixels in width and height. Your camera's manual should list how many pixels, in width and height, it is capable of taking at full resolution. Convert megapixels to printable size by dividing each axis by 300. The result is the maximum dimension (in inches) that the photo can be printed with quality results. For example, a photo with full resolution at 2048 x 1536 pixels would result in a 6.826" x 5.12" maximum print size (each axis divided by 300). However, a 640 x 480 megapixel image can only be printed at 2.14" x 1.6". Small images can be artificially enlarged with photo-editing software, but they may look poor in print.

File format: after transferring your photo to your computer, **DO NOT** resize the image, alter its resolution, or save for web output. You can save the image as tiff, pdf, high quality jpeg, or eps, which are all appropriate formats for print output.

Template for Soft Front Cover

Please use this guide when submitting your cover electronically.

0.5625" TOP & BOTTOM MARGIN

0.6875" MARGIN

Front Standard Cover or Front Divider Template

Please use this guide when submitting your cover electronically.

- The Soft Cover/Divider trim dimensions are 5.5" x 8.5" as represented by the light blue shaded area with a black dotted line.

- If you want your art to bleed, your artwork should be submitted to cover the 5.625" x 8.625" dimensions as shown by the dark blue area. No essential design elements should fall within this area so they aren't close to getting trimmed off.

- No wording or any essential part of the art should fall in the $^3/_8$" binder punch area, represented by the red area to the left.

PAGE MARGINS
— Top and Bottom margins are 0.5625 inches
— Left margin is 0.6875 inches
— Right margin is 0.4375 inches

- = bleed area for non-critical images, textures or background colors
- = finished page area
- = safe text and image area
- = binding area

0.375" ($^3/_8$") binding area

7.5" SAFE TEXT/IMAGE AREA

8.625" PDF SIZE

4.5" SAFE TEXT/IMAGE AREA

Cookbook Publishers | Cover/Divider Front Template

5.625" PDF SIZE

Template for Soft Back Cover

Please use this guide when submitting your cover electronically.

0.5625" TOP & BOTTOM MARGIN

0.6875" MARGIN

8.625" PDF SIZE

7.5" SAFE TEXT/IMAGE AREA

Back Standard Cover or Back Divider Template

Please use this guide when submitting your cover electronically.

- The Soft Cover/Divider trim dimensions are 5.5" x 8.5" as represented by the light blue shaded area with a black dotted line.

- If you want your art to bleed, your artwork should be submitted to cover the 5.625" x 8.625" dimensions as shown by the dark blue area. No essential design elements should fall within this area so they aren't close to getting trimmed off.

- No wording or any essential part of the art should fall in the $^3/_8$" binder punch area, represented by the red area to the left.

PAGE MARGINS
— Top and Bottom margins are 0.5625 inches
— Left margin is 0.4375 inches
— Right margin is 0.6875 inches

⬛ = bleed area for non-critcal images, textures or background colors

⬛ = finished page area

⬛ = safe text and image area

⬛ = binding area

0.375" ($^3/_8$") binding area

4.5" SAFE TEXT/IMAGE AREA

Cookbook Publishers | Cover/Divider Back Template

5.625" PDF SIZE

Template for Hardback Cover

Please use this guide when submitting your cover electronically.

0.6875" WRAP AROUND AREA

0.6875" WRAP AROUND AREA

0.375" MARGIN

6" FINISHED SIZE

0.375" (³/₈") BINDING AREA

8" SAFE TEXT/IMAGE AREA

8.75" FINISHED SIZE

0.375" MARGIN

8.625" PDF SIZE

Front Hardback Cover Template

Please use this guide when submitting your cover electronically.

- The hardback cover surface, represented by the black dotted line, is 6" x 8.75". The printed cover sheet, represented by the larger blue area, will wrap around the hardback board.

- If you want your cover art to be a full bleed, your artwork should be sized at 7.375" x 10.125". Keep in mind all elements in the dark blue area will wrap around the hardback board.

- For non-bleed covers, the maximum image area should not exceed 5" x 8", as represented by the green border area.

- No wording or any essential part of the art should fall in the ³/₈" binder punch area, represented by the red area to the left.

= bleed area for non-critcal images, textures or background colors

= finished page area

= safe text and image area

= binding area

5" SAFE TEXT/IMAGE AREA

0.375" MARGIN

Cookbook Publishers | Hardback Cover Front Template

5.625" PDF SIZE

Template for Inside Hardback Liner

Please use this guide when submitting your cover electronically.

0.6875" TOP & BOTTOM MARGIN

0.6875" LEFT & RIGHT MARGIN

7.375" SAFE AREA

8.75" FINISHED PDF SIZE

Hardback Cover Inside Liner Template

Please use this guide when submitting your cover electronically.

Finished Size (Trim)
5.75" x 8.75"
(represented by the blue area)

Maximum Printable Area for Liners Should Not Exceed
4.375" x 7.375"
(represented by the white area with green border)

All text and art should remain within the white with green border area.

◼ = finished page area (NO ART OR TEXT)

◼ = safe text and image area

4.375" SAFE AREA

Cookbook Publishers | Hardback Inside Liner Template

5.75" FINISHED PDF SIZE

Template for Padded 3-Ring Binder Cover (1″ Ring)

Please use this guide when submitting your cover electronically.

10.875" PDF SIZE

0.5" MARGIN

8.25" SAFE AREA

0.5" MARGIN

FRONT COVER

6" SAFE AREA

7" FRONT COVER

0.6875" MARGIN

6.25" SAFE AREA
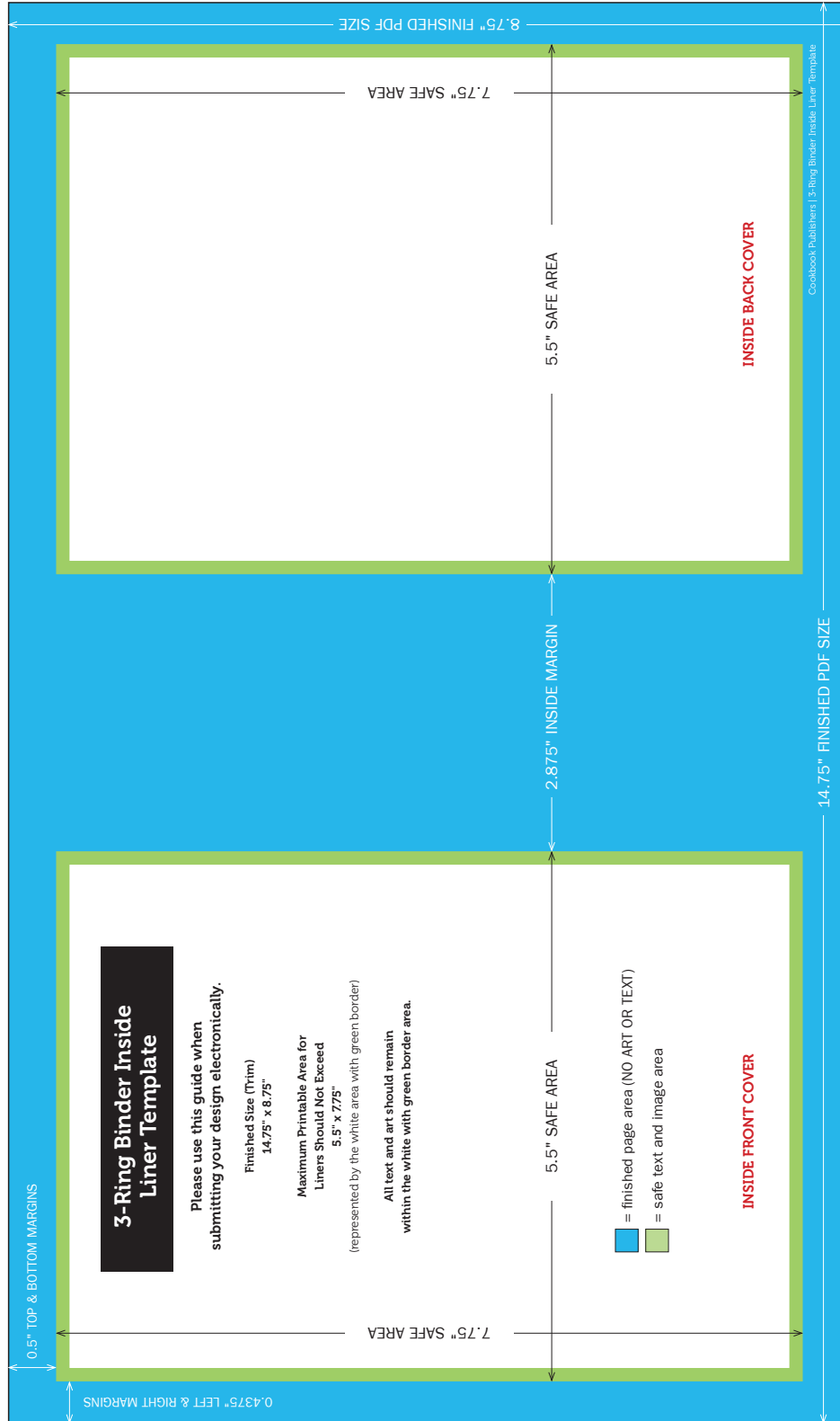
1"
SAFE
AREA

1.375"
SPINE

17.125" PDF SIZE

0.6875" MARGIN

3-Ring Binder Template

Please use this guide when submitting your cover electronically.

- The padded binder is represented by the light blue area. The finished binder size is 7" inches wide and 9.25" inches tall, with a 1.375-inch spine. The dark blue area represents the printed sheet that will wrap around the padded binder. The sheet's dimensions are 17.125" x 10.875" inches. Use these dimensions when setting up your layout document.
- The white areas on the template are your main safe areas. You can place all text and artwork within the white areas. Keep all type and artwork within these areas unless you intend the elements to bleed.
- The front and back white image areas are 0.5" from the top, bottom, and outer edges of binder (green area). The front and back panels' inner edges are 0.6875" from the solid spine lines.
- For the spine, keep text and other elements centered and contained within in the white spine area (1.0" x 6.25").
- If color or artwork bleeds, extend it to cover the green and blue areas completely. Bear in mind everything in the blue area will wrap around the boards and the green area is very close to the edge of the binder, so fill these spaces with continuous color, patterns, or non-critical photo areas (keep people and other essential elements you want to feature within the white areas).
- If the book exceeds 360 pages, a 1.5" ring will be required. Call for more details.

  ▪ = bleed area for non-critcal images, textures or background colors
  ▪ = finished page area
  ▪ = safe text and image area
  ▪ = binding area

8.25" SAFE AREA

6" SAFE AREA

7" BACK COVER

0.5" MARGIN

0.81.25" TOP & BOTTOM MARGINS

0.875" LEFT AND RIGHT MARGINS

Template for 3-Ring Binder Liner (1″ Ring)

Please use this guide when submitting your artwork electronically.

8.75″ FINISHED PDF SIZE

7.75″ SAFE AREA

5.5″ SAFE AREA

INSIDE BACK COVER

Cookbook Publishers | 3-Ring Binder Inside Liner Template

2.875″ INSIDE MARGIN

14.75″ FINISHED PDF SIZE

3-Ring Binder Inside Liner Template

Please use this guide when submitting your design electronically.

Finished Size (Trim)
14.75″ x 8.75″

Maximum Printable Area for Liners Should Not Exceed
5.5″ x 7.75″
(represented by the white area with green border)

All text and art should remain within the white with green border area.

5.5″ SAFE AREA

= finished page area (NO ART OR TEXT)

= safe text and image area

INSIDE FRONT COVER

7.75″ SAFE AREA

0.5″ TOP & BOTTOM MARGINS

0.4375″ LEFT & RIGHT MARGINS

Collecting & Submitting Fonts

If you submit your pages or cover as press-ready files, fonts will also need to be submitted. Follow these instructions to collect fonts.*

*These instructions assume that font management solutions such as Extensis® Suitcase™ are not being used. If font management software is in use, please consult your user documentation for more information on collecting fonts.

IMPORTANT:
Following are guidelines for differentiating fonts:

Type 1
Multiple file fonts designated as "PostScript™" and "font suitcase" files. Be sure to include all files.

OpenType
A single file font easily recognized by the ".otf" suffix in font file name.

TrueType
A single file font ("font suitcase") found on Macintosh and PC platforms.

PACKAGING FONTS WITH ADOBE INDESIGN:
InDesign™ has a **Package** feature that makes packaging your fonts a snap. Go to **File: Package…** and click the **Package…** button in the dialog that pops up. Click **Continue** on the instructions dialog, then in the final dialog you are asked where to save the package – make sure the **Copy Fonts** box at the bottom is checked. Click **Package**. (This is a convenient way to package all linked graphics while you're at it; just check the **Copy Links** box too.) Your fonts are automatically collected into the package.

PDF DOCUMENTS
If you are sending us press-ready pdfs, we don't need the fonts sent separately. We do require that you **embed** the fonts as you are creating or exporting your pdfs, however.

MANUALLY COLLECTING FONTS IN WINDOWS 10
1. Right-click the **Start** icon or hold down **Windows + X** to bring up the **Start** menu. (The **Windows** key has the little windows icon on it.) Choose **Control Panel** from this menu.
2. Double-click the folder labeled **Fonts**. (If you're not seeing a list of folders to click on, change **View by** from **Category** to **Large Icon** or **Small Icon**.) Inside **Fonts** you'll see a list of fonts on your computer.
3. Locate the fonts needed for your project and select them by holding down the **Control** key on the keyboard and clicking each font once.
4. Once your fonts are selected, hit **Control + C** to copy them.
5. Repeat Step 1 to bring up the **Start** menu again, but this time choose **File Explorer**. In File Explorer, in the left panel, click on **Desktop** (under **This PC**).
6. Click on **New Folder** at the top or hit **Control + Shift + N**. Give this new folder a name like **"Fonts Folder"** and press the **Enter** key.
7. Double-click your new folder. Click **Paste** (from menu at top) or hit **Control + V**. Your fonts should appear in your folder. When you send us your work, be sure to copy your fonts folder onto the disk with your job.

MANUALLY COLLECTING FONTS IN WINDOWS (EARLIER VERSIONS)
1. Click the **Start** menu and select **Control Panel**. The Control Panel window appears.
2. If you're not seeing a list of folders to click on, you're probably in **Category view**. Switch to **Classic view** as follows: in the upper left corner of the window, click the option labeled **Switch to Classic View**.
3. Double-click the item labeled **Fonts** to reveal a list of fonts.

It is essential that these policies and procedures are followed closely; failure to do so may delay the production of your order.

And remember, we're always just a phone call away if you have a question or need assistance.

4. Locate the fonts needed for your project and select them by holding down the **Control** key and clicking each font once.
5. Hit **Control-C** to copy these fonts.
6. Close the Control Panel window and all other windows.
7. On the Windows Desktop, click once using the right mouse button. Point to the option labeled **New** and click **Folder**. Give this folder a name, like **"Fonts Folder"** and press the **Enter** key.
8. Double-click this new folder. Hit **Control-V** to paste these fonts. Your fonts should appear in your folder. When you send us your work, be sure to copy this folder of fonts onto the disk with your job.

MANUALLY COLLECTING FONTS IN MAC OS:

For Mac OS X:

1. Mac OS X keeps fonts in three standard locations: 1) System: Library: Fonts; 2) Library: Fonts; and 3) Users: <your home folder>: Library: Fonts.
2. Locate the folder(s) that contains your fonts. Select multiple fonts by holding the **Command** (or **Apple**) key and clicking each font once.
3. At the top of the screen, click the **Edit** menu and choose **Copy**. Close or minimize all windows on the screen.
4. Hold down the **Control** key and click once on the Desktop.
5. On the menu that pops up, click the item labeled **New Folder**.
6. Type a new name for this folder such as "Fonts Folder."
7. Double-click this new folder. At the top of the screen, click the **Edit** menu and choose **Paste**. When you send us your work, be sure to copy this folder onto the disk with your job.