

# 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 on a disk, ready to  
plate and 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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## **TO SUBMIT A PRESS-READY COVER:**

The cover must be submitted on disk, created on a Macintosh® or PC platform ready to be output to plate—with no manipulation required. **A hard copy must accompany the disk.**

### **The following materials are not considered press-ready:**

- Black & white laser copies
- Color printouts
- Paper plates
- Paste-ups

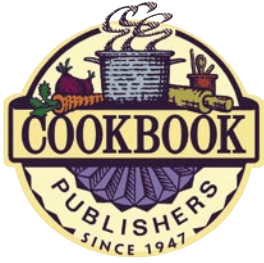
If any of these materials are submitted, the cover will be recreated as closely as possible.

## **PROOFS**

One free color proof will be sent for approval when a multi- or full-color press-ready cover is submitted on disk. Production will continue when the proof has been approved.

**Note:** A color proof from a color laser or ink jet printer is not considered accurate and will not be used for color proofing purposes. When submitting color files on disk, do not rely on a color printer or monitor for accurate colors.





# Design Specifications for Digital Files

**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.*

## Preparing Artwork and Photos

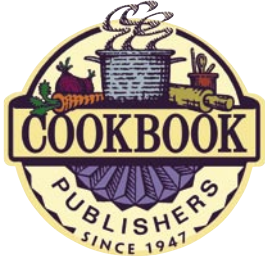
- Full-color scans or Photoshop™ files should be saved as EPS files at 350 dpi (or higher). **Photoshop™ files at 72 dpi are not acceptable quality.** Artwork downloaded from a web site and some stock photography is usually 72 dpi. **We cannot use JPG, GIF or BMP files.**
- All full-color artwork and photos should be saved as CMYK, **not** RGB. **If we have to convert your RGB files to CMYK, the color will alter, and any corrections will be billed to the customer.** Photography downloaded from a web site is usually RGB.
- Images must be scanned and saved at the size they will be used or larger. If an image bleeds off the cover, allow additional image on the side(s) that bleeds. See templates for required bleed area (p. 5-8).
- Line art images should be saved as TIFF files and scanned at 600 dpi.
- Lines, including those contained within art, should have a minimum rule line (stroke) weight of .5 points.

## Scanning Photos (grayscale only)

- Scan color or black & white photos, to be printed in black & white, at the size they will be used in QuarkXPress®. Use the following settings when scanning:
  - black & white photo (grayscale)
  - resolution 350 dpi
  - de-screen when necessary
- Adjust scans in Photoshop™ using these steps:
  - Crop and retouch photos as needed.
  - Open Image/Adjust/Curves. Move the endpoint for darks to 95% output. Move the endpoint for lights to 3% output. Adjust midtones to 20% - 30%. Photos should look slightly lighter than expected.
- Save grayscale photos as TIFF or EPS files.

## Copyrighted Materials

A written, signed release from the copyright owner giving permission for their use **MUST** accompany artwork or photos. Generally, all artwork and photos are copyrighted, unless they are royalty-free photos or clip art, you own the images, or paid someone to create the artwork for your book. Examples of copyrighted images may include newspaper photos, greeting cards and books.



## Tips for Using A Digital Camera

**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.*

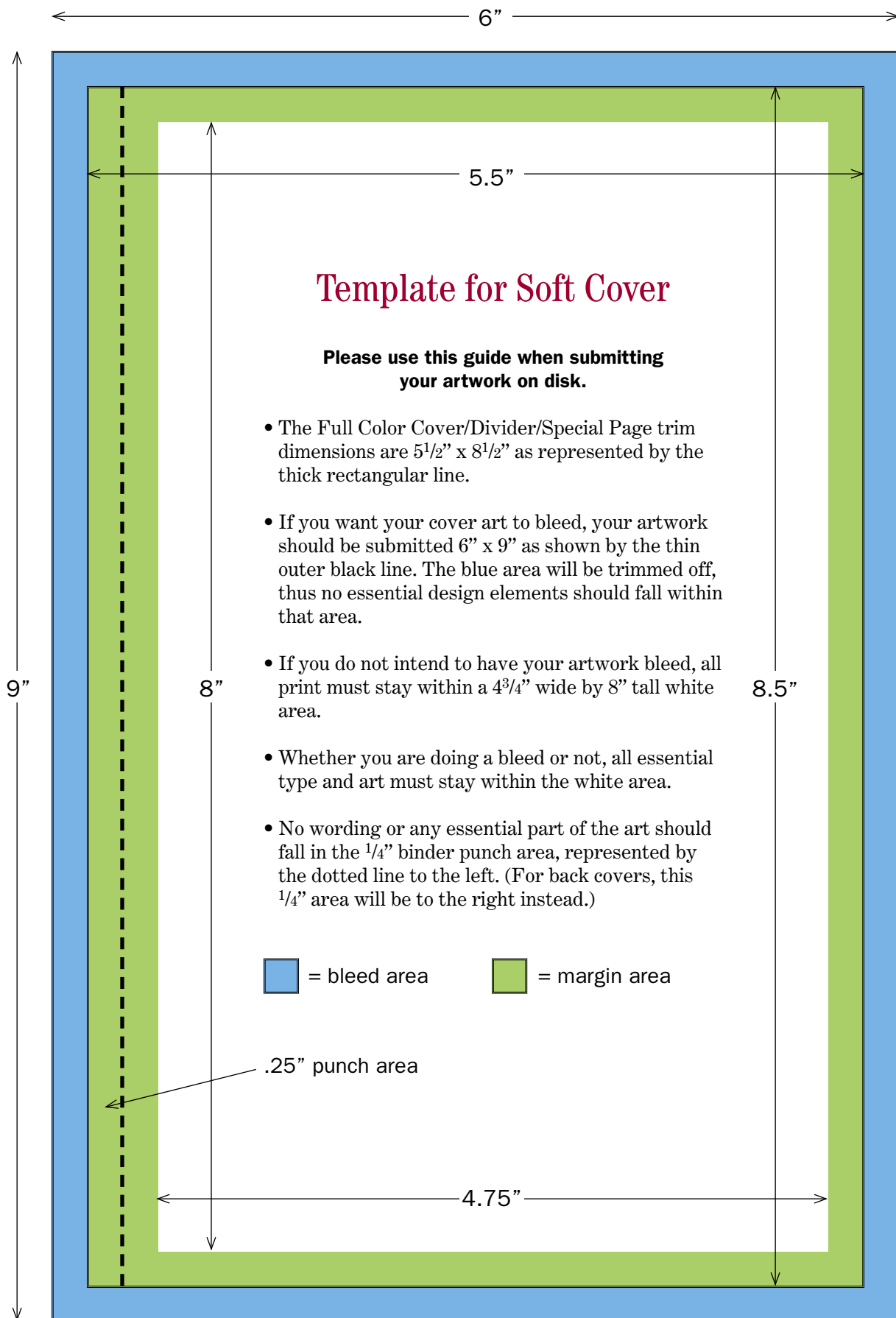
**Yes, you can take photos with your digital camera and use them in your cookbook!** With current digital technology, it is possible to take photos of acceptable quality for offset printing. There are three factors that determine whether your digital photos will be suitable for printing: **compression,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

Compressed photos are NOT suitable for printing. 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 lowest possible JPEG compression ratio setting.

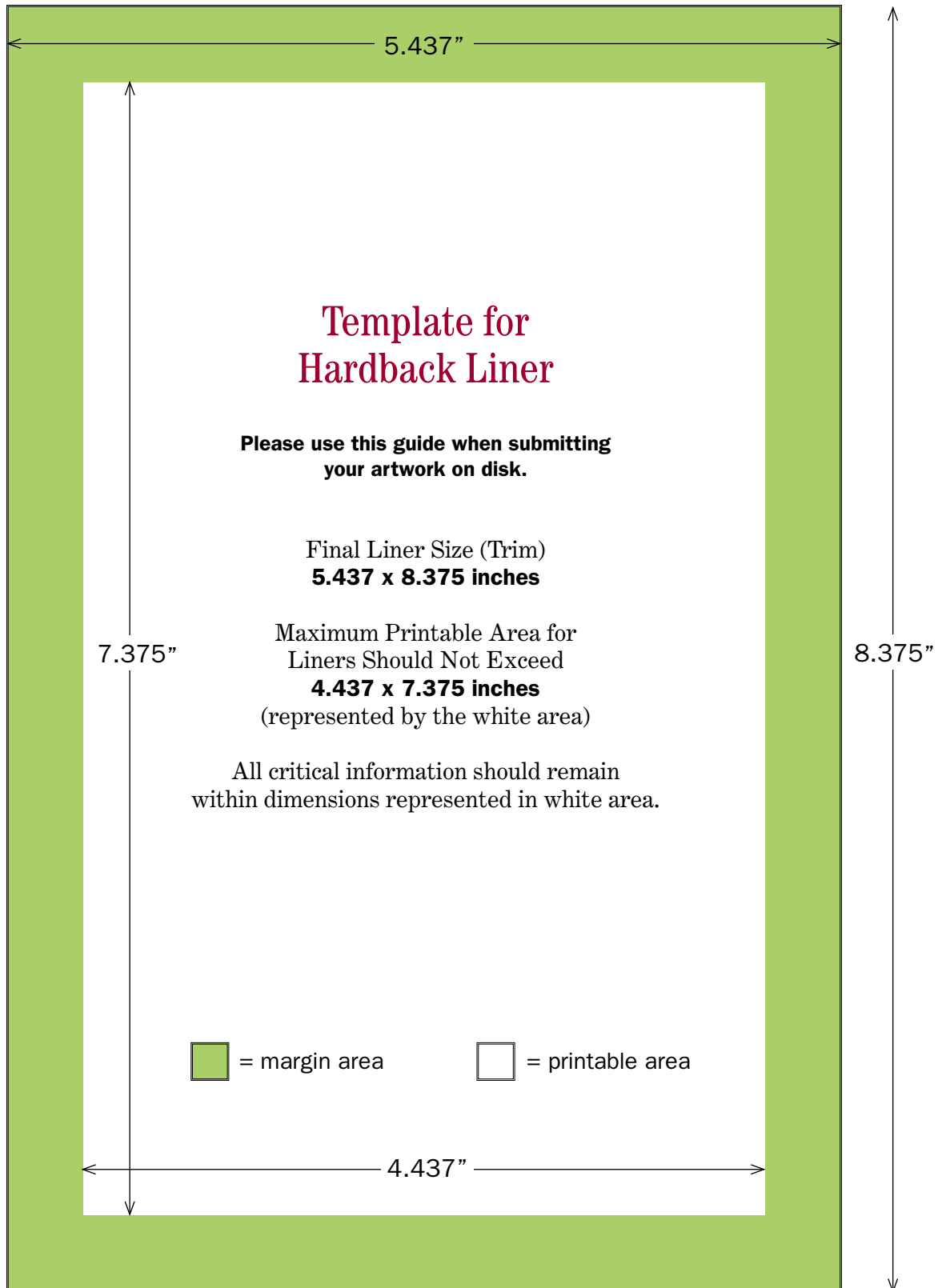
Resolution determines the overall quality of your digital photos. Resolution is expressed in megapixels or pixels in height and width. Do not rely on megapixels since this number does not necessarily provide a true image size. Your camera's manual should list how many pixels, in height by width, it is capable of taking at full resolution. To find the maximum print size, divide by 300 for each axis. The result is the maximum dimension (in inches) that the photo can safely be printed. For example, a camera with full resolution at 2048 x 1536 pixels would result in a 6.826 x 5.12 inch maximum print size (each axis divided by 300).

After transferring your photo to your computer, do NOT resize the image, alter its resolution, or save for web output. Save the image in TIFF or EPS format, which are the standard file formats for printing.

Your uncompressed image files will be several megabytes in size, so they will need to be copied onto a Zip™ disk or CD. If your files fit on a 3.5" diskette, they most likely are compressed and not suitable for printing.









# Template for 3-Ring Binder Liner

Please use this guide when submitting your artwork on disk.

