

Press-Ready Cookbook Page Guidelines

These instructions are for all pages of your cookbook: Title Page, Special Pages, Table of Contents, Recipe Pages, etc.

You may use this guide for submitting dividers if they are regular (not tabbed) and if the art does not bleed.

Otherwise, call us for assistance.

WHAT IS PRESS-READY?

Press-ready material requires no typesetting or alterations. The material will go directly from computer to press.

10800 Lakeview Avenue
P.O. Box 15920
Lenexa, KS 66285-5920

1-800-227-7282

Local: (913) 492-5900

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TO SUBMIT A PRESS-READY COOKBOOK:

There are two press-ready options available when submitting your cookbook:

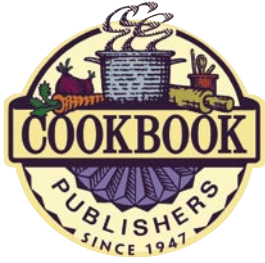
OPTION 1 Cookbook pages submitted as **digital files** created on a Macintosh® or PC platform, with no manipulation required, ready to be output to plate. A hard copy must accompany the disk (for proofing purposes only). Digital files are preferred because the print quality is superior to a hard copy. Files can be sent as QuarkXpress®, PageMaker®, or PDF files. Artwork and photos must be included with the files. (See page 2.)

OPTION 2 Cookbook pages submitted as a **hard copy**. These must be clean, sharp, white pages printed with black toner, at the proper size (100%). All artwork should be at the correct size, pasted into position on the pages. **Photos should not be pasted** onto pages because halftones must be created. (See page 3.)

Material not press-ready includes: color printouts, dot matrix printouts, paper plates, digital files that don't follow our specifications, or pages created with wrong image area and margins. If this material is submitted, pages will be returned to the customer for corrections.

PROOFS

A free proof will be created for approval when press-ready pages are submitted. Production will continue when the proof has been approved.



Submitting Pages as 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.

Include all pages of your cookbook, e.g., Title Page, Special Pages, Table of Contents, Recipe Pages, Index, etc. **Do NOT submit dividers with these pages—keep them separate.**

ACCEPTED SOFTWARE & MATERIAL

Digital files will be accepted if they are created on a Macintosh® or PC platform using **ONLY** the following software:

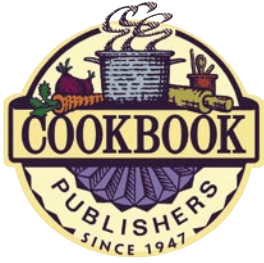
- QuarkXPress® 3.3 or newer for Mac® or IBM®
- PageMaker™
- PDF (Portable Document Format) **PDF files are preferred over Quark® or PageMaker® because data conversion errors are minimal.** For information, go to the download center on our website and print “*Creating PDF Files.*”
- Include your document, all your fonts (in a *Fonts Folder*) and photos/artwork (in an *Art Folder*). If your document is converted to a PDF file, fonts, photos or artwork are not needed since they are embedded into the file.
- Put files on a 3.5” diskette, an Iomega® Zip™ or Jaz™ cartridge, or a standard CD.
- Label the disk, cartridge or CD with your organization’s name, book title and type of file (software used to create).
- A hard copy of the entire book (printed from the file on the disk you submit) must be submitted for proofing purposes. (See page 5.)

PAGE SETTINGS & MARGINS

- When setting up your document, page size should be 5.5” width x 8.5” height. Check the *Facing Pages* box and set the top, bottom, and outside margins at .375” ($\frac{3}{8}$ ”). Inside margins must be set at .75” ($\frac{3}{4}$ ”), to accommodate the binding.
- All text (including page numbers), artwork, and photos must stay within these margins.

DOCUMENT SPECIFICATIONS

- All pages of the book must be in one document. **DO NOT** place each section in a separate document.
- Photos and artwork should be scanned and saved at the size they will be used in QuarkXPress® or PageMaker®, not scaled in the *Measurements* palette. (See pages 7-10.) Picture box specifications should show all artwork at 100%.
- Do not rotate or flip artwork in QuarkXPress®, but rather in the graphic software it was created in, such as Photoshop™.
- Do not apply a “style” to type in the *Measurements* palette of QuarkXPress®. Select the actual typestyle from the font menu. Check *Font Usage* (if using QuarkXPress®) to ensure all fonts are being used in this manner.
- All text, line art, and photos should be in black (or grayscale). **DO NOT** assign a color to anything.



Submitting Pages as Hard Copy

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.

Include all pages of your cookbook, e.g., Title Page, Special Pages, Table of Contents, Recipe Pages, Index, etc. **Do NOT submit dividers with these pages—keep them separate.**

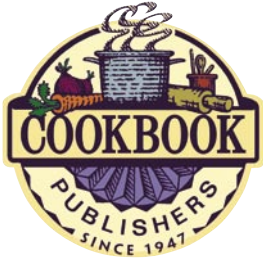
Carefully follow the Printing a Hard Copy guidelines on page 4.

PAGE SETTINGS & MARGINS

- **Image area is 4.375" x 7.75"** ($4\frac{3}{8}$ " x $7\frac{3}{4}$ ").
- All text (including page numbers), artwork, and photos must stay within the image area shown on **Figures A** and **B** on page 4.
- Submit the pages one of three ways:
 - 1.** Position pages on 8.5" x 11" sheets of paper with top and bottom margins set at 1.625" ($1\frac{5}{8}$ "") and left and right margins set at 2.0625" ($2\frac{1}{16}$ ""). **See Figure A** on page 4.
 - 2.** Position 2 facing pages on 11" x 8.5" sheets. Set top, bottom, and outside margins at .375" ($\frac{3}{8}$ "") and place a 1.5" ($1\frac{1}{2}$ "") gutter between the image areas. **See Figure B** on page 4.
 - 3.** A different template may be used as long as the actual image area is **4.375" x 7.75"** ($4\frac{3}{8}$ " x $7\frac{3}{4}$ "").

PAGE SPECIFICATIONS

- Odd page numbers are printed on right-hand pages. Even page numbers are printed on left-hand pages. See **Figures A** and **B** for possible page number placement.
- Be consistent with page number placement.
- All pages, including blank pages, should have page numbers. **DO NOT allow for dividers in your page numbering.**
- Artwork (line art) should be at the correct size and printed onto the pages. Photos should be sent with the pages. (See pages 7-10 for artwork and photo instructions.)



Templates for Submitting Pages as Hard Copy

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

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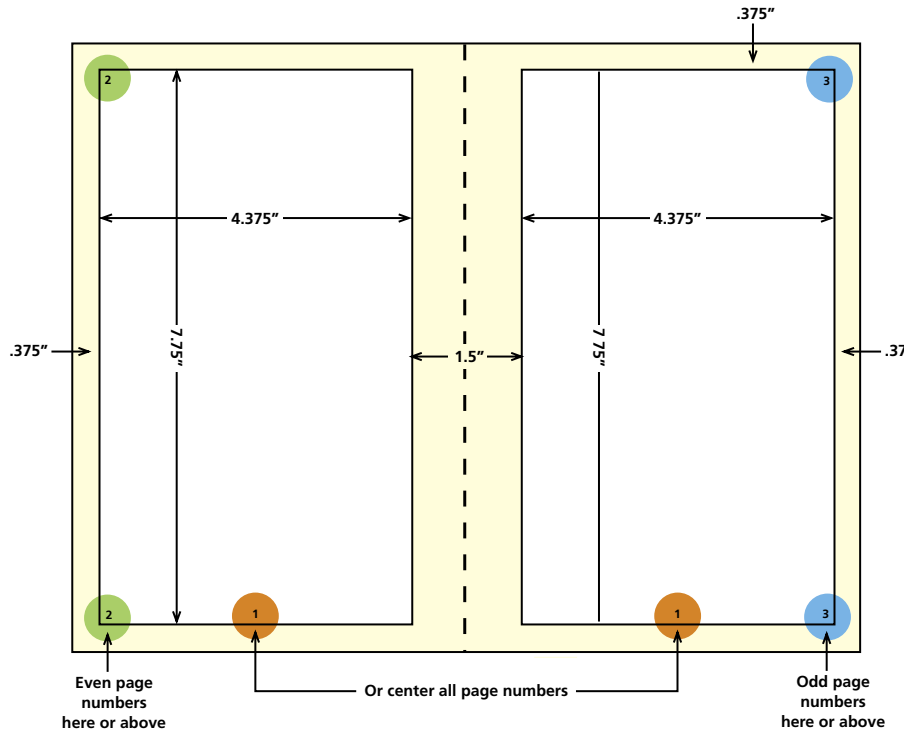
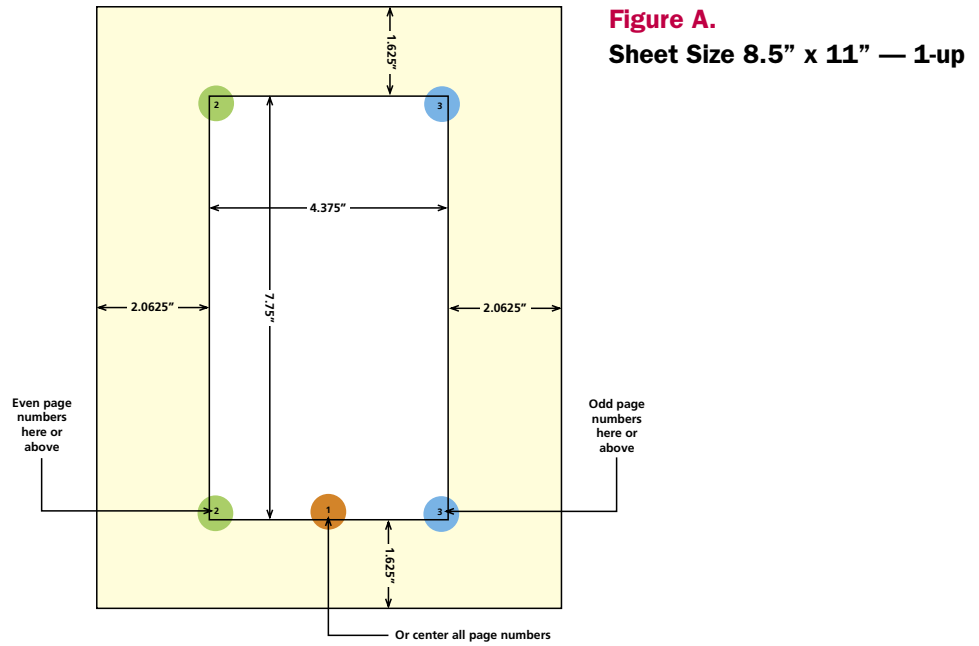
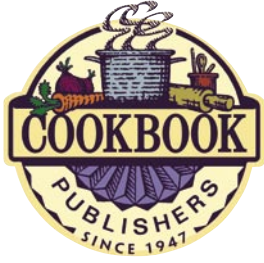


Figure B.
Sheet Size 11" x 8.5" — Facing Pages



Printing a Hard Copy

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.

Adhere to these guidelines if you are sending a press-ready hard copy.

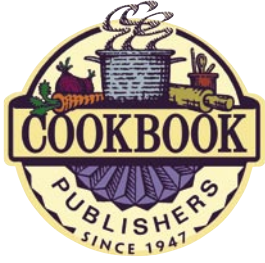
If you are sending pages as digital files, a hard copy is still required for proofing purposes. *Please make sure it is a current copy that matches the digital files.*

WHEN PREPARING PAGES:

- Output final pages using a letter quality laser printer at 600 dpi or higher resolution.
- Output pages on white paper and only print on one side. Use laser paper, as toner adheres better and type prints sharper. Use only black toner.
- Be sure the toner cartridge is full. Low toner may cause faint type or uneven coverage. Presses cannot adjust for variations from page to page.
- Make sure pages are clean. This means no staples, tape, smudges, water spots, glue, or rips through text or artwork.
- Submit pages and photos flat, not rolled or folded. Protect materials by placing them between heavy cardboard.

- **DO NOT** print pages using a dot matrix printer or a color printer. The pages will print poorly.
- **DO NOT** use paper clips on photos. They leave marks and can scratch the surface.
- **DO NOT** print pages on both sides of a sheet of paper.
- **DO NOT** submit pages on colored paper.

Note: If any alterations need to be made, the pages will be returned for corrections. Don't forget to add page numbers. Pages should be carefully checked before they are submitted.



Tips for Typesetting Your Cookbook

Figure A.

Justified text:

This text is justified (flush left and flush right) so all lines are uniform. This text is justified (flush left and flush right)

Flush left text:

This text is flush left and ragged right. This text is flush left and ragged right. This text is flush left and

Flush right text:

This text is flush right and ragged left. This text is flush right and ragged left. This text is flush left and

Figure B.

Suggested caption sizes:

- 7 point
- 8 point
- 9 point

Suggested recipe text sizes:

- 10 point
- 11 point
- 12 point
- 13 point

Suggested title, headings & subheads sizes:

- 14 point
- 15 point
- 16 point
- 17 point
- 18 point

WHEN WORKING WITH TYPE:

- Justify text for a professional look. See **Figure A.**
- Set recipe text in 10 to 13 point type. Text smaller than 10 point should be limited to captions or small bodies of text. See **Figure B.**
- Set recipe titled in a larger point size than the ingredient list and instructions. This also applies to headings and subheadings in special pages. See **Figure B.**
- To add emphasis, **boldface** or *italicize* text; **DO NOT underline.**
Caution: overuse of bold or italic text will cause it to lose its effectiveness. Also, too many lines of italic text is hard to read.
- **DO NOT** use too many typestyles. Typically, use one typeface for ingredients and directions and the same or a different typeface in a larger point size for recipe titles, headings, and subheadings. For samples of recipe pages, go to our website under “*Designing Your Cookbook.*”
- **DO NOT** use script fonts in all caps, as they are difficult to read. They are elegant for headings and are most easily read in upper and lowercase. See **Figure C.**
- **DO NOT** use typestyles with very fine lines. When printed, the fine lines may fill with ink or drop out completely. See **Figure D.**
- **DO NOT** submit black bars or boxes with areas with reversed type (white type on a black background). They are difficult to print with consistent ink coverage. See **Figures E and F.**
- **DO NOT** put screened artwork or boxes behind type or use screened type. See **Figures G and H.**
- **DO NOT** use typestyles that are thick and heavy, especially in a larger point size. They are difficult to print with consistent ink coverage. See **Figure I.**

Figure C.

*DO NOT USE
SCRIPT FONT IN
ALL CAPITAL
LETTERS.*

Figure D.

Very Fine Lines.

Figure E.



black boxes or bars

Figure F.



Figure G.

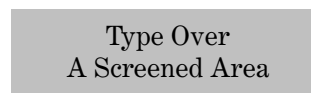
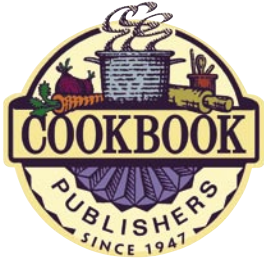


Figure H.

Screened Type

Figure I.

**Heavy
Typestyles**

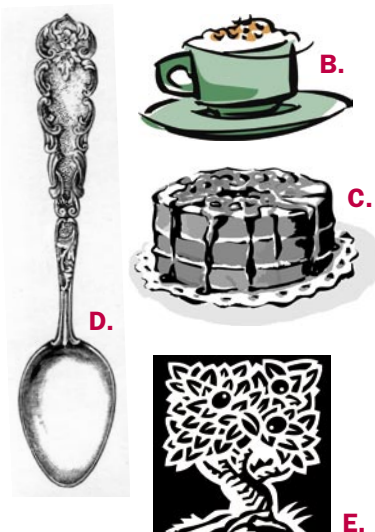


Artwork (Line Art) Specifications

Figure A.
Examples of Good Line Art



Examples of Bad Line Art



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ARTWORK REQUIREMENTS:

- All artwork (original or clip art) is limited to ONLY line art.
- Line art is defined as: images made only from black solid lines. Make sure they are sharp inked drawings and do not contain grays, screens (shading), or any color. Submit them on white paper only. If printing clip art from your computer, use black toner on white paper (see **Figure A**).
- Submit line art at the correct size and printed onto the pages. If you are submitting Quark®, PageMaker®, or PDF files, line art must be correctly sized (not scaled, but at 100%) and placed onto the pages as part of your digital files. See **Document Specifications** on page 2.

DO NOT SUBMIT THE FOLLOWING MATERIAL:

- **DO NOT** submit colored clip art (see **Figure B**) or clip art with shading (see **Figure C**), especially those printed from a color inkjet printer.
- **DO NOT** submit screened artwork (artwork with shading). This includes pencil drawings with shading.
- **DO NOT** submit artwork with fine detail, especially if it is reduced to fit onto your pages. This detail will fill in or drop out when printed (see **Figure D**).
- **DO NOT** extend (bleed) artwork or text off the page. You must stay within template margins (see pages 3-4).
- **DO NOT** submit pages that contain artwork with large solid black areas. This includes black boxes, black bars, or thick lines (see **Figure E**).
- **DO NOT** submit pages that contain borders around the entire page.
- **DO NOT** submit artwork without a written, signed release from the copyright owner giving permission for their use. Generally, all artwork is copyrighted unless you are using royalty-free clip art, you own the images, or you paid someone to create artwork. Copyrighted images may include artwork from magazines, newspapers, books, cards, etc.

DIGITAL ARTWORK SPECIFICATIONS:

- Line art should be scanned at 600 dpi and saved as TIFF files. Save at the size it will be used, not scaled in Quark®.
- Do not rotate or flip artwork in Quark®, but rather in the graphic software in which it was created.
- All artwork should be submitted in a *Linking Art* folder. Check Picture Usage in Quark® to ensure no images are missing. Photoshop™, Illustrator™, and FreeHand™ files are preferred.
- If creating line art using software such as Illustrator™ or FreeHand™, line strokes should be a minimum of .5 point, or they may be too faint and not print.

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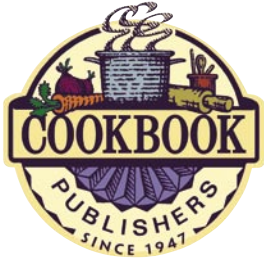


Photo Specifications for Special Pages

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.

Follow the guidelines below when choosing photos *for special pages only*.

One photo is free; 2 additional photos are allowed for an extra charge (for a maximum of 3). Photos are NOT ALLOWED on recipe pages. If you want more than 3 photos, consider using them on custom dividers. Photos will be printed in the same ink color as chosen for recipe pages, not in full-color.

ACCEPTABLE PHOTOS:

- In general, a good photo will make a good print.
- Photos from a digital camera are acceptable as long as they are at the proper setting (see page 10 for specifications).
- Digital photos (scanned or from a digital camera) must be at least 300 dpi.

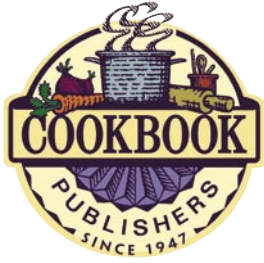
UNACCEPTABLE PHOTOS:

- **DO NOT** submit photos with large solid black areas.
- **DO NOT** submit the following types of photos:
 - low resolution photos (under 300 dpi)
 - photos downloaded from the Internet (only 72 dpi)
 - halftones or negatives
 - photos from a photocopier, color copier, color inkjet or color laser printer
 - photos with paper clips or tape
 - newspaper or magazine photos
 - copyrighted photos (see below)
- **DO NOT** submit photos without a written, signed release from the copyright owner giving permission for their use. Generally, all photos are copyrighted, unless you are using royalty-free photos, you own the images, or you paid someone to take photos. Examples of copyrighted photos may include photos from a professional photographer, newspaper, greeting cards, books, or web sites.

SUBMISSION GUIDELINES:

- If submitting a *press-ready hard copy*, keep photos separate, not pasted onto pages. DO NOT use tape or paper clips on photos—they leave marks and can scratch the surface. See page 9 for instructions on how to specify placement of photos for a press-ready hard copy.
- If submitting press-ready digital files for pages, photos must be correctly scanned and placed onto the pages at the correct size and position. If you cannot scan photos, send originals and we will scan and place them for you. See page 9 for instructions.
- **DO NOT** bleed (extend to the edges) photos off the page if you are submitting digital files. You must stay within the given page margins (see pages 2-3).

Photos will be output at 85 lines per inch (lpi), which is acceptable, but not high quality printing. It is comparable to newspaper photos.



Submitting Photos for Special Pages



STEP 1



STEP 2



STEP 3

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SUBMITTING PHOTOS WITH A HARD COPY

STEP 1 Assign a number to the area on the page where the photo is to be placed. DO NOT draw boxes on the page to indicate placement. DO NOT place tape over photos or glue them to the page. Captions or bylines for photos should already be typeset on the page.

STEP 2 Assign the corresponding number to the photo so it matches the area it is to be placed. Write the number on the back of the photo pressing lightly with a soft pencil, not pen.

STEP 3 If photos require cropping, photocopy the photo and draw crop marks on the photocopy. Photos will be enlarged or reduced to best fit the space.

Repeat these steps will all photos.

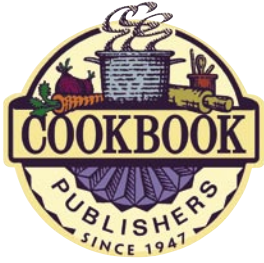
SUBMITTING PHOTOS FOR DIGITAL FILES (Quark®, PageMaker® or PDF files)

- Photos in special pages will be printed in the chosen ink color for recipe pages, not full-color. Therefore, save them as grayscale images, not CMYK.
- Scan the photos at the size they will be used in Quark®. DO NOT scale them in Quark®. Use the following settings when scanning:
 - black and white photo (grayscale)
 - resolution 300 dpi
 - de-screen when necessary
- Adjust scans in Photoshop™ using these steps:
 - Crop and retouch photos as needed.
 - Open Image/Adjust/Curves and select Auto. Move the endpoint for darks to 95% output. Move the endpoint for lights to 3% output. Adjust midtones by moving the center point down 5% for output. Photos should look slightly lighter than expected.
 - Open Filter/Sharpen/Unsharp Mask. Adjust settings: amount = 100% (adjust as needed), radius = 1.5 pixels, and threshold = 5 levels.
- Save grayscale photos as TIFF or EPS files.
- All photos should be submitted in a *Linking Art* folder. Check Picture Usage in Quark® to ensure no images are missing.

Note: If you are unable to scan photos with the proper settings and place them into your Quark® or PDF files, you may submit original photos to us. We will scan and place them for you. Follow steps 1, 2 and 3 above.

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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.

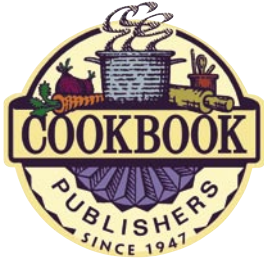
Yes, you can take photos with your digital camera and use them in your cookbook! With current digital technology, it is possible to take photos of acceptable quality for offset printing. There are three factors that determine whether your digital photos will be suitable for printing: **compression, resolution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



Collecting & Submitting Fonts

If you submit your pages or cover as digital 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:

DO NOT use TrueType fonts when typesetting your cookbook. Use either Type 1 or OpenType fonts.

Following are guidelines for differentiating fonts:

TrueType (DO NOT USE)

A single file font (“font suitcase”) found on Macintosh and PC platforms.

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.

Sending Fonts When Using Windows XP, 2000, 98 & Windows Me:

For Windows XP:

1. Click the *Start* menu and select *Control Panel*. The Control Panel window appears.
2. What you see is the Windows XP Control Panel Category view. In order to send the necessary fonts, change the view to Classic mode. In the upper left corner of the window, click the option labeled *Switch to Classic View*.
3. On the right side of the Control Panel window, double-click the item labeled *Fonts*. A list of fonts on your computer appears.
4. Locate the fonts needed for your project and select them by holding down the Control key on the keyboard and clicking each font once.
5. Click the *Edit* menu at the top of the window and choose *Copy*.
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*. Type a new name of “Fonts Folder” and press the enter key.
8. Double-click this new folder. Click the *Edit* menu and choose *Paste*. When you send us your work, be sure to copy this folder of fonts onto the disk with your job.

For Windows 98, Me, and 2000:

The process of sending fonts using Windows 2000, 98, or Me is virtually identical to Windows XP except for the following two exceptions.

1. To bring up Control Panels, click *Start*, point to *Settings*, and click *Control Panel*.
2. Windows 2000, 98, and Me do not require switching control panels to classic view.

Sending Fonts When Using Mac OS 9 or OS X:

For Mac OS 9:

1. Close all open windows on the desktop. From the menu at the top of your screen, choose *New Folder* from the *File* menu. An “untitled folder” appears on your desktop.
2. Type a new name of “Fonts Folder” and double-click this new folder to open it.
3. Double-click your hard drive’s icon.
4. Double-click the *System Folder*, and then double-click the *Fonts* folder.
5. Locate the fonts needed for your project and copy them one by one to the “Fonts Folder”. This is done by holding down the Option key while dragging each font to the “Fonts Folder”. When you send us your work, be sure to copy this folder onto the disk with your job.

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.
In addition, the system also stores fonts in the Mac OS 9 “Classic” System Folder described above. **Note:** This is only if you have the Mac OS 9 Classic environment installed on your Mac OS X system.
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.