

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:

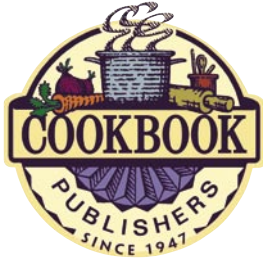
- Black & white laser copies
- Color printouts
- Paste-ups

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.



Submitting a Press-Ready Cover on Disk

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.

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
- Adobe Photoshop™ 4.0 or newer
- Adobe Illustrator™ 5.5 or newer
- PageMaker™ 7.0
- Put files on a 3.5" diskette or a standard size CD. You may also e-mail the files to us. Call for details.
- Label the disk or CD with your organization's name, book title, and type of file. If the files are e-mailed, include your organization's name, book title, type of file, and customer job number.

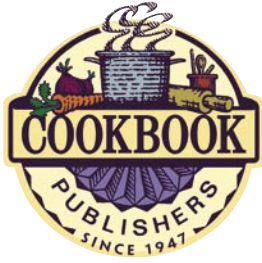
When submitting color files on disk, a color proof showing actual colors to be printed (may be acquired from a local print shop) **must accompany your disc** before production can begin. Do not rely on a color printer or monitor for accurate colors. If color proof is submitted from a color laser or inkjet printer, it will be used to verify type and layout only; it will **not** be used for color matching or proofing purposes.

Using Art and Type in QuarkXPress®

- Photos and artwork should be scanned and saved at the size they will be used in QuarkXPress®, not scaled in the *Measurements* palette. 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.

Files to Include on Disk

- All linking art files of the images placed in the document (i.e. EPS or TIFF files). Check *Picture Usage* in QuarkXPress® to ensure no images are missing. Place artwork in a folder named **Cover Art**. Do NOT use any compression methods on files. **Read "Design Specifications" on page 3 before creating/scanning images.**
- Any fonts (both screen and printer fonts) used in document or in linked art files (unless they have been converted to outline in the application in which they were created). Place fonts in a folder named **Fonts**. **Read "Font Usage" on page 9.**



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

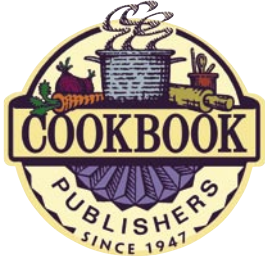
- Full-color scans or Photoshop™ files should be saved as EPS files at 350 dpi (or higher). **Photoshop™ files at 72 dpi are not acceptable quality.** Artwork downloaded from a web site and some stock photography is usually 72 dpi. **We cannot use JPG, GIF or BMP files.**
- All full-color artwork and 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.

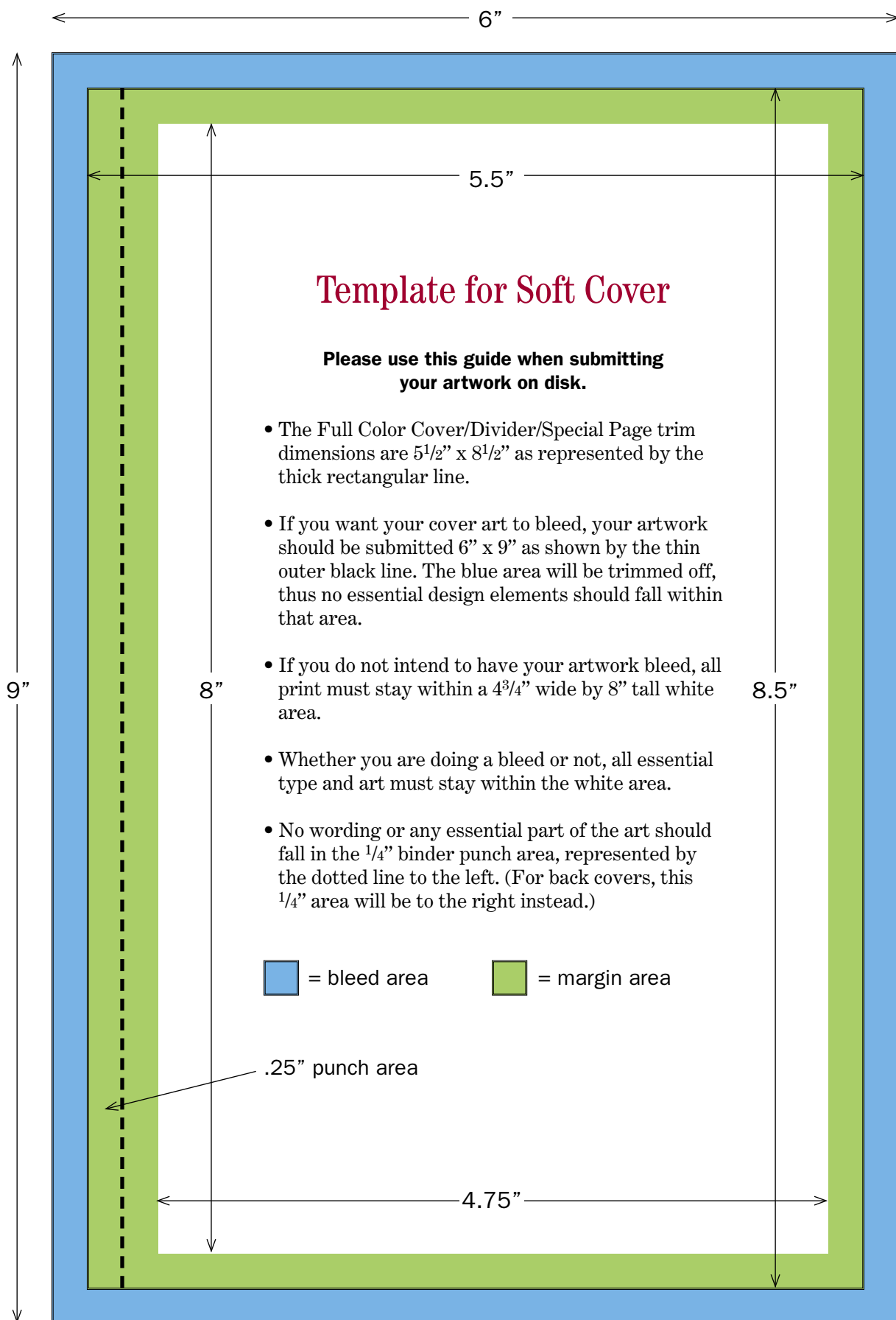
Yes, you can take photos with your digital camera and use them in your cookbook! With current digital technology, it is possible to take photos of acceptable quality for offset printing. There are three factors that determine whether your digital photos will be suitable for printing: **compression, resolution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

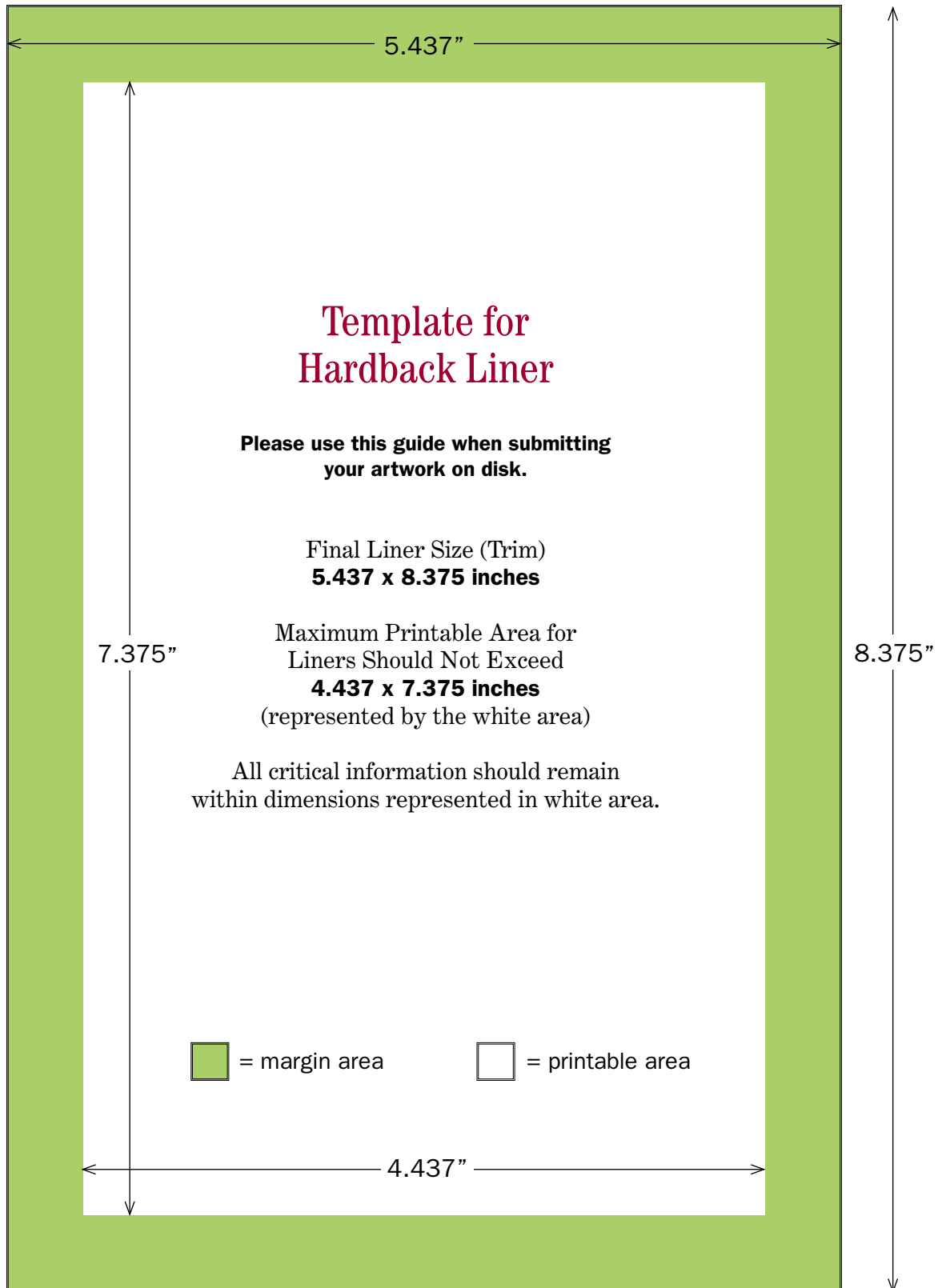
Compressed photos are NOT suitable for printing. Compression affects image quality and destroys image data. If your camera supports uncompressed image data such as TIFF or RAW, you should use those settings. If these are not available, use the lowest possible JPEG compression ratio setting.

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.

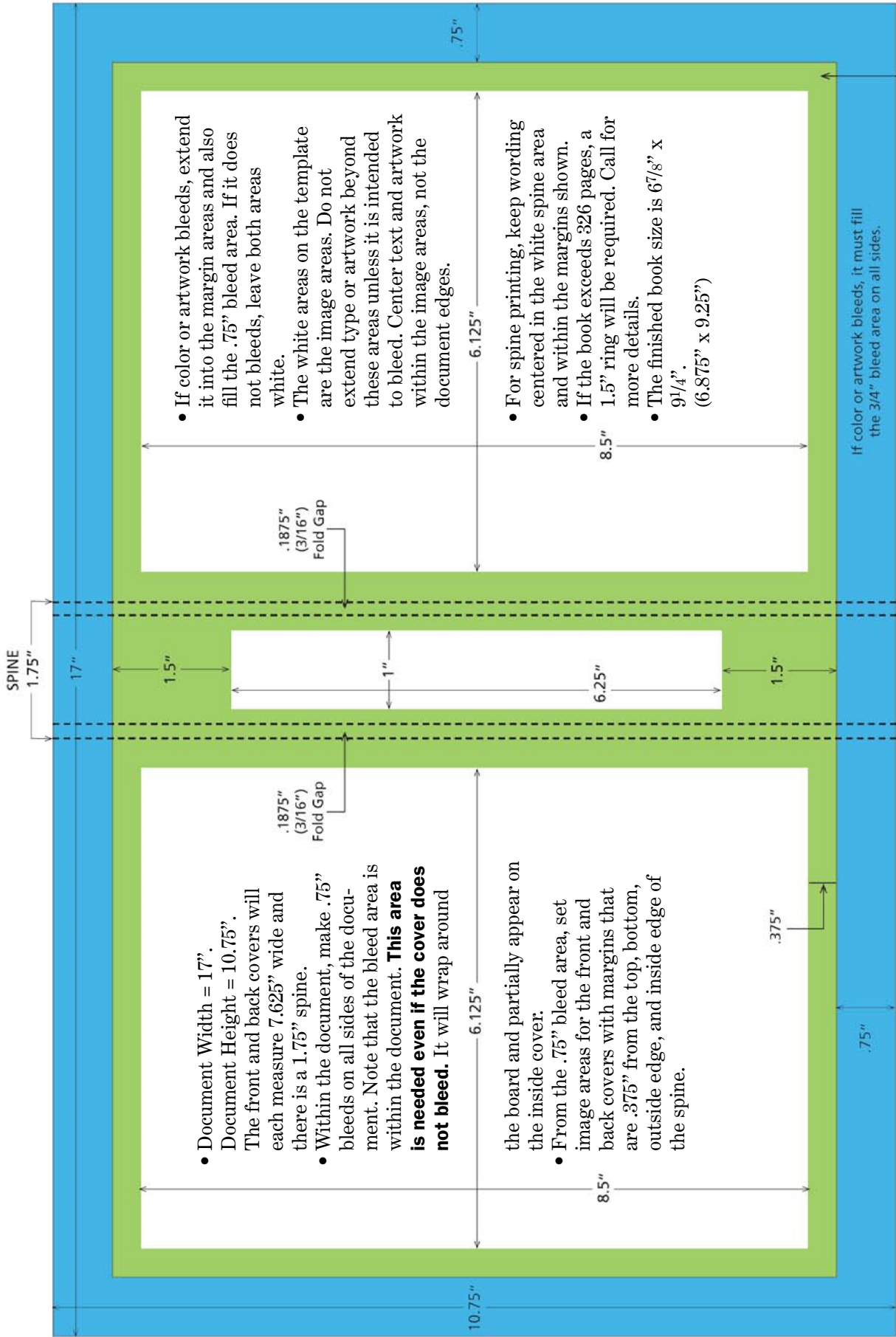
Your uncompressed image files will be several megabytes in size, so they will need to be copied onto a CD. If your files fit on a 3.5" diskette, they most likely are compressed and not suitable for printing.





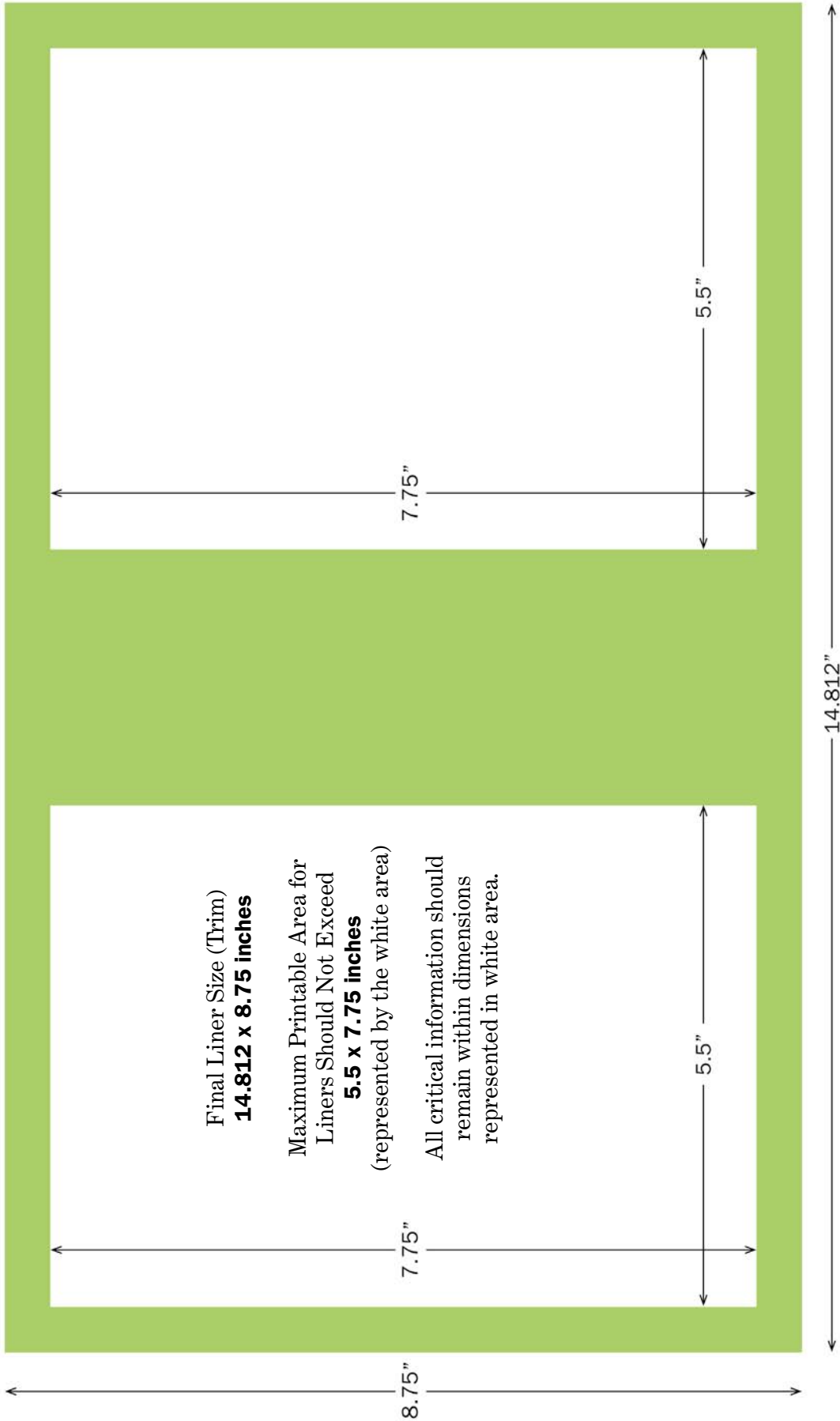
Template for Padded 3-Ring Binder Cover (1" Ring)

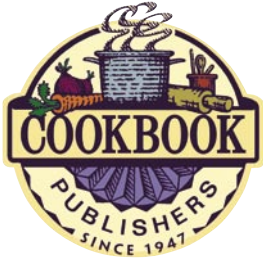
Please use this guide when submitting your artwork on disk.



Template for 3-Ring Binder Liner

Please use this guide when submitting your artwork on disk.





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.

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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.

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

Please use this guide when submitting your artwork on disk.

- Document Width = 17".
Document Height = 10.75".
The front and back covers will each measure 7.625" wide and there is a 1.75" spine.
- Within the document, make .75" bleeds on all sides of the document. Note that the bleed area is within the document. **This area is needed even if the cover does not bleed.** It will wrap around the board and partially appear on the inside cover.
- From the .75" bleed area, set image areas for the front and back covers with margins that are .375" from the top, bottom, outside edge, and inside edge of the spine.
- If color or artwork bleeds, extend it into the margin areas and also fill the .75" bleed area. If it does not bleed, leave both areas white.
- The white areas on the template are the image areas. Do not extend type or artwork beyond these areas unless it is intended to bleed. Center text and artwork within the image areas, not the document edges.
- For spine printing, keep wording centered in the white spine area and within the margins shown.
- If the book exceeds 326 pages, a 1.5" ring will be required. Call for more details.
- The finished book size is 6⁷/₈" x 9¹/₄".
(6.875" x 9.25")

