

Digital File Submission Info

• ADOBE INDESIGN, PAGEMAKER OR QUARK XPRESS

All backgrounds that aren't White must have BLEED (see below for info on Bleed). All colors used in the document should be CMYK only (no RGB or Spot Colors). Images must not be embedded into the document, this is also called "Stored In Publication" in Pagemaker. When submitting these files, please also include all images and all fonts used. Windows and Macintosh files are accepted.



• ADOBE PHOTOSHOP OR MACROMEDIA FIREWORKS

We will accept page layouts, ONLY if the documents are saved in their native format (PSD for Photoshop, PNG for Fireworks). Text layers should be flattened/rasterized. Otherwise you need to include the fonts used. Files should be saved at 300 DPI or better in CMYK color. Please design your pages with bleed in mind (see below for info on Bleed). This means that the page size should be 8.625" x 11.25". When submitting these files, please also include all fonts used. Both Windows and Macintosh files are accepted. Once flattened, we will not be able to make changes.



• MICROSOFT PUBLISHER

Is not a preferred choice in layout software, but we will accept the files if no other layout software is available. When designing with Publisher, make sure each page or two page spread is saved in a separate document. This is because we cannot get bleed (see below for info on bleed). Also, please finish your pages to the best of your ability. Do not save pieces and parts in separate documents, and expect someone else to put them together for you. When submitting these files, please also include all images and all fonts used.



DO'S & DON'TS FOR DESIGNING PAGES

• Do not use word processor software or spreadsheet software to design your pages. It is acceptable (and preferred) if you submit any text that will be used on your page in such software, but please do not include any images.

• All pages should have BLEED. This means that on all edges of the page, except for the side with the spine of the book, the background must hang out 1/8". Your book will be printed on larger paper and then cut down. This gives the cutter a little extra room to work with, and avoids unpleasant looking white edges on your pages.



- Please keep all important elements, such as text and pictures, 1/4" away from the sides of your page.
- Unless you are submitting your whole layout in Adobe Photoshop or Macromedia Fireworks as stated above. DO NOT set any text in any image editing software. For best quality, all text should be set in your layout software.
- Images used must be at least 300 DPI and in CMYK color. We will accept TIFF, JPG, and EPS formats. Please do not use any other formats, such as BMP or GIF.

DIGITAL PHOTOGRAPHY INFORMATION

• **DIGITAL CAMERA** - If you use a Digital Camera, only use a 2 megapixel or higher for quality images. Always shoot on the highest resolution setting.



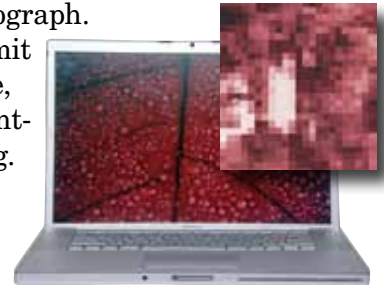
• **35mm FILM CAMERA** - If you do not have at least a 2 megapixel digital camera, an alternative would be to use a regular film camera, and have a Photo CD made when you have your film developed. This will allow you to submit your pictures in an acceptable digital format.

DO'S & DON'TS FOR DIGITAL PHOTOGRAPHY

- When dealing with resolution, the rule of thumb is 300 dpi for photos and 600-1200 dpi for line art. The higher the dpi, the sharper your image will be.
- Remember that your computer monitor is not always a reliable tool for preview images that will eventually print. The reason is due to the resolution difference between screen (72 dpi) and print (300 dpi for photos).
- Laser printers are not recommended for black and white and color images.

The dot pattern created by the laser printers combines with the dot pattern from the press to create an obvious grid like pattern in the photograph.

- If you can't submit an actual photo or digital file, use glossy paper with the printers highest resolution setting.



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