



# FILE CREATION GUIDE

## **B & W BOOK**

color cover / b & w text

TEXT QUICK REFERENCE  
TEXT REQUIREMENTS  
COVER QUICK REFERENCE  
COVER REQUIREMENTS



## B & W BOOK: TEXT QUICK REFERENCE

The following are recommendations and specifications that you should know when laying out **text** for a **black and white title**.

<b>Resolution:</b>	600 dpi for 1-bit black & white line art 300 dpi for 8-bit grayscale continuous tone images
<b>Color Space:</b>	Grayscale
<b>LPI (lines per inch):</b>	106
<b>Required file format:</b>	PDF (.pdf) file built to trim size
<b>PDF producer:</b>	Acrobat Distiller <b>PDF/X-1a:2001</b> recommended or High Quality Print Setting
<b>Other accepted files:</b>	PS (.ps) postscript
<b>Accepted Application Files:</b>	QuarkXPress or InDesign (all supporting files included: fonts, images, art, etc.)
<b>Margins:</b>	Recommended minimum <b>1/2"</b> (13 mm) on all sides
<b>Accepted Submission Methods:</b>	CD, DVD, portable hard drives
<b>File naming:</b>	Single file naming: isbn_txt.pdf or isbntxt.pdf Multiple file naming needs to number in ascending order; for example: <b>isbn_001.pdf</b> ; <b>isbn_002.pdf</b> (for multiple files)

## B & W BOOK: TEXT REQUIREMENTS

- ALL fonts must be embedded in PDF file submissions. This can be confirmed when the PDF is open in Acrobat under the 'Properties' option under the 'File' menu. The fonts tab lists the names of all fonts used in the file: '(Embedded)' or '(Embedded Subset)' should appear next to every font listing. If the fonts tab does not show either of these tags next to the font, the font is not embedded. If a file is sent with unembedded fonts, it will be rejected and a corrected file will be requested of the publisher. Please do not use the 'Standard' default setting in Acrobat: It does not embed base 14 fonts, and will cause a file to be rejected.
- It is recommended that you provide a minimum of **1/2" (13 mm)** margin on all sides of your text block. We allow for **1/16" (2 mm)** variance in printing. If text/images are close to trim edges, they could be cut in the printing and binding process.
- We do not guarantee bleed off any edge of the text page for black & white printing. Files submitted with bleed will not be rejected for a new file, but processed as submitted. Our process works from the center of the document outward and only utilizes the actual trim size of the book.
- Please do not include crop / printer / or registration marks in a file. These are not necessary for our workflow. Marks included in a file could show up in printed copies.
- We cannot accept files in 'spread' format (2-up per page). Files should be sent as one single-page PDF file. If submissions must be sent as multiple files instead, please refer to the correct file naming conventions on page 9. Incorrectly-named files could process in the wrong sequential order and cause delays in receiving a correct proof. (Color book submissions must be sent as one PDF.)
- Please do not include Spot colors or ICC profiles in your file as these can produce unexpected results during processing. ICC profiles applied to 100% black text frequently convert to a shade/percentage of gray (less than 100% black) during processing. This will result in text in your proof that is not solid black. If text is intended to appear as solid black, please ensure that ICC profiles are not included before submitting your PDF file and text is set to 100% black. Including either Spot colors or ICC profiles can cause delays in receiving a correct proof.
- All text files will be processed and stored with a mod 2 page count: page counts divisible by 2. Books that are 6.14" x 9.21" and smaller will be printed in six-page (three front/three back) single sheet signatures. Books that are 6.69" x 9.61" and larger will be printed in four-page (two front/two back) single sheet signatures. Storing files at mod 2 page counts will help to ensure the least amount of blank pages possible are added to the back of the book. The publisher



## B & W BOOK: TEXT REQUIREMENTS (continued)

- should end text files of a book without padding pages, and we will add the additional pages necessary to achieve page counts divisible by two during the setup process, and a multiple of four or six (depending on size) during the print process.
- The final page of all submissions must be completely blank and is reserved for a check barcode and information for printer.

## B & W BOOK: COVER QUICK REFERENCE

The following are recommendations and specifications that you should know when laying out **color cover** for a **black and white title**.

<b>Resolution:</b>	300 dpi
<b>Color Space:</b>	CMYK
<b>LPI (lines per inch):</b>	180
<b>Required file format:</b>	PDF (.pdf) file on our cover template
<b>PDF producer:</b>	Acrobat Distiller <b>PDF/X-1a:2001</b> recommended or High Quality Print Setting
<b>Other accepted files:</b>	TIF (.tiff) tagged image file format PS (.ps) postscript
<b>Accepted Application Files:</b>	QuarkXPress or InDesign (all supporting files included: fonts, images, art, etc.)
<b>Bleed:</b>	<b>1/8"</b> (3 mm) all sides
<b>Type Safety:</b>	<b>1/4"</b> (6 mm) recommended minimum on all sides (Our templates will allow down to 1/8" (3 mm) safety)
<b>Spine Type Safety:</b>	<b>1/16"</b> (2 mm) left/right sides for page counts of 108-828 <b>1/32"</b> (1 mm) left/right sides for page count of 80-104 <b>NO</b> spine text for page counts below 80
<b>Accepted Submission Methods:</b>	CD, DVD, portable hard drives
<b>File naming:</b>	isbn_cov.pdf or isbncov.pdf

## B & W BOOK: COVER REQUIREMENTS

- Non-template submissions: if you are unable to submit a cover on our template, please send a file built to the correct bleed size, necessary spine calculation and all elements positioned as required (*i.e. type safety observed, etc.*). A technician will place the file in the appropriate template for printing. When building a cover without the Cover Template Generator, do not include extraneous information such as crop marks or web-press comments from software programs. Reference templates are available that can assist with measurements and placement. Covers cannot be submitted on reference templates.
- All covers should be built with a mod 2 spine calculation (page count divisible by 2).
- Non-template submissions: a spine calculator is available we will provide the link. **\*Note:** when selecting a cover produced at a trim size of **5"x8" (203 x 127 mm) / 5.25" x 8.00" (203 x 133 mm) / 5.5"x8.5" (216 x 140 mm) or 6"x9" (229 x 152 mm) perfect bound books, please be sure to select the correct paper color for your title (white or crème).**
- Barcodes received on our cover templates on the back cover **can** be moved or repositioned.
- The barcode should be built in 100% Black only and placed on a white background/box. We will add or replace barcodes in files received if they are unscannable or incorrect; we will add a generic barcode if the book does not have one assigned to it. The customer will not be notified if this manipulation is made.



## B & W BOOK: COVER REQUIREMENTS (continued)

- If you are unable to create/supply a barcode, please leave an area for our technicians to insert a barcode on the back cover. The recommended size for the white box needed is 1.75" wide by 1" high. \*Barcodes are mandatory on all covers.
- For best results regarding black on your cover, we recommend using a rich black where the CMYK values are 60% Cyan, 40% Magenta, 40% Yellow, and 100% Black. CMYK total value should not exceed 240%. Black elements should not be built in 'Registration' Black (or 100% of all colors). For best results regarding 'body text' (text that is 24 pt. or below), please use 100% black only. ***\*Files sent with densities higher than 240% may be rejected for correction.***
- Please convert all spot colors and spot colors (PMS / PANTONE) with transparencies to CMYK, including those in supporting .eps files. **\*Note:** RGB files received will be converted to CMYK before printing. RGB / spot color and spot colors (PMS / PANTONE) with transparency in files may produce unexpected color results when printing. Any dissatisfaction with color shift will be the publisher's responsibility to correct.
- ALL fonts must be embedded in PDF file submissions. This can be confirmed when the PDF is open in Acrobat under the 'Properties' option under the 'File' menu. The fonts tab lists the names of all fonts used in the file: '(Embedded)' or '(Embedded Subset)' should appear next to **every** font listing. If the fonts tab does not show either of these tags next to the font, the font is not embedded. If a file is sent with unembedded fonts, it will be rejected and a corrected file will be requested of the publisher. Please do not use the 'Standard' default setting in Acrobat. It does not embed base 14 fonts and will cause a file to be rejected.
- All layers in a TIF file should be flattened before submission.