Morris Press COOKBOOKS

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Press-Ready Divider Guidelines
FOR FULL-COLOR PRESS-READY PAGES

What is Press-Ready?
Digital divider files that require no typesetting or alterations and is ready to print is considered press-ready. The print quality will depend on the quality of the press-ready material provided.

Hardcopy material of any kind (e.g., black/white lasers, color printouts, etc.) is not considered press-ready. If this material is furnished, dividers will be recreated as closely as possible.
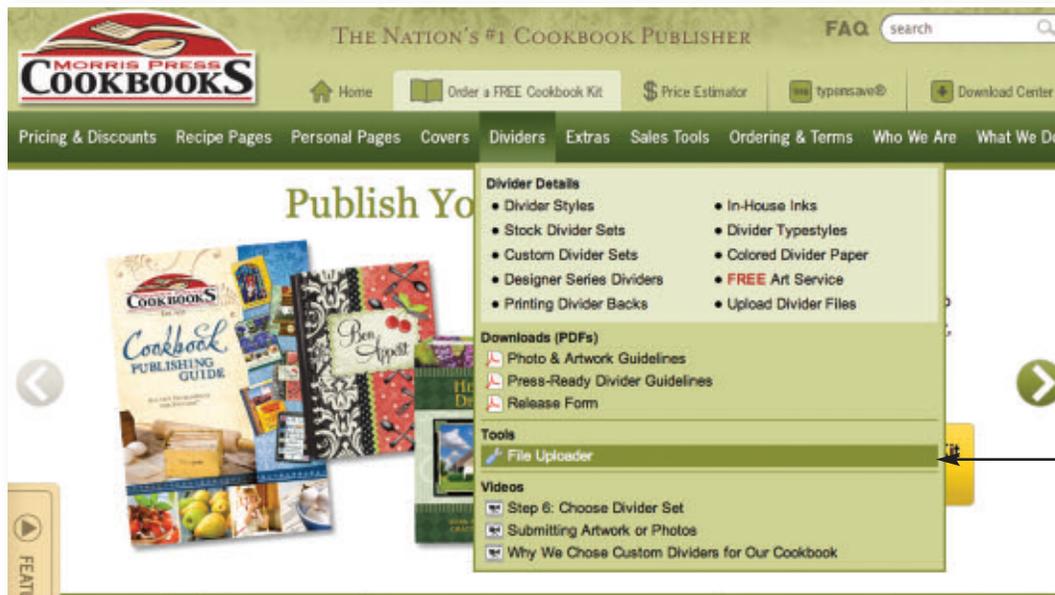
Important: If you cannot provide press-ready digital files, but have specific ideas or artwork you want to use, we can help. Simply provide instructions with divider category titles, fonts, and photos or artwork you would like to use. A **FREE** proof will be sent for your approval.

Note: If you do not provide a press-ready file, but plan to submit digital photos or artwork, please see p. 4 as these specifications will apply.

On Par Pastries

On Par
PASTRIES

TEX-MEX
Sizzlin' Sides

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Accepted Software & Material

Accepted Software

We only accept a digital file, created on a Macintosh® or PC platform, with no manipulation required, ready to be printed. Dividers must adhere to our template specifications (non-tabbed or tabbed). We accept files created with the following software:

- QuarkXPress®
- Adobe InDesign®
- Adobe Photoshop®
- Adobe Illustrator®

Do **NOT** use or send any Microsoft® files such as Word, Excel, Publisher, or PowerPoint. These applications are incompatible with our software and are not meant to be used for professional publication design.

Digital Files Required

- Provide all native files and any linking and layered artwork (i.e., EPS or TIFF files) that's used for your dividers. Do **NOT** use any compression methods on files. See p. 3–4 for more specs.
- You may send a high resolution PDF file; however, we often must make adjustments if templates are not properly followed or files are saved incorrectly. Because of this, we also require native files.
- Provide all fonts used for your dividers. If fonts are used in art files, convert them to an outline in the application in which they were created, or provide those fonts. Missing fonts will cause errors and delay production.

Sending Files & Material

- Go to **www.morriscookbook.com** to upload files. Go to the *Dividers* tab; click on *File Uploader*. **Important:** Send your order *before* uploading any files to us. When we receive your order, you will receive a confirmation e-mail with a *Book Number*. Your *Book Number* is required to upload any files.
- If you have any problems, you can also send files on a CD or jump drive. Label it with your organization name and book title.
- Provide a **hardcopy** of your dividers. This will only be used to verify content, **not** color. Home office color printers and monitors are not accurate; they are not calibrated to our equipment. A **FREE** color proof for all dividers will be sent to you for approval. Production will continue when the proof has been approved.

Dividers (non-tabbed and tabbed) are not collated into your books. Dividers for 3-Ring cookbooks will be placed in the back of each book. Dividers for soft cover and hardback cookbooks are individually packaged. They can be easily inserted by the end user of the book. Tabbed dividers are not available with soft cover books.

You can include custom dividers as part of your page file (on white, regular weight paper, no bleeds). These will then be a part of your page count. For format guidelines, see page 3 of the Press-Ready Guide for Full-Color Cookbook Pages.

Digital File Guidelines

Wording & Font Issues

- Before you begin designing your dividers, think about text placement. Be sure wording is easy to read and not placed on top of strong patterns or busy photos.
- Fonts in art files must be converted to outlines in the application in which they were created, or you will need to furnish those fonts when you send your files.

Preparing Digital Files

- Full-color scans or Photoshop® files should be saved as EPS files at 300 ppi. Artwork downloaded from a web site and some stock photography may only be 72 ppi, which is not acceptable; it results in poor printing quality.
- See p. 4 to review resolution which determines size and quality of photo or artwork printing (this also applies to Photoshop® files).
- All files and colors used should be in *CMYK* mode. If we receive RGB or spot color files, we will convert them to CMYK, which may affect colors.
- Dividers to be printed in black ink only should be saved in *grayscale* mode.
- Scan and save artwork at the size it will be used in the document. Avoid enlarging artwork or photos once inserted into your document – use at 100%. Enlarging files too much results in low resolution with poor printing quality. See p. 4.
- If an image bleeds, allow additional image in your Photoshop® files for the sides that bleed. See templates for required bleed area (p. 5 – 6).
- If you purchase artwork or photos from an imagery web site, download the largest size. Most will list the pixel and/or ppi size. See p. 4 to determine the maximum achievable print size.
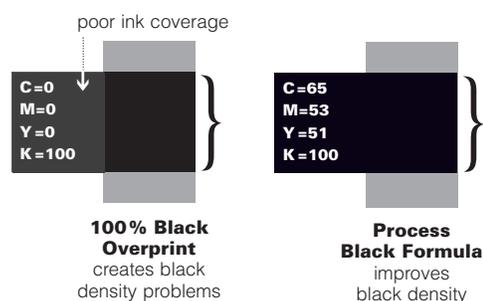

Bright neon markers are very popular, but the color intensity cannot be accurately printed. If this material is used and scanned, printed colors will not match the originals.

BLEED: Definition – When any image or element on a page extends to the trim edge. Presses cannot print all the way to the sheet edge, so the only way to produce a bleed is to print on paper larger than the final page size and then trim the paper.

Using Black

- When a large area of solid black overprints across different colors, there will be a noticeable difference in the density of black between the areas. Eliminate this variation by creating a process black formula with Cyan 65%, Magenta 53%, Yellow 51%, and Black 100%. Use this formula for large black areas on full-color dividers. For two-color dividers using black and one other ink, keep all black art/text at 100% black only.
- Smaller black areas such as lines, type, or artwork with black strokes (such as Illustrator® files) should be 100% black and set to overprint.

poor ink coverage

C=0
M=0
Y=0
K=100

C=65
M=53
Y=51
K=100

100% Black Overprint
creates black density problems

Process Black Formula
improves black density
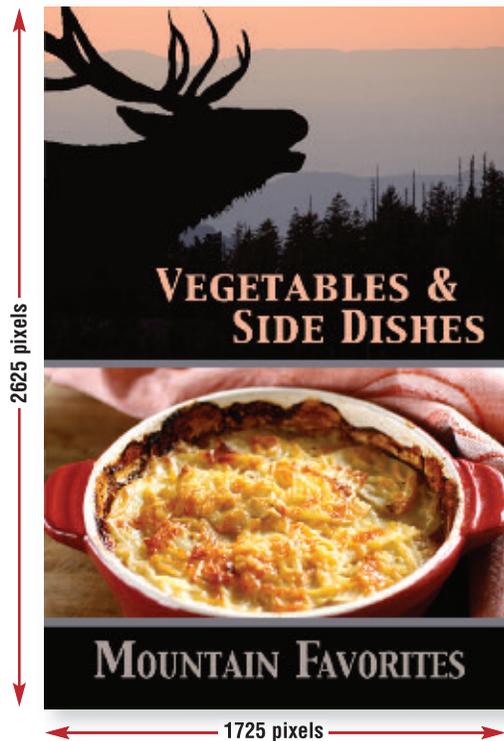
Line Art & Line Weight

- If you are going to scan line art, scan at 600 dpi and save as a TIFF. Scan at the size it will be used in your document. Enlarging files too much creates low resolution, resulting in poor printing quality.
- If using Illustrator,® line strokes on artwork should have a line weight of at least .5 point, or they may be too faint and not print well.

Copyrighted Material

- Generally, all artwork and photos are copyrighted unless you use royalty-free images, you own the images, or you paid someone to create artwork. Copyrighted images may include logos, photos or artwork from other printed sources such as scrapbook papers, greeting cards, and books, or material taken from web sites without permission.
- We require a written, signed release from the copyright owner giving permission for use. Print our *Release Form* from our web site's Download Center. Complete and sign it; submit the form with your divider material.

Digital Image Specifications

Note: For ANY digital files you send us, use this page's specifications to determine if your Photoshop® files or other digital art files are of acceptable resolution and format.
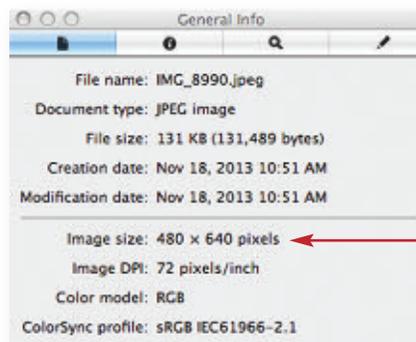
2625 pixels

1725 pixels

Maximum Print Size at 300 ppi
width = 1725 pixels ÷ 300 ppi = 5.75"
height = 2625 pixels ÷ 300 ppi = 8.75"

The "Get Info" pop-up window on a Mac will display your photo's pixels.

take note

Uncompressed   Compressed

Resolution

An image that looks good on your computer's monitor may not print well. Resolution of a digital file, expressed in pixels per inch (ppi), determines the printing quality.

Divide each axis by 300 – the result is the largest size an image can be printed at *maximum* quality. We will accept files as low as 150 ppi. Images won't be as sharp as 300 ppi, but it is still acceptable quality. In that case, divide each axis by 150.

Example of image at 2658 pixels x 1815 pixels:

300 ppi	1725 pixels x 2625 pixels (each axis ÷ 300)
highest quality	= 5.75" x 8.75" maximum print size
150 ppi	1725 pixels x 2625 pixels (each axis ÷ 150)
medium quality	= 11.5" x 17.5" maximum print size

If you enlarge a photo, make sure you maintain at least 150 ppi. Images dragged from a web site are usually at 72 ppi. You cannot resave lower resolution files to 300 ppi.

Note: If you scan line art (black/white artwork with NO shading), scan at 600 dpi and save as a TIFF.

How many pixels are in my photo?

Photo-editing software can show how many pixels are in an image, in length by height. Otherwise, on a Mac, open the image file in Preview, then use keys "Command-I" to "Get Info" and a pop-up window will show the data. See above. On a PC, right click on the image file, look at "Properties," and then the "Summary" tab.

Camera Settings

Most digital cameras with 4 or more Megapixels, and even some cell phones, can take photos suitable for printing. Check your owner's manual to use the highest quality settings. If possible, do not use any compression settings.

File Format

You may want to modify the brightness, contrast, and color in a photo-editing program. Morris Press Cookbooks cannot be responsible for photo quality since we do not make alterations or correct colors to images you provide.

Save digital images in one of these formats: **TIFF**, **EPS**, or **JPG**. Your file should be several megabytes in size if it's the correct resolution, although JPG files are generally smaller.

Non-Tabbed Divider Template
for Heavy Dividers

C) Size with Bleed (Trim size + 0.125" bleed all sides) 5.75" x 8.75"

.375"

A) Trim Size (5.5" x 8.5")

.625" B) Safe Image Area (4.5" x 7.75")

.375"

Dividers will be 3-hole drilled if ordering a 3-Ring cover style.
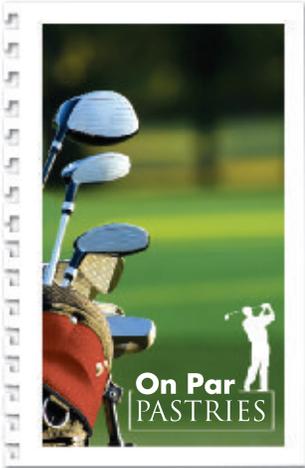
Non-tabbed Divider Guidelines

A) Trim Size (5.5" x 8.5")
This is the final size of each divider after trimming takes place. Make sure nothing important (i.e., text, faces, artwork, etc.) is too close to the edge. See *Safe Image Area* below.

B) Safe Image Area (4.5" x 7.75")
This area, shown as the inner white rectangle, is considered the safe zone. Art and text within this area are far enough from the edge to not be affected by trimming or punching. See bottom left sample.

C) Size with Bleed (Trim size + 0.125" bleed on all sides = 5.75" x 8.75")
If you want your divider to bleed (color/artwork go all the way to the edge), the artwork must extend 1/8" beyond the trim size. See bottom right sample.

No Bleed
See *Safe Image Area* (B).

Bleed
See *Size with Bleed* (C).

Shows 3-hole drill if used
in a 3-ring binder.

.375"

Dividers are punched at .3125" (5/16") from left edge if books are bound with plastic comb (softcover or hardback cover).

Tabbed Divider Template
for Heavy Dividers
(Not available with soft cover.)

C) Size with Bleed (Trim size + 0.125" bleed 3 sides + 0.5" on tab edge) 6.125" x 8.75"

.375"

A) Trim Size (5.5" x 8.5")

.625"

B) Safe Image Area (4.5" x 7.75")

.375"

.5"

In this .5" bleed area, we recommend solid color or no pattern. This will improve legibility of tab text.

Top Tab

Tabbed Divider Guidelines

A) Trim Size (5.5" x 8.5")
This is the final size of each divider after trimming takes place. Make sure nothing important (i.e., text, faces, artwork, etc.) is too close to the edge. See *Safe Image Area* below.

B) Safe Image Area (4.5" x 7.75")
This area, shown as the inner white rectangle, is considered the safe zone. Art and text within this area are far enough from the edge to not be affected by trimming or punching. See bottom left sample.

C) Size with Bleed (Trim size + 0.125" bleed on 3 sides + 0.5 on tab edge = 6.125" x 8.75")
If you want your dividers to bleed (color/artwork go all the way to the edge), the artwork must extend 1/8" beyond the trim size on all sides and 1/2" on tab edge. See bottom right sample.

Middle Tab

Do **NOT** set type for any tabs. It is difficult to get it accurate. We will typeset tab text for you.

Bottom Tab

Dividers will be 3-hole drilled if ordering a 3-Ring cover style.

No Bleed
See *Safe Image Area* (B).

Bleed
See *Size with Bleed* (C).
Shows 3-hole drill if used in a 3-ring binder.

.375"

Dividers are punched at .3125" (5/16") from left edge if books are bound with plastic comb.