



3212 E. Hwy 30 • P. O. Box 2110  
 Kearney, NE 68847  
 800-445-6621 • Fax: 308-234-3969  
 www.morriscookbooks.com  
 e-mail: cookbook@morriscookbooks.com

### Full-Color Cookbook Pages

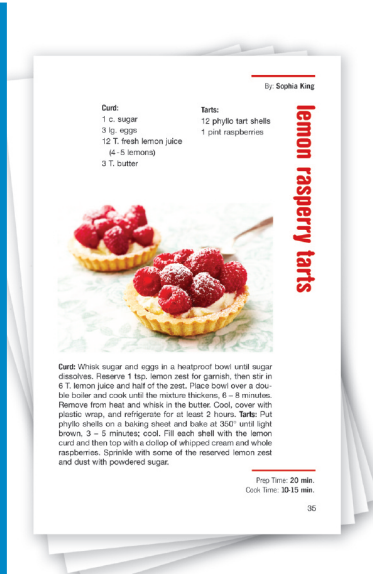
If you want full-color pages for your entire cookbook, Morris Press Cookbooks can assist you. Our newest printing technology allows for quality full-color pages at an affordable price. Press-ready pages allow you to have total design control over all your pages.

Contact us for a FREE sample of our full-color press-ready pages before you get started on your project.

**Note:** If your goal is to create a low-priced cookbook for larger fundraising profits, we suggest you use our traditional program with one-color pages. Our easy system at [www.typensave.com](http://www.typensave.com) helps you build your entire cookbook online. All members can log in to submit their own recipes. You'll also **save 25¢/book** (\$300 max.) and production time will be 20–25 days.

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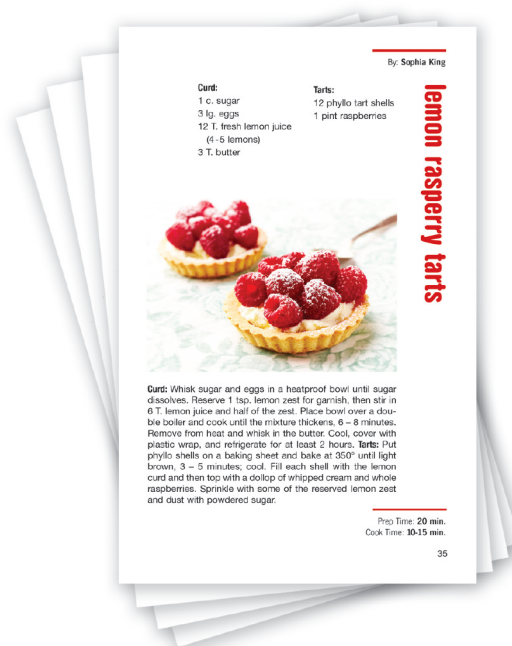
# PRESS-READY GUIDE for FULL-COLOR COOKBOOK PAGES

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Use this guide to create all full-color cookbook pages: title page, personal pages, table of contents, recipe pages, mail-order page, index, advertising pages, and any other pages. **All or most pages include color: full-color photos, colored text, colored artwork, colored lines, etc.**

**Note:** If all your cookbook pages are one-color (to be printed in black ink), except for photos or artwork in personal pages that you request to be printed in full-color, please use our *Press-Ready Guide for One-Color Pages*, which is on our web site's *Download Center*.

Visit our *Download Center* at [www.morriscookbooks.com](http://www.morriscookbooks.com) and print the **Full-Color Press-Ready Order Form** which includes pricing. See p. 8 for details on sending your order and uploading files.



### take note

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

## What is Press-Ready?

Press-ready pages are:

- designed pages that require no extra alterations or typesetting.
- the correct size and margins.
- in the correct order with correct page numbers.
- furnished as a high-resolution file.

If furnished correctly, your pages are ready to print. The quality of the printed work is determined by the quality of your digital file. All pages of your cookbook must be furnished press-ready. This includes table of contents, personal pages, recipe pages, index, and any other pages for your cookbook.

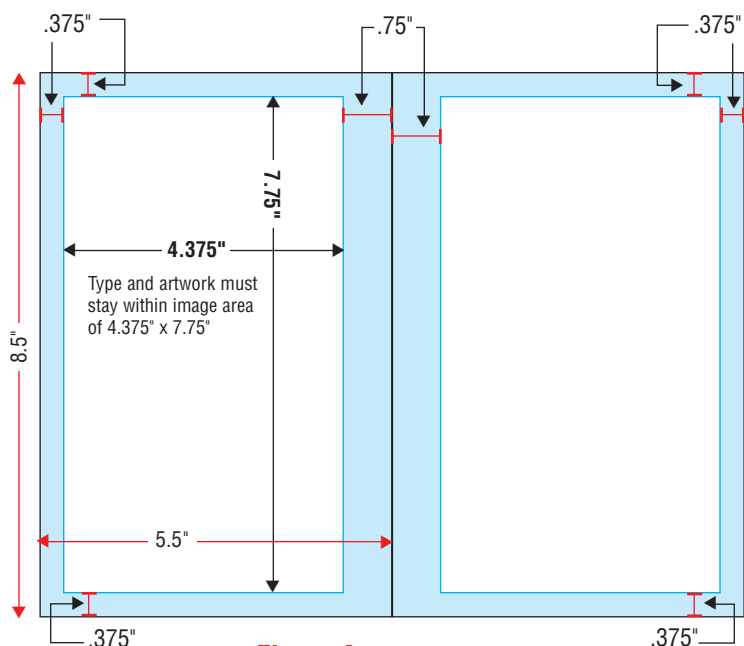
## Accepted Material

**A file converted into a PDF (Portable Document Format) is the only digital format we will accept.** See p. 8 for details on how to create a PDF and upload your file.

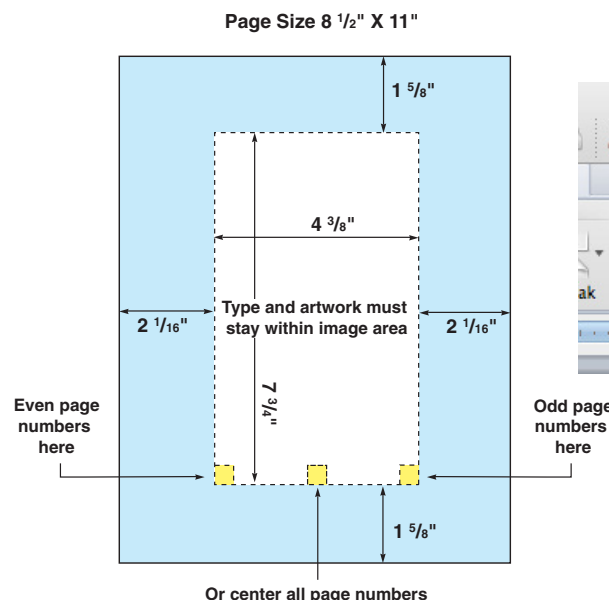
If furnishing a custom press-ready cover or divider set, do **NOT** include them in your page document or page count. This material requires different templates and must be in separate files. Refer to *Press-Ready Cover Guidelines* and *Press-Ready Divider Guidelines* from the *Download Center* of our web site, [www.morriscookbooks.com](http://www.morriscookbooks.com).

## Free Proof

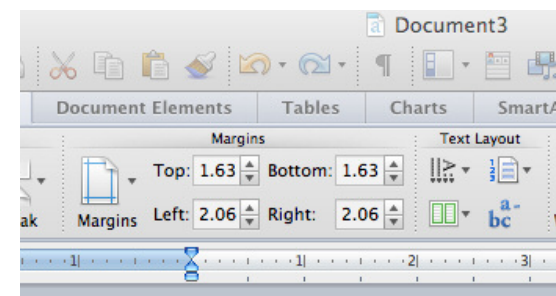
- Proofread and spell-check all pages carefully before uploading your file. If changes are needed after submission, submit a new PDF which is subject to a charge. Production may also be delayed.
- Production time is 35-45 business days (7-9 weeks) from the day after we receive your complete order and you will receive a hard copy text proof.
- If you do not return your proofs by the date indicated, production will be delayed. **ALL proofs and sign-off letters (even those you do not approve) MUST be returned before production can continue.**



**Figure A** – Facing spread for Quark® or InDesign®



**Figure B**



**Figure C** – Margins for Microsoft® Word

**take note**

*Professional page design software produces the best results. Microsoft® Word is meant for word processing and doesn't offer facing page spreads. If used, we recommend that all page numbers are centered.*

## Formatting Pages

### Professional Software – See Figure A

Use these margins:

- Page size: 5.5" width x 8.5" height
- Select facing pages
- Top, bottom, and outside margins = .375"
- Inside margin = .75" (extra needed for binding)
- the result is an image area of **4.375" x 7.75"**

To assist you, the *Download Center* of our web site has premade Quark® and InDesign® files using the four designs shown on our web site, FC01, FC02, FC03, FC04. You can modify these files as you want – replace fonts, reposition elements, etc. You can also remove all items in Master Pages and start from scratch creating your own design. Just be sure to keep all contents within the margins.

### Microsoft® Word – See Figures B & C

Use these margins:

- use the portrait setting (8 1/2" x 11")
- top and bottom margins set at 1 5/8" (1.63)
- left and right margins set at 2 1/16" (2.06)
- the result is an image area of **4 3/8" x 7 3/4"** (**4.375 x 7.75**)

To assist you, the *Download Center* of our web site has a premade Word® document. We do not offer Word® templates for our four designs.

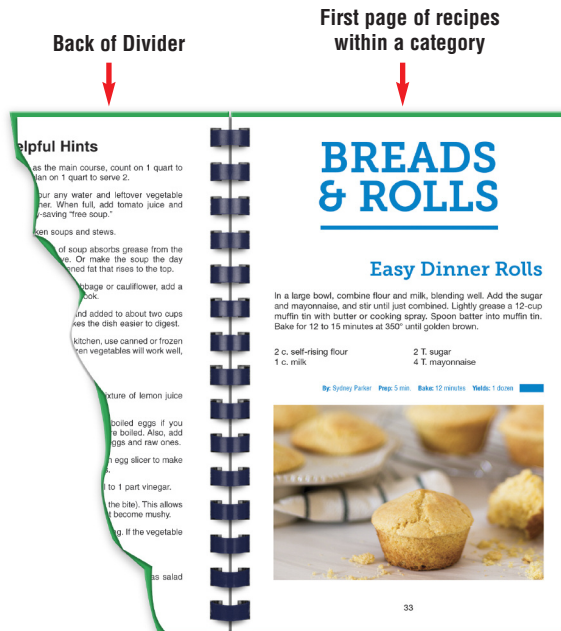
**NOTE:** Other software may be used as long as the image area is **4 3/8" x 7 3/4"** (**4.375 x 7.75**). We require files to be converted into a PDF. Native files are not accepted, except for Word – our uploader tool will convert a Word file into a PDF. See p. 8.

### Page Requirements

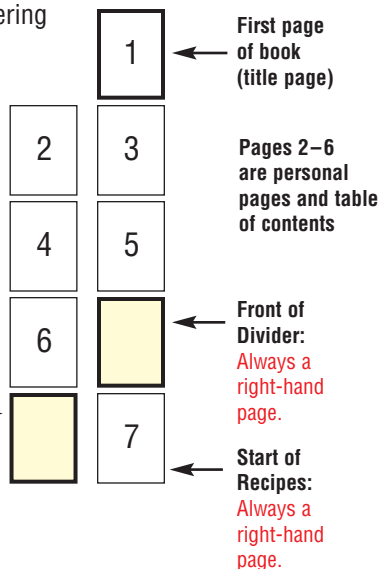
- ALL artwork, photos, and text, including page numbers, **MUST** stay within the image area of **4.375" x 7.75"**. Anything outside the image area will be too close to the edges or binding. Bleeds are not allowed (content to the edge of the page).
- Include all cookbook pages in ONE file: title page, personal pages, table of contents, recipe pages, index, mail-order page, advertising pages, blank pages, and any other pages.
- For text in black, please use only 100% K (black). Do **NOT** use a rich black formula of CMYK.
- Allow for blank pages. See p. 4 for instructions.
- See p. 5–6 for type and photo/artwork recommendations and p. 7 to ensure the correct resolution and file formats for digital artwork.

## Numbering Pages

- Odd numbered pages are right-hand pages; even-numbered pages are left-hand pages. The first page of each recipe section should be odd-numbered. The last page of each section should be even-numbered. Add a blank page if necessary.
- Allow for blank pages in your numbering, even if you do not want page numbers printed on them.
- Allow for dividers in your cookbook. Each divider takes up two pages. Do NOT submit dividers (fronts or backs) in the same file as cookbook pages. See **Figure D** below.
- Place page numbers at the bottom of each page, centered or on the outside edge. See images at right. Keep page numbers inside margins.
- **Final page count:** Count ALL cookbook pages (title page, personal pages, table of contents, recipes, index, advertising pages, blank pages, etc.). Dividers should NOT be included in your final page count.



**Figure D** – Example of page numbering



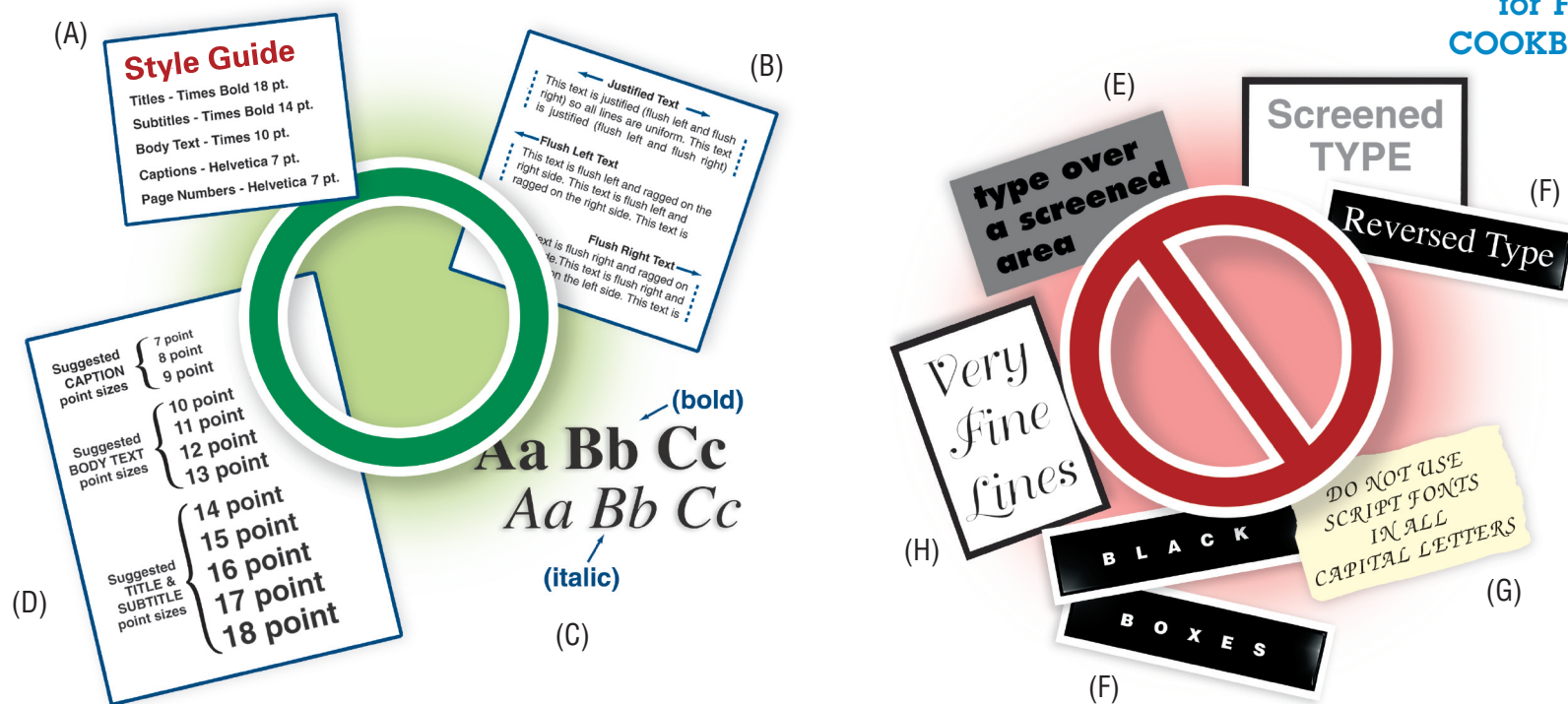
Page numbers on outside bottom edge

Page numbers centered at the bottom of pages

**take note**

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.

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. See page 3 for page format guidelines.



## Type Recommendations

### Do these things:

- Make a list of rules for using bold, italic, centering text, etc., for design consistency that results in a more professional looking cookbook. (A)
- Justify text for a professional look. (B)
- To add emphasis, boldface or italicize text; do not underline. Many lines of text in boldface or italics is hard to read; don't overdo it. (C)
- Put recipe ingredients and instructions in 10–13 point type. Text smaller than 10 point should be used for captions or small bodies of text. (D)
- Put recipe titles in a larger point size and/or bolder typeface than the ingredients and instructions. This also applies to headings and subheadings in personal pages. (D)

### Avoid these things:

- **DO NOT** use too many fonts. It can make the text harder to read.
- **DO NOT** put screened images or boxes behind type or use screened type. (E)
- **DO NOT** submit large, heavy fonts, black boxes, bars, or lines exceeding 2" in width or height or areas with reversed type. They are difficult to print with consistent ink coverage. (F)
- **DO NOT** use script fonts in all caps, as they are difficult to read. They are elegant for headings and are easier to read in upper/lowercase. (G)
- **DO NOT** use fonts with very fine lines. When printed, fine lines may fill with ink or drop out completely. (H)
- **DO NOT** allow two consecutive lines of type to end with hyphenated words.

- **DO NOT** allow widows, if possible. These are single words on one line at the end of a paragraph, column, or page.

### take note

**Justify** (flush left and flush right) – Adjust the horizontal spacing in lines of text so they begin and end evenly, making lines of uniform length.

We recommend that text smaller than 10 point should be limited to small bodies of text or photo captions.

## PRESS-READY GUIDE for FULL-COLOR COOKBOOK PAGES



(A)



(D)



(B)



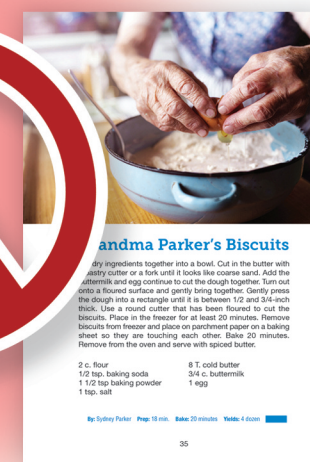
(C)



(E)



(G)



(F)

## Artwork Recommendations

### Do these things:

- If using Illustrator® files, line strokes on artwork should be at least .5 point, or they may be too faint and not print.
- Convert text in Illustrator® files to outlines or make sure the fonts used are opened when your pages are turned into a PDF.
- 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. 7 to determine the print size you can achieve.
- Images taken with a camera or downloaded from a web site will be in RGB mode. Save them as CMYK files. If you are unable to do this, we will convert your files. Colors may shift slightly as RGB is for video screens and CMYK is for print.
- Black/white photos or images to be printed in black ink should be saved in *grayscale* mode.

### Avoid these things:

- **DO NOT** use artwork from pencil drawings, crayons, or highlighters – they print poorly. (A)
- **DO NOT** use artwork with fine detail; it may fill in or drop out when printed. (B)
- **DO NOT** use low-resolution images. Do not use photos dragged from web sites, as most are only 72 ppi – not acceptable for printing. See p. 7. (C)
- **DO NOT** scan photos printed from a photocopier, color copier, color inkjet, or color laser printer. (D)
- **DO NOT** create pages with borders around the entire page. (E)
- **DO NOT** extend artwork, photos, or text off the page (bleeds). Keep all contents within the margins. (F)

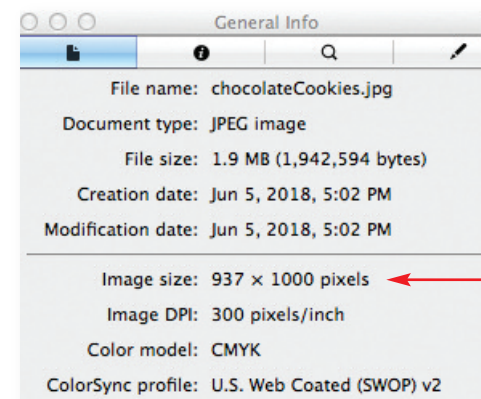
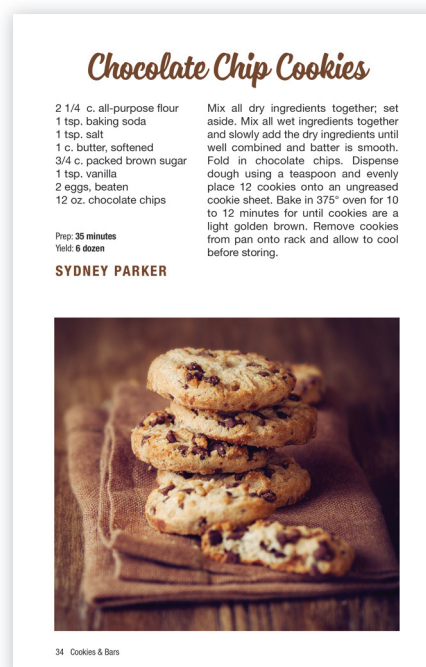
- **DO NOT** submit copyrighted artwork or photos without a written, signed release from the copyright owner giving permission for their use. Generally, all artwork and photos are copyrighted, unless you are using royalty-free photos or clip art, you own the images, or you paid someone to create artwork. Examples of copyrighted images include photos from a newspaper, magazine, or book, or scanned scrapbook papers, greeting cards, or other artistic purchased material, and images dragged from a web site. (G)

**take  
note**

*Artwork may be substituted for photos.*



**Maximum Print Size at 300 ppi**  
width = 937 pixels ÷ 300 ppi = 3.12"  
height = 1000 pixels ÷ 300 ppi = 3.33"



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

## Resolution & File Formats

### Resolution

An image that looks good on your computer's monitor may not necessarily 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 of acceptable quality. In that case, divide each axis by 150.

#### Example of image at 2658 pixels x 1815 pixels:

300 ppi 937 pixels x 1000 pixels (each ÷ 300 ppi)  
= 3.12" x 3.33" maximum print size

150 ppi 937 pixels x 1000 pixels (each ÷ 150)  
= 6.25" x 6.66" maximum print size

If you enlarge an image, maintain at least 150 ppi. Most images dragged from a web site are 72 ppi. You cannot resave 72 ppi files to 300 ppi. Once you bring images into your document, don't enlarge them as it reduces the ppi; use at 100%.

**Note:** Scan line art (black/white artwork with NO shading) at 600 ppi and save as a .tif. Avoid enlarging it in your document as it affects resolution.

### How many pixels are in my image?

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

### Camera Settings

Most newer digital cameras and cell phones can take photos suitable for printing. Check the owner's manual to use the highest quality settings available. If possible, do not use any compression settings because it destroys quality.

### Image File Formats

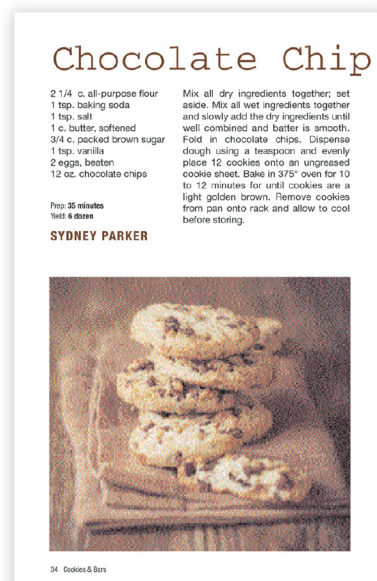
You may want to modify the brightness, contrast, and color in a photo-editing program. We cannot be responsible for image quality since we do not make alterations or correct colors to your files.

Save files as **.eps**, **.jpg**, **.tif**, **.png**, or **.pdf** in CMYK or gray-scale mode (for black/white photos or images) and import them into your pages. Files will be several megabytes in size if it's the correct resolution, although .jpg files are generally smaller.



**Good PDF**

Fonts are correct and images appear sharp and colorful.



**Bad PDF**

Demonstrates a substituted font and broken image link.



After you upload your file, you will be able to preview it for accuracy.

**Prepare File to PDF**

It does not matter what software was used to create your pages (e.g., Microsoft® Word, InDesign®, QuarkXPress®, etc.). Our File Uploader will convert a Microsoft® Word file into a PDF. For all other software, you must convert the file into a PDF.

**For the Best Possible PDF:**

- See p. 5 for type recommendations to produce the best readability and printing results.
- See p. 6 for photo/artwork recommendations. If material is submitted from the “**DO NOT**” list, the customer is responsible for poor print quality.
- See p. 7 to ensure artwork/photo resolution of 150 – 300 ppi and proper mode and format.
- PDFs will embed fonts and artwork. There is no need to send those to us.
- Convert text in Illustrator® files to outlines. Make sure fonts used are open when converting a file into a PDF; otherwise, fonts will be substituted.

- Make sure artwork in Quark® or InDesign® do not have any broken links before you PDF the file.
- ALL pages must be in ONE file (title page, personal pages, table of contents, recipe pages, index, mail-order page, advertising pages, blank pages, etc.). Do NOT create sections or pages in separate files. If you do, combine them *before* creating your PDF and uploading your file.
- Do NOT include your cover or dividers in the same file as pages. These must be created in a separate file.
- If using Quark® or InDesign®, make the PDF using PDF/X-1a setting with NO registration marks and NO bleeds.
- Once your PDF is made, and before you upload it, review all pages to ensure everything look accurate. Check for any font replacements and broken image links (images will appear fuzzy/blurry). See page examples above.

**Send Order & Upload File**

- **Before** uploading a file, send your completed order form. When received, you will be sent a confirmation e-mail with a **Book Number**. Your Book Number is needed to upload your cookbook pages file (plus cover and dividers, if custom).
- Visit [www.morriscookbooks.com/upload](http://www.morriscookbooks.com/upload) to send your file through our File Uploader.
- After you upload your file, you will be able to preview it for accuracy. Make sure all fonts and images look accurate before accepting the file.
- Orders are processed once we receive all material.
- If we receive a digital file other than a PDF, we will reject your file, which delays your order.
- If you have any problems uploading your file, send it on a CD or jump drive. Label it with your organization name and book title.
- For assistance, call us at 800-445-6621.