

Electronic Prepress Guidelines

To ensure the smooth processing of your job, please follow these simple guidelines:

Files

We prefer to receive postscript or PDF files and are happy to provide you with instructions on how to create them. If you are not providing one of these formats, then text must be provided as Pagemaker, Quark or InDesign applications. Covers can be all of these programs plus FreeHand or Illustrator. We do not accept Microsoft Word documents for covers or text. When using application files, be sure to use the master page for placing folios or running heads and footers. This ensures that they fall in the same place on every page.

Graphics

ALL graphics must be included with the file. Halftones should be no less than 300 dpi at their placed size, and line art should be between 400-1200 dpi at their placed size. **DO NOT EMBED OR STORE GRAPHICS.** For halftones to print their best, they must have a highlight of no less than 3%, and a shadow of no greater than 90%. This can easily be adjusted in Photoshop under “curves”. Graphics should be supplied as Photoshop for bitmapped art and either grayscale or CMYK mode. Use Illustrator or Freehand for line art. If you are supplying art for us to shoot or scan, please give explicit instructions for placement and sizing (using low-resolution FPO’s in application files is the best).

Rules

All lines or rules in text or covers must be .25 pt or larger (no hairlines). Anything below this may not hold when on press.

Fonts

We prefer postscript fonts for Macintosh platform jobs, and either postscript or true type for Windows platforms. If using postscript fonts, you must include both printer and screen fonts. **ALL** fonts used in your book should be sent with the job, even if you’re sending postscript or PDF files.

What we need

Please be sure to include the following when your job is ready:

1. A complete laser copy of the LATEST version of your text and cover at 100% of the original size with the page information and crop marks printed on them. It is very important to receive the latest version because that is what we will match your electronic files to. If your lasers are not final, then we will not know if you’ve made changes and will not be able to catch mistakes. We want you to be completely satisfied and this is an important part of our quality control.
2. All electronic files including the text, cover, fonts and graphics used to build your job.
3. All non-electronic art (anything we need to scan, shoot, etc).
4. A sheet outlining the electronic information we should find on disk.