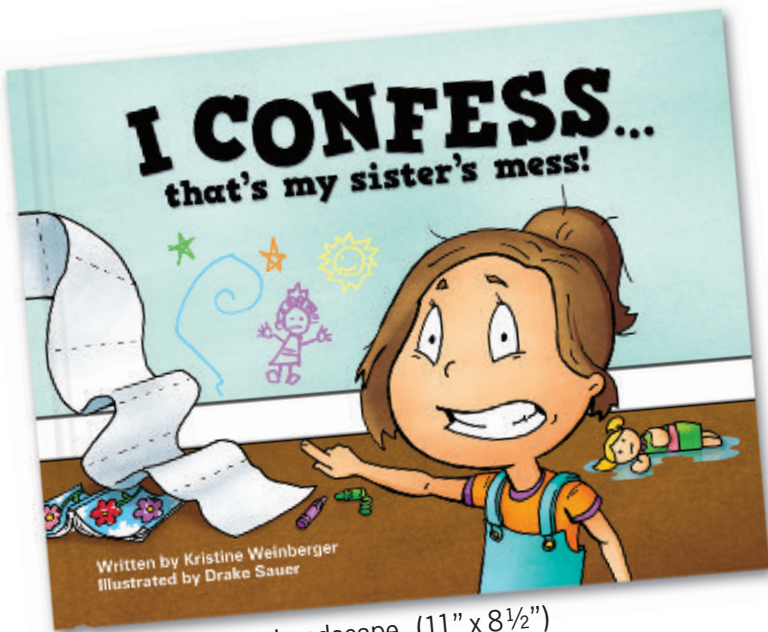
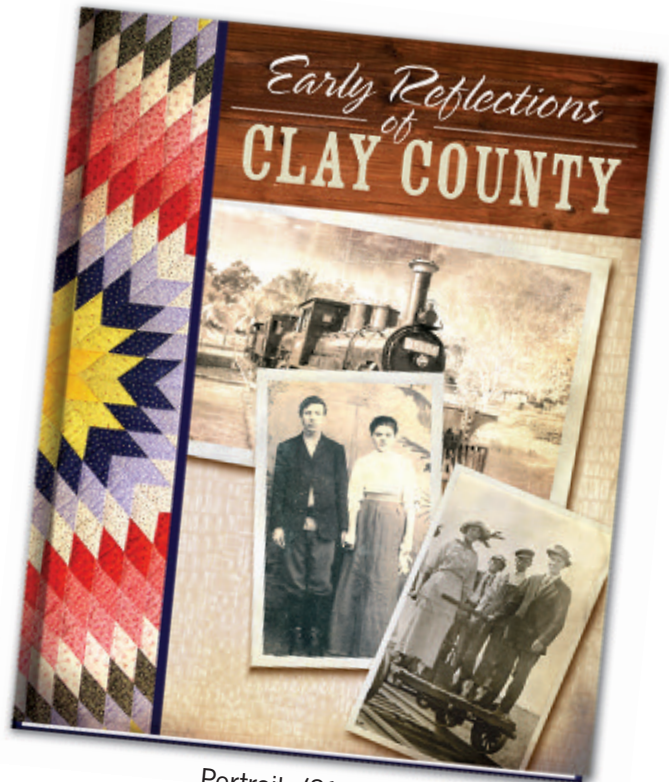


PRESS-READY HARDCOVER GUIDE

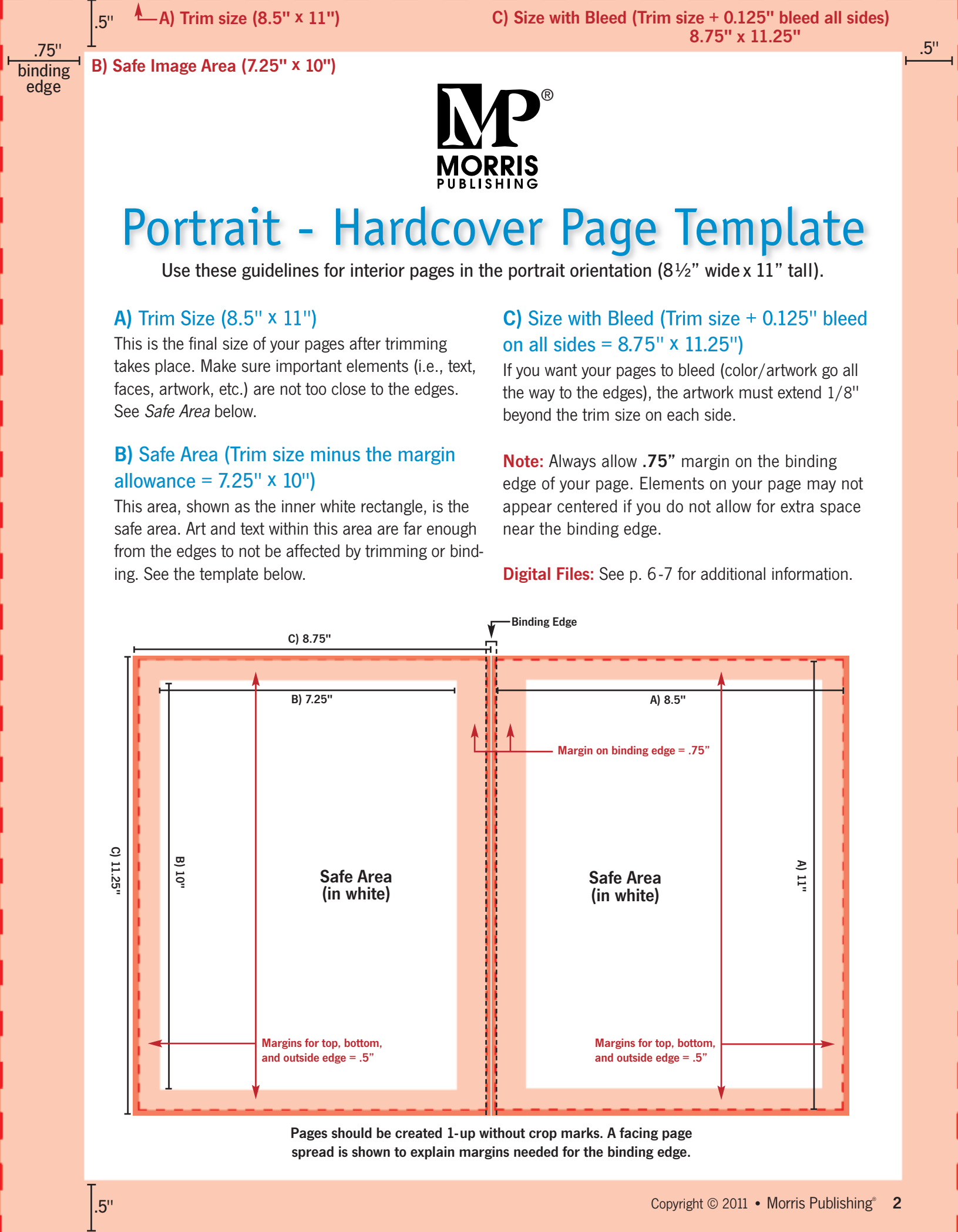


Landscape (11" x 8½")



Portrait (8½" x 11")

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A) Trim size (8.5" x 11")

C) Size with Bleed (Trim size + 0.125" bleed all sides)
8.75" x 11.25"

B) Safe Image Area (7.25" x 10")



Portrait - Hardcover Page Template

Use these guidelines for interior pages in the portrait orientation (8½" wide x 11" tall).

A) Trim Size (8.5" x 11")

This is the final size of your pages after trimming takes place. Make sure important elements (i.e., text, faces, artwork, etc.) are not too close to the edges. See *Safe Area* below.

C) Size with Bleed (Trim size + 0.125" bleed on all sides = 8.75" x 11.25")

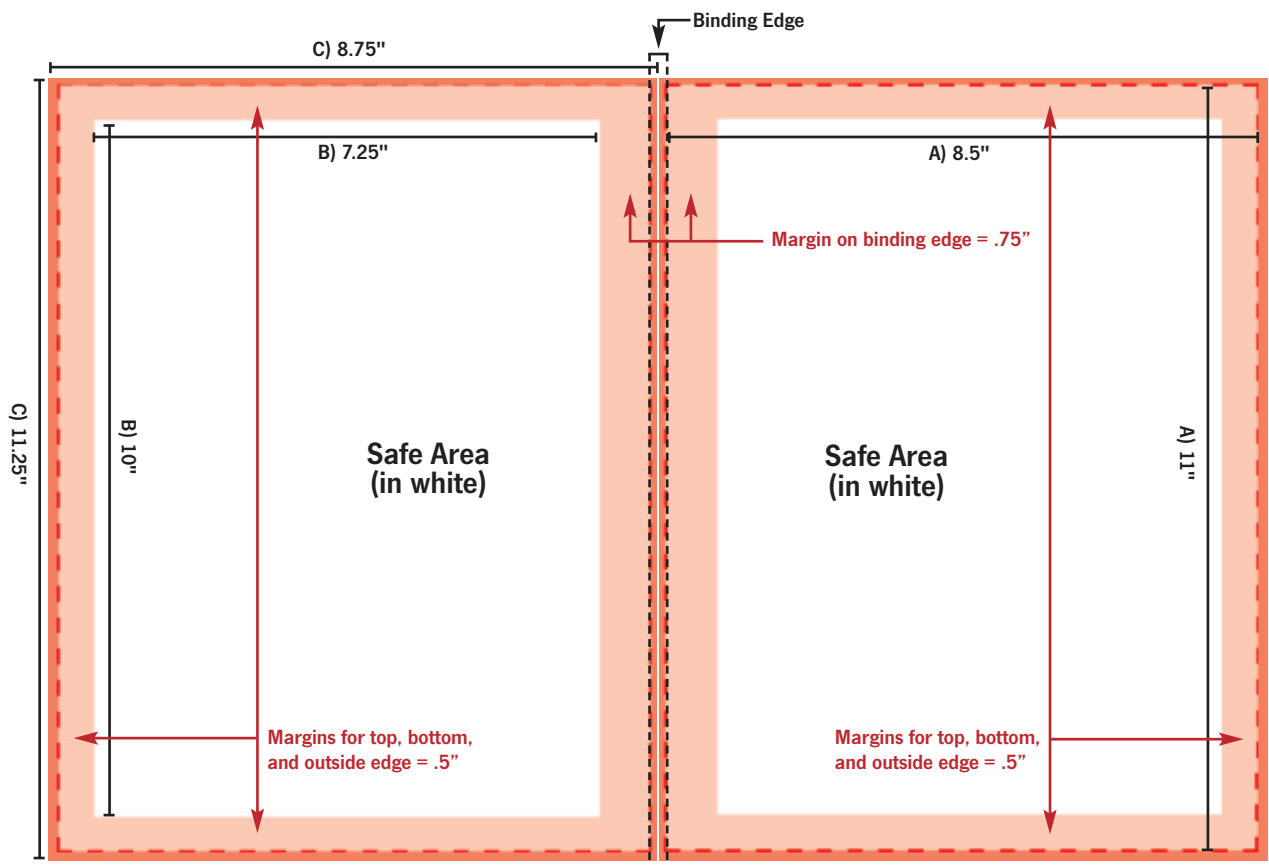
If you want your pages to bleed (color/artwork go all the way to the edges), the artwork must extend 1/8" beyond the trim size on each side.

B) Safe Area (Trim size minus the margin allowance = 7.25" x 10")

This area, shown as the inner white rectangle, is the safe area. Art and text within this area are far enough from the edges to not be affected by trimming or binding. See the template below.

Note: Always allow .75" margin on the binding edge of your page. Elements on your page may not appear centered if you do not allow for extra space near the binding edge.

Digital Files: See p. 6-7 for additional information.



Pages should be created 1-up without crop marks. A facing page spread is shown to explain margins needed for the binding edge.

Portrait - Hardcover Cover Template

Use these guidelines for a cover in the portrait orientation (8½" wide x 11" tall).

A) Final Size (18.063" x 11.375")

This is the final size of your cover. Make sure important elements (i.e., text, faces, artwork, etc.) are not too close to the edges or the spine. See *Safe Area* below.

B) Safe Area (Final Size minus .5" margin on each side = 17.063" x 10.375")

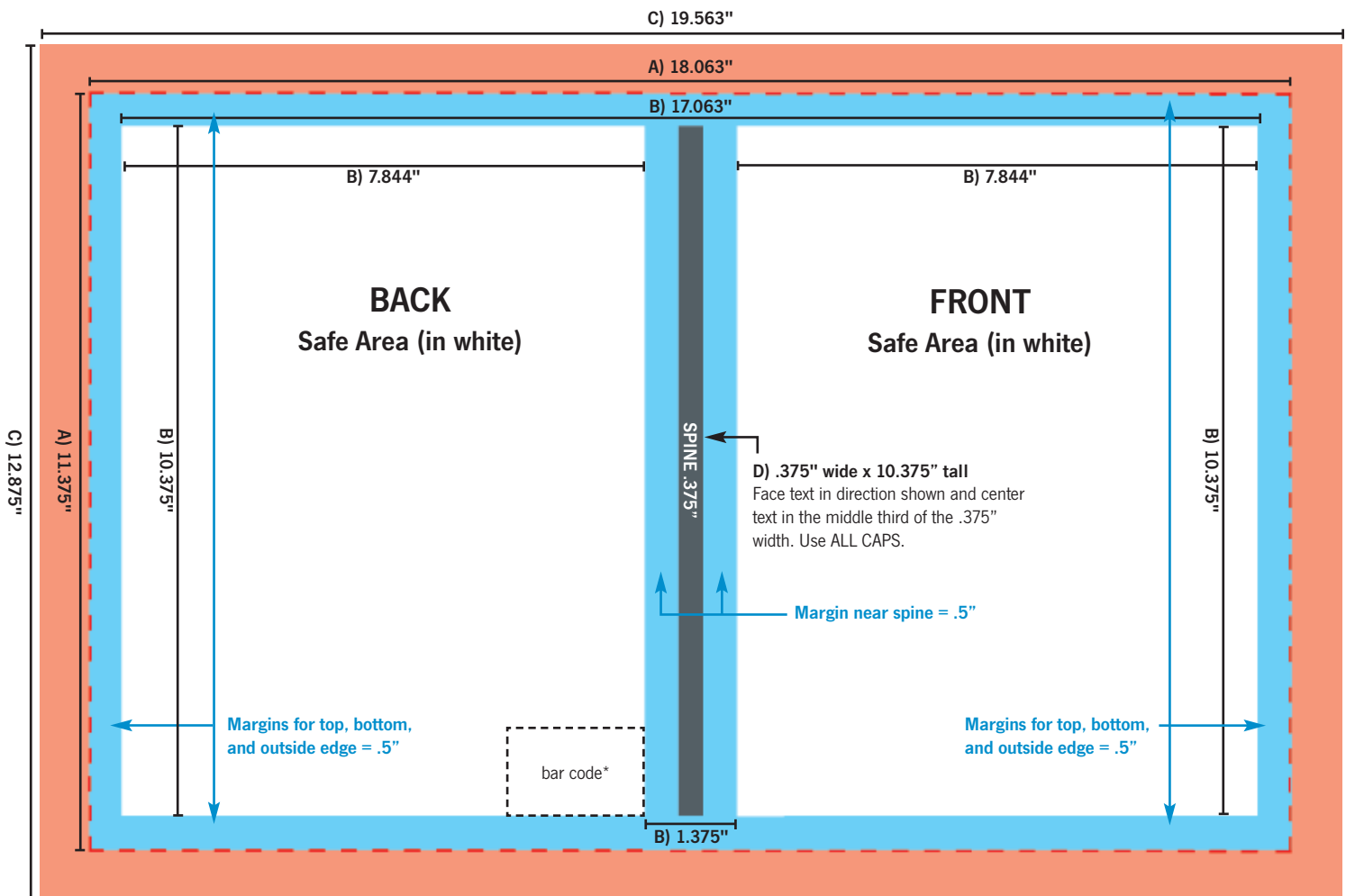
The two inner white rectangles are the safe areas. Art and text within these areas are far enough from the spine and the edges to not be affected. When considering the .5" margins for top, bottom, and outside and the 1.375" area needed near the spine, the *Safe Areas* for the front and back cover are each 7.844" x 10.375". See the template below.

C) Size with Bleed (Final Size + 0.75" bleed on all sides = 19.563" x 12.875")

If you want your cover to bleed (color/artwork go all the way to the edges), the artwork must extend ¾" beyond the final size on each side. Artwork may also bleed into the spine area, but if you want wording on the spine, please keep artwork in this area to a minimum so spine text will read easily.

D) Spine Text: Center text in the gray area as shown (.375" wide x 10.375" tall). Do **NOT** use the entire .375" width for text or it will be too close to edges. Face spine wording in the direction shown and use ALL CAPS. We can also set spine text for you. Just let us know what you want for wording.

Digital Files: See p. 6-7 for additional information.



* If the book requires a bar code. See page 6 for more information.

A) Trim size (11" x 8.5")

C) Size with Bleed (Trim size + 0.125" bleed all sides) 11.25" x 8.75"

B) Safe Image Area (10" x 7.25")



Landscape - Hardcover Page Template

Use these guidelines for interior pages in the landscape orientation (11" wide x 8½" tall).

A) Trim Size (11" x 8.5")

This is the final size of your pages after trimming takes place. Make sure important elements (i.e., text, faces, artwork, etc.) are not too close to the edges. See *Safe Area* below.

B) Safe Area (Trim size minus margin allowance = 9.75" x 7.5")

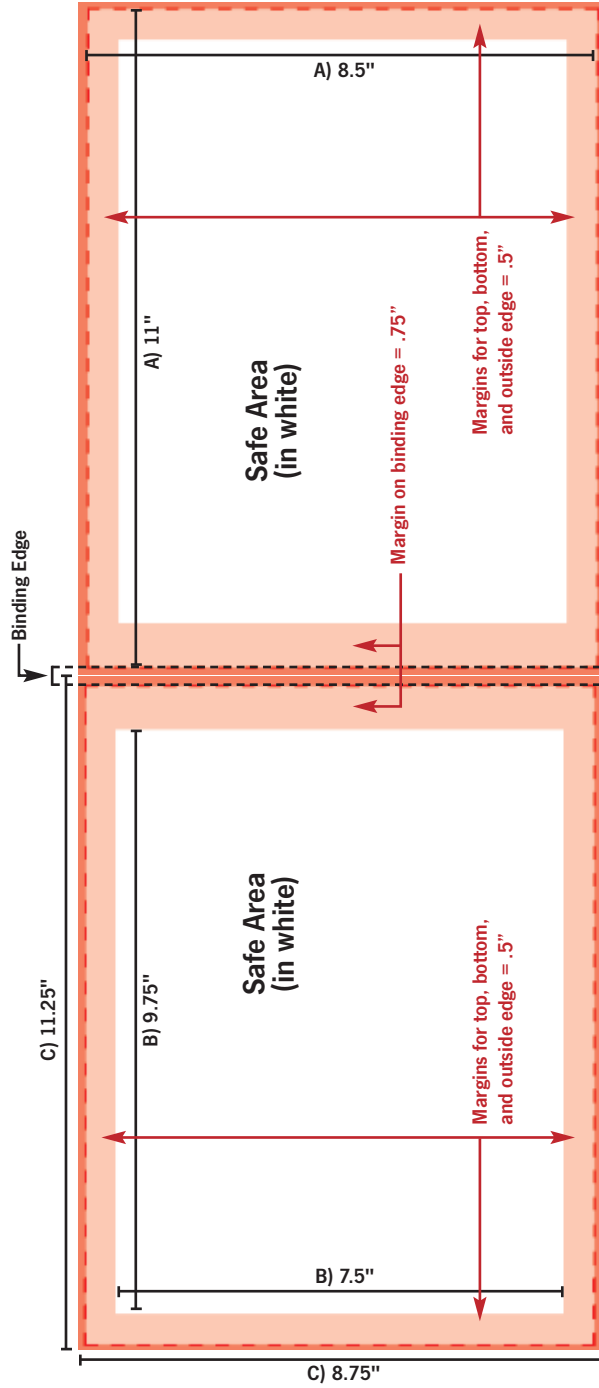
This area, shown as the inner white rectangle, is the safe area. Art and text within this area are far enough from the edges to not be affected by trimming or binding. See the template below.

C) Size with Bleed (Trim size + 0.125" bleed on all sides = 11.25" x 8.75")

If you want your pages to bleed (color/artwork go all the way to the edges), the artwork must extend 1/8" beyond the trim size on each side.

Note: Always allow .75" margin on the binding edge of your page. Elements on your page may not appear centered if you do not allow for extra space near the binding edge.

Digital Files: See p. 6-7 for additional information.



Pages should be created 1-up without crop marks. A facing page spread is shown to explain margins needed for the binding edge.

.75" binding edge

Landscape - Hardcover Cover Template

Use these guidelines for a cover in the landscape orientation (11" wide x 8½" tall).

A) Final Size (23.125" x 8.875")

This is the final cover size. Make sure important elements (i.e., text, faces, artwork, etc.) are not too close to the edges or the spine. See *Safe Area* below.

B) Safe Area (Final Size minus .5" margin on each side = 22.125" x 7.875")

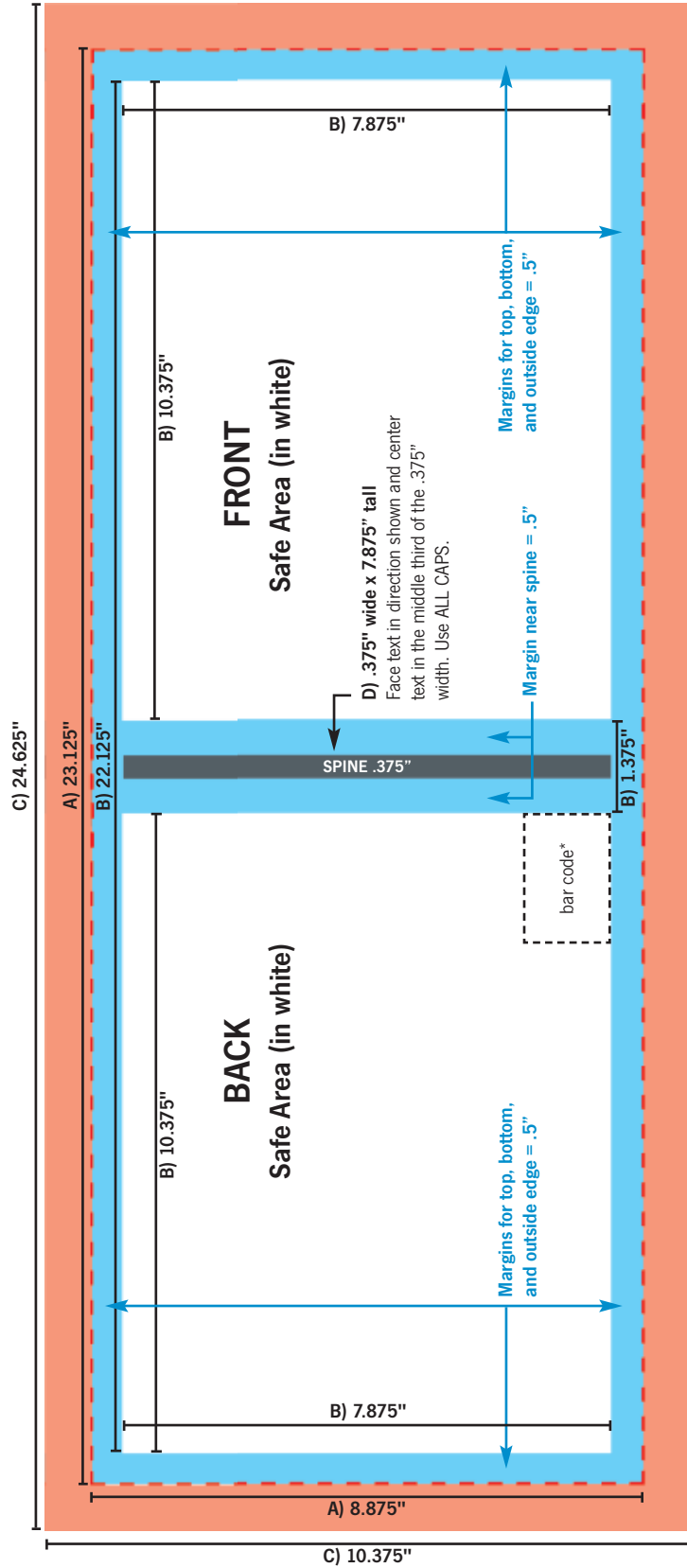
The two inner white rectangles are the safe areas. Art and text within these areas are far enough from the spine and the edges to not be affected. When considering the .5" margins for top, bottom, and outside and the 1.375" area needed near the spine, the *Safe Areas* for the front and back cover are each 10.375" x 7.875". See the template below.

C) Size with Bleed (Final size + 0.75" bleed on all sides = 24.625" x 10.375")

If you want your cover to bleed (color/artwork go all the way to the edges), the artwork must extend 3/4" beyond the final size on each side. Artwork may also bleed into the spine area, but if you want wording on the spine, please keep artwork in this area to a minimum so spine text will read easily.

D) Spine Text: Center text in the gray area as shown (.375" wide x 7.875" tall). Do **NOT** use the entire .375" width for text or it will be too close to edges. Face spine wording in the direction shown and use ALL CAPS. We can also set spine text for you. Just let us know what you want for wording.

Digital Files: See p. 6-7 for additional information.



* If the book requires a bar code. See page 6 for more information.



Creating & Submitting Files

Press-Ready Material

Cover and all pages must be furnished as press-ready PDF files. Press-ready material is already set in type with no additional typesetting or alterations needed. Material is ready to print and will print the way it appears on your computer. Print quality is determined by the quality of press-ready material.

Required Material

It does not matter what software is used to create your pages or cover (InDesign®, Microsoft Publisher®, QuarkXPress®, or other layout programs). What is important is that pages and cover are built using the correct template, margins, and specifications. Once you are done, we will require that your pages and cover are converted into PDF files.

Once you submit your PDF files, please send a matching print-out of the cover and pages, payment, and the *Hardcover Order Form*. We will not begin processing your book order until we receive all necessary items. **Note:** The printouts will only be used to verify content, not color. Home office color printers and monitors are not reliable for color accuracy since they are not calibrated to our printing equipment.

Formatting Pages & Cover

- **Portrait** page template and specifications – see p. 2.
- **Portrait** cover template and specifications – see p. 3.
- **Landscape** page template and specifications – see p. 4.
- **Landscape** cover template and specifications – see p. 5.

Bar Code

If the book requires a bar code, it must be centered in a white box measuring 2.375" x 1.375". It can be placed anywhere on the *bottom* of the back cover, inside the safe area. Do not place any text below the bar code. We recommend you place the bar code near the spine. See our cover templates. If you need assistance, Morris Publishing® can create a bar code and place it on your back cover. Provide us your ISBN and reserve space for the bar code. To purchase an ISBN, visit www.myidentifiers.com and complete the application.

Using Black Type & Color

If your text is to be black, please use only 100% black and set text to overprint. Do not use registration black or any other CMYK black formula.

Your pages and cover will be printed in CMYK mode (cyan, magenta, yellow, and black), which is standard for full-color printing. If you furnish files in RGB mode (red, green, and blue), which is standard for video colors, files will be converted to CMYK. This may affect your final printed colors, especially for brighter colors.

Printer Notice

It is a book publishing industry standard to list the printer and origin of country. Please include "Printed in the USA by Morris Publishing® Kearney, NE" and "www.morrispublishing.com" on the title page or copyright page. If you prefer, simply leave space on one of these pages, and we will insert this content on the page for you.

Creating a PDF & Uploading Files

- All pages of the book must be in ONE file. **Do not** place each page or chapter in a separate file. If pages or chapters are separate, combine them into one document before creating your PDF and uploading the file. **Note:** Keep pages 1-up and not as printer spreads. Your cover should be a separate file since size requirements are different.
- Your document file names should be associated with the book title in some way.
- Make sure all artwork and photos are linked before creating a PDF and uploading your files. Broken links affect the quality of the PDF.
- If you are managing your computer fonts with an application such as Extensis Suitcase®, be sure all fonts used in your document are opened when the PDF is created or the file is uploaded. Otherwise, fonts will default with undesired results.
- Fonts in art files may need to be converted to outlines in the application in which they were created. Otherwise, fonts will default with undesired results.
- Go to **www.morrispublishing.com** and click on "Upload Files" found at the top of our web site's home page. Just follow our simple step-by-step instructions to send your cover and page files.
- If you are unable to create a PDF of your pages and cover, our system will automatically convert your files into a PDF as they are uploaded (few exceptions with certain software).
- Once your file is uploaded, you will be able to preview it and check for possible font substitutions and errors. If your file is accurate, you will be able to approve it.
- If pages and cover are incorrectly made and require adjustments, a \$40/hour charge may apply.

Free Proof

You will receive a free proof to review and approve before we print your books. Any changes made to your proof may incur charges. Visit our web site for proof correction charges. Return the proof promptly to avoid delays.

Digital Image Specifications

How to determine if photos, scanned artwork, or other digital files are acceptable for quality printing.

3375 pixels

2625 pixels

Maximum Print Size at 300 ppi
 height = 2625 pixels ÷ 300 = 8.75"
 width = 3375 pixels ÷ 300 = 11.25"

General Info
 File name: IMG_8990.jpeg
 Document type: JPEG image
 File size: 131 KB (131,489 bytes)
 Creation date: Nov 18, 2013 10:51 AM
 Modification date: Nov 18, 2013 10:51 AM
 Image size: 480 x 640 pixels
 Image DPI: 72 pixels/inch
 Color model: RGB
 ColorSync profile: sRGB IEC61966-2.1

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

Resolution

Digital images (scans, photos, etc.) that look good on your computer screen 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 they are still of acceptable quality. In that case, divide each axis by 150.

Example of image at 300 ppi and 150 ppi:

300 ppi 2625 pixels x 3375 pixels (each axis ÷ 300)
 highest quality = 8.75" x 11.25" maximum print size

150 ppi 1312 pixels x 1687 pixels (each axis ÷ 150)
 medium quality = 8.75" x 11.25" maximum print size

If you enlarge an image, make sure to maintain at least 150 ppi. Images taken from a web site are often at 72 ppi. You cannot resave lower resolution files to 300 ppi. Use caution to avoid violating a copyright as many online images are copyrighted.

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

How to Determine Pixels

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+ Megapixels, and even some cell phones, can take photos suitable for printing. Check your owner's manual to use the highest quality settings available. 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 Publishing® cannot be responsible for image quality since we do not make alterations to images you provide. Save color images in CMYK mode and black/white images in grayscale mode.

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.