

SUBMITTING A PRESS-READY COVER

For Paperback Books with Perfect Binding, Plastic Comb, and Plastic Coil Binding



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Press-Ready Material

We will only accept a digital file for a press-ready cover. The file must be print-ready with no typesetting or alterations required. The printing quality depends on the quality of the press-ready file provided. See p. 2. Be sure to use the correct template for your chosen binding style and size as shown on p. 6–9.

Note: Please provide a printout of your cover that matches your digital file. This printout will be used to verify content only, not color. Home office color printers and monitors are not reliable for color accuracy, since they are not calibrated to our printing equipment. The only reliable way to produce accurate color is to use the Pantone® Matching System (PMS) Guide, which is the printing industry standard.

Printing Costs

Your cover design is printed on durable white cover stock. **FREE** UV coating is applied to make colors brilliant. For durability, choose plastic lamination for an extra charge. Printing a *custom cover* in any one in-house ink color is **FREE**. See ink colors online.

Extra charges apply to print a *custom cover* using:

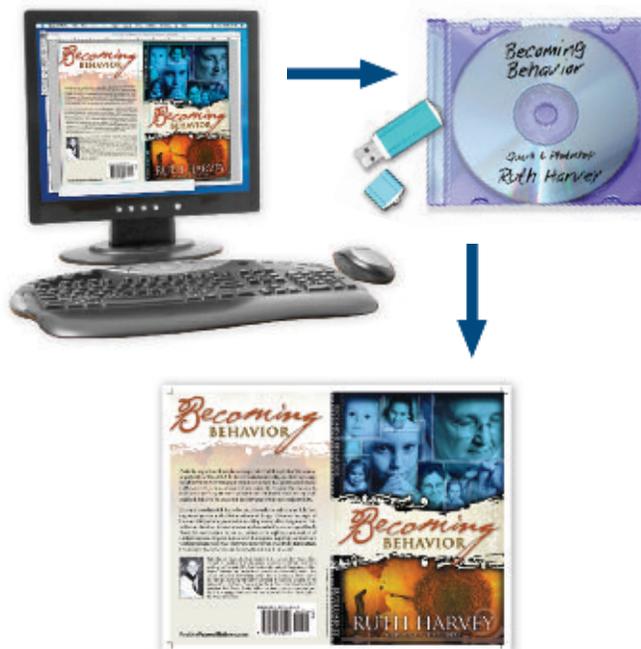
1. multi-color (two or more in-house cover inks) or full-color printing. Charges apply even if a small area is printed in multi- or full-color.
2. special order PMS® ink, regardless of how many inks are used (call for pricing).
3. gold or silver foil stamping. Foil stamping can be used for front cover text, borders, and frames (no shading, fine detail, or large areas with heavy coverage). Foil stamping requires a minimum order of 200 books.

Other Charges

Hard copy material such as printouts are **NOT** press-ready. If this material is submitted, the cover will be recreated as closely as possible for a charge. If you cannot furnish a press-ready digital file, use our cover design assistance. See our web site for details.

FREE Proof

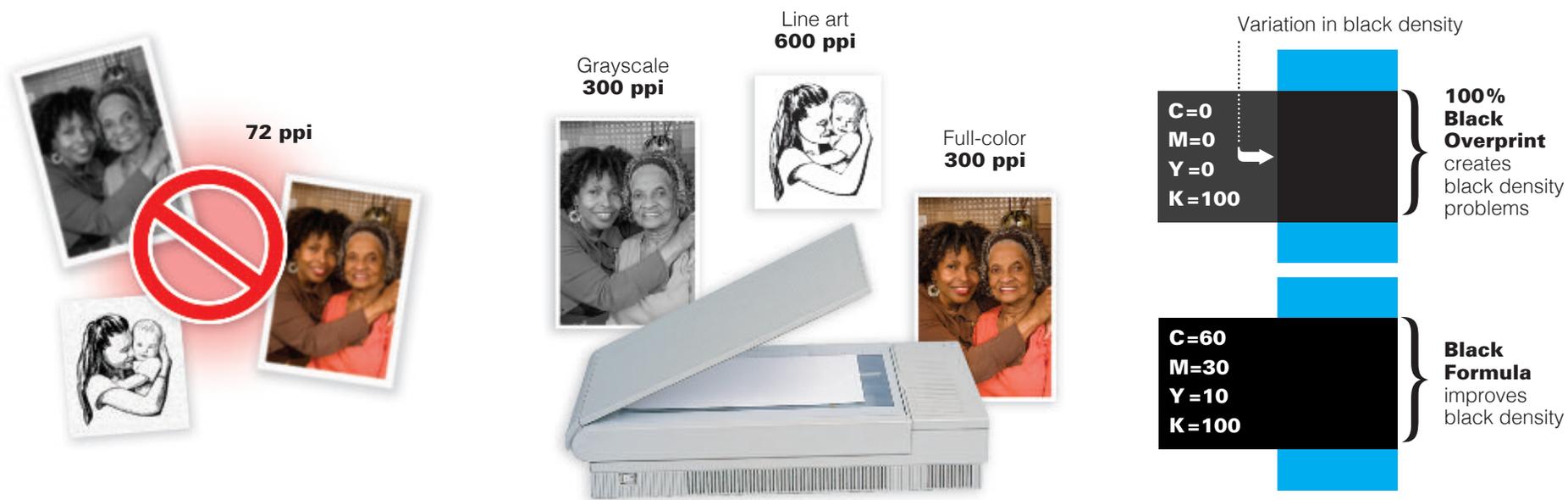
A **FREE** color cover proof will be created for your approval. Production will continue after the proof has been approved.



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take note For full-color hardcover books, print and use our "Press-Ready Hardcover Guide" from our web site's Download Center.



Artwork & Photo Guidelines

- Full-color scans or Photoshop® files should be scanned at 300 ppi and saved as EPS files. Images dragged from a web site and some stock images are often only 72 ppi, which is not acceptable. You must maintain 150 to 300 ppi. To determine image resolution, print the *Digital Image Specifications* from our web site's Download Center.
- Line art images should be scanned at 600 ppi and saved as a TIFF.
- Lines, including those within art, should have a minimum rule line weight of .5 points.
- All full-color artwork and photos should be saved as CMYK files (not RGB).
- Images must be scanned and saved at the size they will be used or larger. If an image bleeds off the cover, allow an additional 1/8" of image on the side(s) that bleeds. See templates on p. 6–9.

Scanning Photos (Grayscale Only)

- Scan color or black/white photos, to be printed in black/white, at the size they will be used. Use the following settings when scanning:
 1. black/white photo (grayscale).
 2. resolution 300 ppi.
 3. de-screen when necessary.
- Adjust scans in Photoshop® using these steps.
 1. Crop and retouch photos as needed.
 2. Open Image/Adjust/Curves. Move the endpoint for darks to 95% output. Move the endpoint for lights to 3% output. Adjust midtones to 20%–30%. Photos should look slightly lighter than expected.
 3. Open Filter/Sharpen/Unsharp Mask. Adjust settings: amount = 100% (adjust as needed), radius = 1.5 pixels, and threshold = 5 levels.
- Save grayscale photos as a TIFF or EPS.

Using Black & Color

- When a large area of solid black ink overprints across different colors, there will be a noticeable change in the density of black. Eliminate this by creating a process black formula of Cyan 60%, Magenta 30%, Yellow 10%, and Black 100%. Shown above are examples of 100% black and the black formula. Use this formula for large black areas on full-color covers.
- Smaller black areas such as lines, type, or artwork with black strokes should be made of 100% black and set to overprint.
- A large area of solid color will print better if you add texture instead of using flat color.

Making & Sending a PDF

A PDF (Portable Document Format) file captures document text, fonts, and images, making it unnecessary to submit fonts and images. A PDF is a multi-platform file and looks the same on a Mac or PC, no matter what software is used to create your cover. PDFs will print the same way they look on your screen, which results in the best print quality. Content is “locked” on a page; therefore, some changes cannot be made to a PDF.

Document Guidelines

- Your cover file name should include your book title.
- Carefully proof your cover. Submitting changes on the proof we send you only causes delays and fees.
- It is very important that your cover is built with correct margins and specifications. Use the correct template. See p. 6–9.
- Most designers use QuarkXPress[®], InDesign[®], Photoshop[®], or Microsoft Publisher[®] to create a cover file. It must then be converted into a PDF. Check your software manual to create a PDF.
- Fonts do not need to be sent to us because they will be embedded into your PDF, *as long as you have fonts on (open) when you make your PDF.*

Checking Reflow & Images in a PDF

Once you create a PDF, carefully proof it to ensure images look sharp and fonts look accurate.

- Make sure text has not reflowed, which is commonly caused by fonts defaulting to another font.
- Check all photos and other images in your PDF to ensure they are clear and sharp. Unlinked images will be blurry and print poorly. See p. 2 for guidelines on best print quality.

Sending Your PDF

Send your PDF one of three ways:

1. Use the “Upload Files” system on our web site.
2. E-mail it to publish@morrispublishing.com.
3. Save to a CD or flash drive; send with your order.

Note: Please provide a printout of your final cover that matches your digital file. This printout will be used to verify content only, not color. You will also need to submit your *Book Order Form*, payment, and page material. We will begin processing your order when all items are received.

PDF Files Needing Adjustments

- If we encounter problems with your cover PDF, e.g., spine made incorrectly, no bleeds, etc., we will make adjustments if it’s easy to fix. Native files or layered artwork may be required. If so, we will contact you and request files or a corrected cover.
- A press-ready digital cover that requires manipulating or repositioning may incur a fee.

take note **DO NOT** use copyrighted images without a signed release from the copyright owner. Unless you use royalty-free images, you own the images, or you paid someone to create images for your book, consider all images copyrighted. This can include any images from a web site, book, magazine, newspaper, greeting card, post-cards, etc. We will not print professional photos without permission from the photographer. You may print a Release Form from our web site’s Download Center.



Bar Codes

If your cover requires a bar code, placement is usually on the bottom right corner of the back cover. The bar code must be printed in black ink on a white background area. For an extra charge, we can drop in a bar code as long as space is provided. Pages 6–9 show bar code placement on templates.

Note: An ISBN is required to create a bar code. See our web site for details.

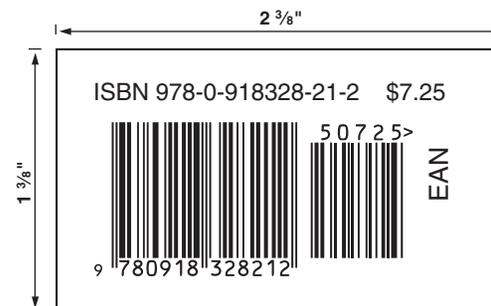
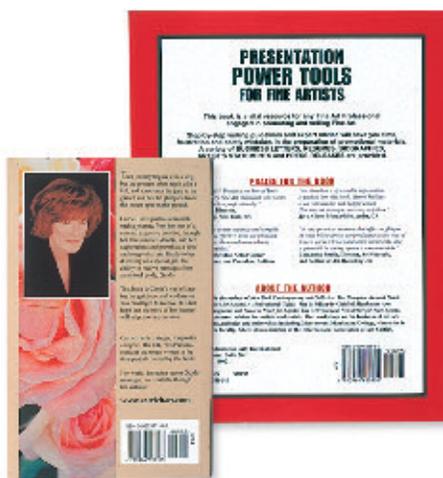
Perfect Binding Spine Width

An important consideration for perfect binding is the width of the spine. It must be figured accurately when using a perfect binding template; see **Figures A and B** on p. 5 and **Templates 3 and 4** on p. 6–7. Use the *Spine Measurement Chart* to the right to determine the width of the spine. The chart shows spine width in both inch fractions and decimals, based on the number of pages in the book. **Printing text on a spine requires a minimum of 90 pages;** otherwise, it is too small to include text.

definition

Bleed

An extra amount of printed image that extends beyond the trim size of a sheet or page. Bleed is necessary if artwork or color extends to the trimmed or finished edge of a cover or page. A bleed of 1/8" is the industry standard.



Actual Size

Spine Measurement Chart

Measurements are in inches

90 pages required for printing text on spine

# Pages	Spine Width						
40	3/32" .094	160	3/8" .375	280	21/32" .656	400	15/16" .938
50	1/8" .125	170	13/32" .406	290	11/16" .688	410	15/16" .938
60	5/32" .156	180	7/16" .438	300	11/16" .688	420	31/32" .969
70	3/16" .188	190	7/16" .438	310	23/32" .719	430	1" 1.000
80	3/16" .188	200	15/32" .469	320	3/4" .750	440	1 1/32" 1.031
90	7/32" .219	210	1/2" .500	330	3/4" .750	450	1 1/16" 1.063
100	1/4" .250	220	1/2" .500	340	25/32" .781	460	1 1/16" 1.063
110	1/4" .250	230	17/32" .531	350	13/16" .813	470	1 3/32" 1.094
120	9/32" .281	240	9/16" .563	360	13/16" .813	480	1 1/8" 1.125
130	5/16" .313	250	9/16" .563	370	27/32" .844	490	1 5/32" 1.156
140	5/16" .313	260	19/32" .594	380	7/8" .875	500	1 3/16" 1.188
150	11/32" .344	270	5/8" .625	390	29/32" .906		

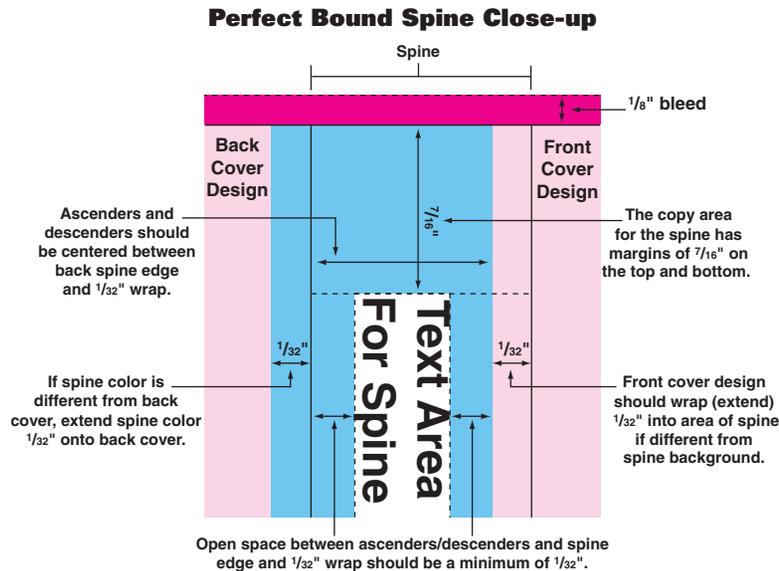


Figure A

Perfect Binding Spine Width (Cont.)

Figure A

- If the color changes from the front cover to the spine, the front cover design, especially photographs and colors that bleed, should wrap (extend) 1/32" (.03125) into the spine area. The extra 1/32" is similar to a bleed and ensures that the spine color does not show on the front cover.
- If the color changes from the spine to the back cover, the spine color needs to extend 1/32" (.03125) onto the back cover.
- The copy area for the spine must have margins of 7/16" (.4375) on the top and bottom.
- Spine text looks best in ALL CAPS (avoid script fonts). Spines printed in upper/lowercase letters appear off-center due to ascenders and descenders.
- Follow these guidelines to center text on spine:

1. The open space between ascenders and front cover 1/32" wrap should be a minimum of 1/32" (.03125).
2. The open space between descenders and back cover spine edge should be a minimum of 1/32" (.03125).
3. Ascenders and descenders in the text should be centered between the back spine edge and the front cover 1/32" wrap.

Example

Figure B

This perfect bound book has 300 pages, so the cover is designed with an 11/16" spine. Since artwork bleeds, color and art are extended 1/8" beyond document edge (to dotted line).

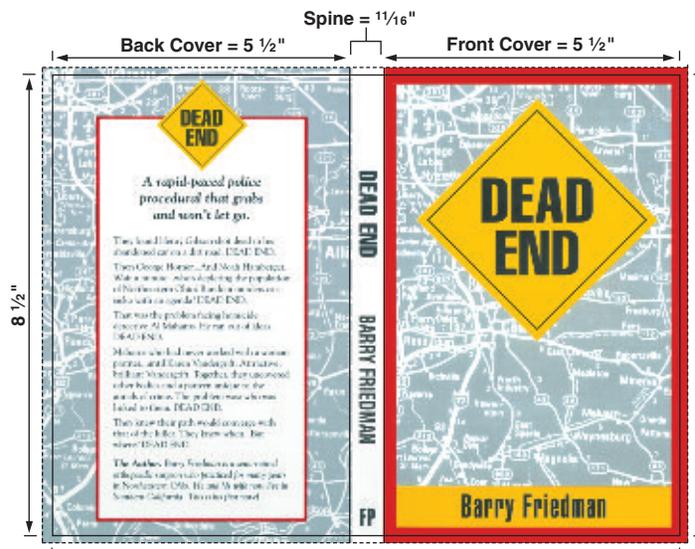


Figure B

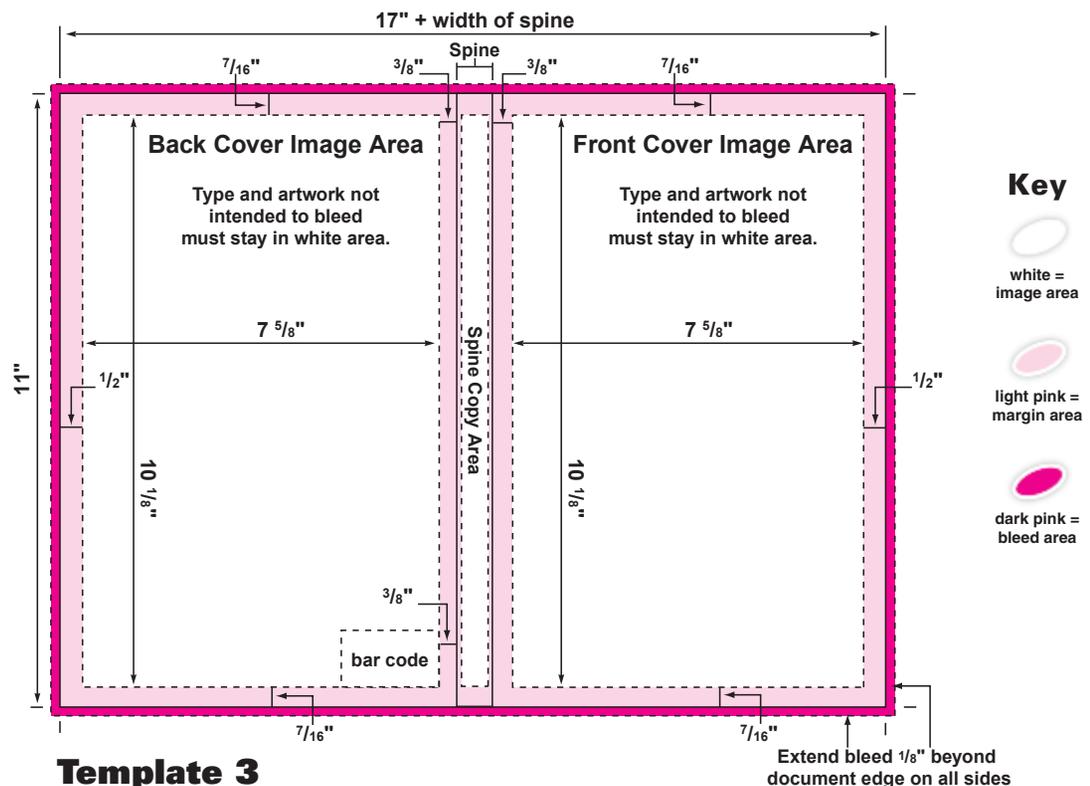
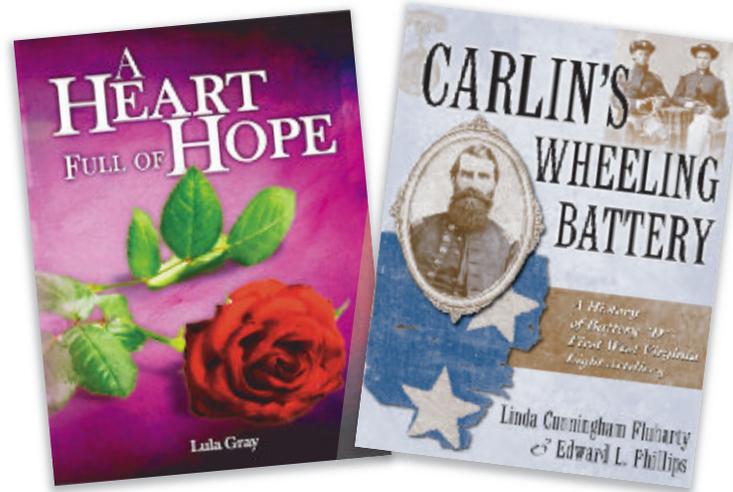
Perfect Binding Template

Perfect bound books are available in two sizes: 8 1/2" x 11" and 5 1/2" x 8 1/2". After the book is bound, the three outside edges are trimmed to ensure the pages are all the same size and the edges are smooth. This trim removes 1/8" from the side and 1/16" from both the top and bottom. The final book size will be 8 3/8" x 10 7/8" or 5 3/8" x 8 3/8".

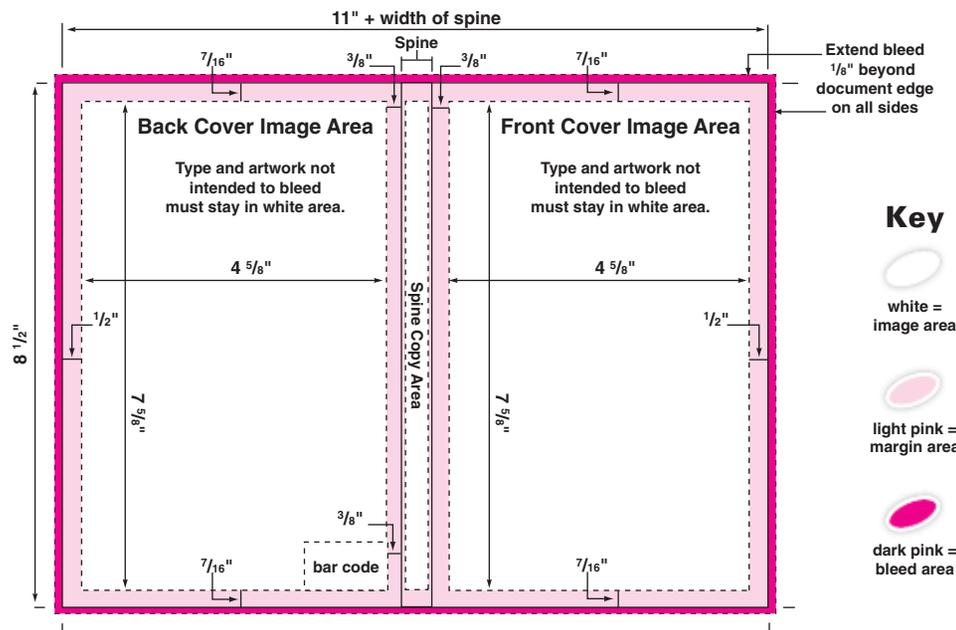
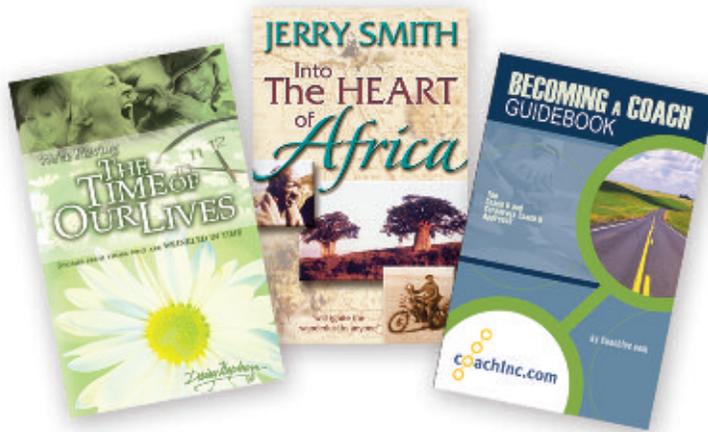
Perfect Binding 8 1/2" x 11" Size Books

Template 3

- Document Width = 17" + width of spine.
See *Spine Measurement Chart* on p. 4 to determine spine width.
- Document Height = 11".
- Set image areas with margins 1/2" (.5) from the left and right edges, 7/16" (.4375) from the top and bottom edges, and 3/8" (.375) from both edges of the spine.
- The white areas on **Template 3** are the image areas. Do not extend type or artwork beyond these areas unless it is intended to bleed. Center text and artwork within the image areas, not the document edges.
- If color or artwork bleeds, extend it into the margin areas and 1/8" (.125) beyond the edge of the document on all four sides. The 1/8" bleed area will be trimmed off.
- If the book requires a bar code, it must be centered in a white box measuring 2 3/8" x 1 3/8" (2.375 x 1.375). It can be placed anywhere on the *bottom* of the back cover, inside the image area. Do not place any text below the bar code.
- The final book size will be 8 3/8" x 10 7/8" after all three sides are trimmed.



Template 3



Template 4

Perfect Binding
5 1/2" x 8 1/2" Size Books

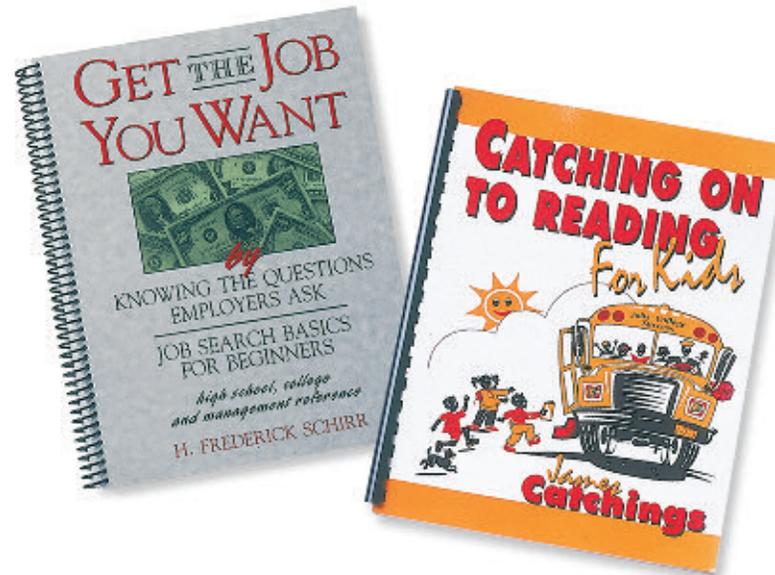
Template 4

- Document Width = 11" + width of spine.
See *Spine Measurement Chart* on p. 4 to determine spine width.
- Document Height = 8 1/2" (8.5).
- Set image areas with margins 1/2" (.5) from the left and right edges, 7/16" (.4375) from the top and bottom edges, and 3/8" (.375) from both edges of the spine.
- The white areas on **Template 4** are the image areas. Do not extend type or artwork beyond these areas unless it is intended to bleed. Center text and artwork within the image areas, not the document edges.
- If color or artwork bleeds, extend it into the margin areas and 1/8" (.125) beyond the edge of the document on all four sides. The 1/8" bleed area will be trimmed off.
- If the book requires a bar code, it must be centered in a white box measuring 2 3/8" x 1 3/8" (2.375 x 1.375). It can be placed anywhere on the *bottom* of the back cover, inside the image area. Do not place any text below the bar code.
- The final book size will be 5 3/8" x 8 3/8" after all three sides are trimmed.

Plastic Coil or Plastic Comb Binding
8 1/2" x 11" Size Books

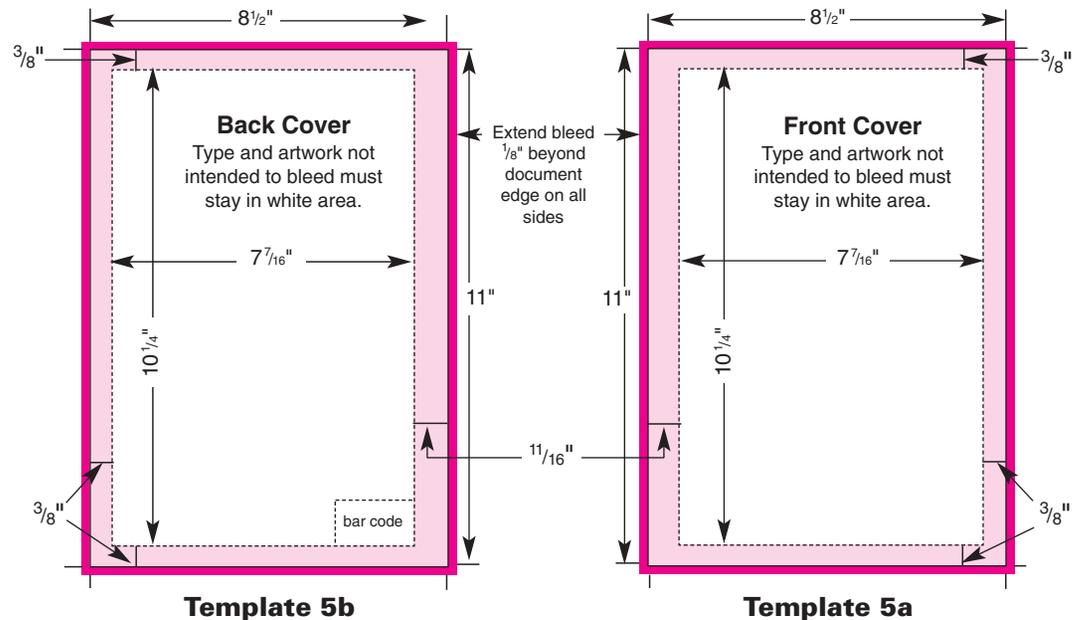
Templates 5a & 5b

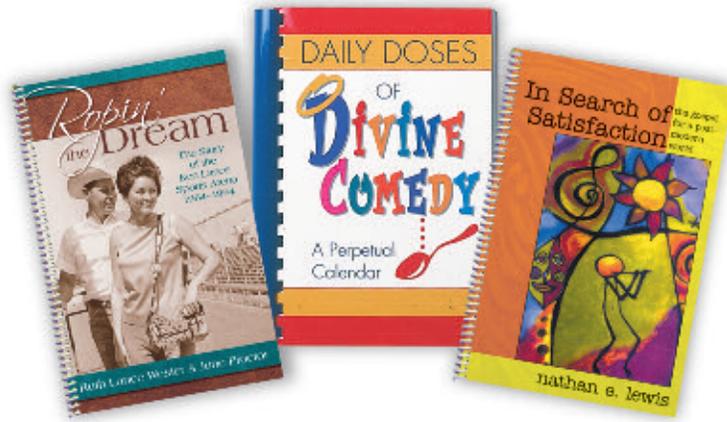
- Document Width = 8 1/2" (8.5).
- Document Height = 11".
- Front cover margins are 3/8" (.375) for the top, bottom, and right side, and 11/16" (.6875) for the left side (**Template 5a**).
- Back cover margins are 3/8" (.375) for the top, bottom, and left side, and 11/16" (.6875) for the right side (**Template 5b**).
- The wider margin of 11/16" is needed for the plastic comb or coil binding punch.
- The white areas on **Template 5a** and **5b** are the image areas. Do not extend type or artwork beyond these areas unless it is intended to bleed. Center text and artwork within the image areas, not the document edges.
- If color or artwork bleeds, extend it into the margin areas and 1/8" (.125) beyond the edge of the document on all four sides. The 1/8" bleed area will be trimmed off.
- If the book requires a bar code, it must be centered in a white box measuring 2 3/8" x 1 3/8" (2.375 x 1.375). It can be placed anywhere on the *bottom* of the back cover, inside the image area. Do not place any text below the bar code.
- The finished book size is 8 1/2" x 11".



Key

- white = image area
- light pink = margin area
- dark pink = bleed area





Plastic Coil or Plastic Comb Binding
5 1/2" x 8 1/2" Size Books

Templates 6a & 6b

- Document Width = 5 1/2" (5.5).
- Document Height = 8 1/2" (8.5).
- Front cover margins are 3/8" (.375) for the top, bottom, and right side, and 11/16" (.6875) for the left side (**Template 6a**).
- Back cover margins are 3/8" (.375) for the top, bottom, and left side, and 11/16" (.6875) for the right side (**Template 6b**).
- The wider margin of 11/16" is needed for the plastic comb or coil binding punch.
- The white areas on **Template 6a** and **6b** are the image areas. Do not extend type or artwork beyond these areas unless it is intended to bleed. Center text and artwork within the image areas, not the document edges.
- If color or artwork bleeds, extend it into the margin areas and 1/8" (.125) beyond the edge of the document on all four sides. The 1/8" bleed area will be trimmed off.
- If the book requires a bar code, it must be centered in a white box measuring 2 3/8" x 1 3/8" (2.375 x 1.375). It can be placed anywhere on the *bottom* of the back cover, inside the image area. Do not place any text below the bar code.
- The finished book size is 8 1/2" x 11".

