

SUBMITTING PRESS-READY PAGES

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



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Accepted Page Material

All pages must be furnished press-ready, which are pages already formatted and typeset, with no additional typesetting or alterations needed. Pages are ready to print and will print the way they appear on your computer. Printing quality is determined by the quality of the press-ready material.

Acceptable press-ready material includes:

1. a digital file converted into a PDF (p. 7) in the proper format (p. 2). **This is the preferred material. If you need assistance, call us.**
2. a hard copy (p. 8) in the proper format (p. 2) that we can scan.
3. a previously printed book that can fit into our format (p. 2). The author must own the copyright and furnish images. Call for details.

Charges

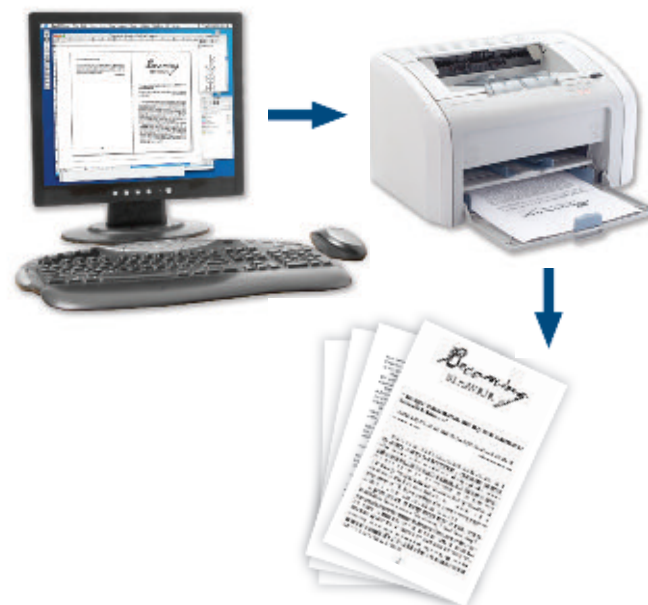
Charges do not apply if all pages are press-ready, with photos and artwork included on pages. Charges apply if extra work is needed to prepare your pages for press. See our web site for charges that may apply.

Paper & Ink

- We use a premium 60 lb. white book paper. Cream paper is available for an extra charge. Papers are acid-free with a smooth finish and a long shelf-life.
- Base prices include printing of all pages in black ink, including artwork and photos.
- Unlimited photos are allowed in your book; however, photo charges apply – see our web site.
- Full-color page printing is available. We suggest grouping photos on a page since full-color printing is charged by the page rather than per photo. See our web site for pricing.

Free Proof

- You will receive a **FREE** proof to review and approve. **Production continues when we receive ALL proofs (even those not approved), sign-off letters, and the second payment.**
- Your proof is **NOT** the time to proofread pages. Do this before submitting your book to us. The proof represents how the production file will print and ensures that all pages are in the correct order and to your specifications. Do not assume anything. If something isn't quite right, make a note of it or call us.
- If any pages require changes, you must resubmit them; we do not make corrections to your pages. Instructions will be included with your proof.
- **Corrections incur fees. If there are many pages with corrections, a new proof may be required which incurs a fee. To avoid fees and delayed production, proofread pages BEFORE sending your order.**



take note

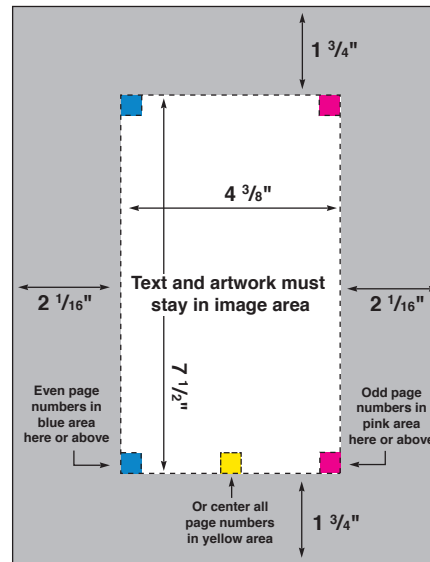
For full-color hardcover books, print and use our "Press-Ready Hardcover Guide" from our web site's Download Center.

Get Started!

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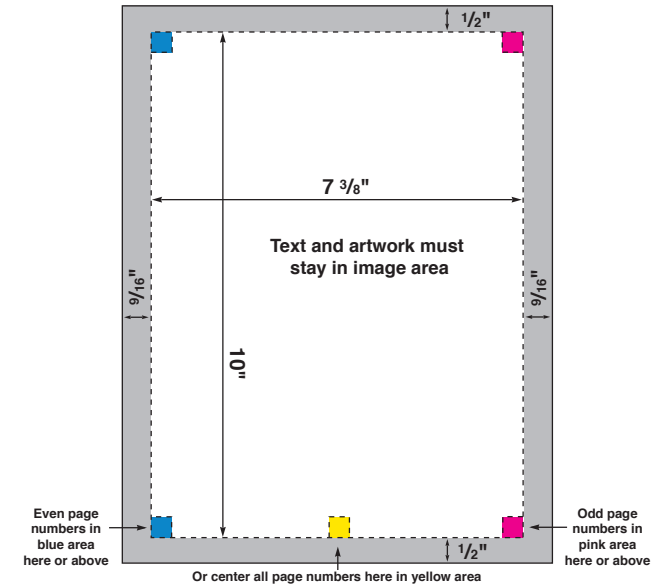


Page Size 8 1/2" X 11"



Template 1

Page Size 8 1/2" X 11"



Template 2

Formatting Pages

After you finish editing and proofreading your manuscript, begin formatting your pages. Two page sizes are available: 5 1/2" x 8 1/2" and 8 1/2" x 11". The image area for each page size is indicated in **Templates 1 and 2**.

- Body text, headers, footers, artwork, photos, and page numbers **must stay within the image area**. Anything outside the image area may get trimmed off. Use the correct template.
- **DO NOT assign a color to anything**. Keep all text, artwork, and photos in black unless photos are to be printed in full-color.
- Allow for blank pages in your numbering, even if page numbers are not printed on those pages.
- See p. 3 for pages to include.
- See p. 4 for placement of page numbers.
- See p. 5–6 for type and artwork guidelines.

5 1/2" x 8 1/2" Page Guidelines

Image area is 4 3/8" x 7 1/2" (4.375 x 7.5).

- Create pages 8 1/2" x 11" with top and bottom margins at 1 3/4" (1.75) and left and right margins at 2 1/16" (2.07). Keep all copy within the image area. See **Template 1** above.
- A different template may be used as long as the actual image area is 4 3/8" x 7 1/2" (4.375 x 7.5).

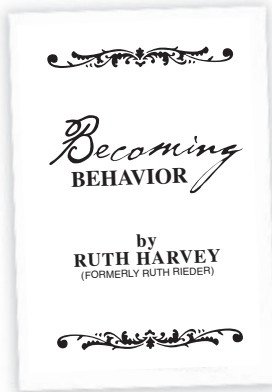
8 1/2" x 11" Page Guidelines

Image area is 7 3/8" x 10" (7.375 x 10).

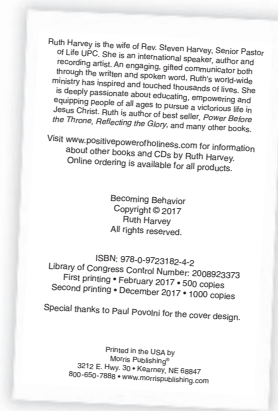
- Create pages 8 1/2" x 11" with top and bottom margins at 1/2" (.5) and left and right margins at 9/16" (.56). Keep all copy within the image area. See **Template 2** above.
- A different template may be used as long as the actual image area is 7 3/8" x 10" (7.375 x 10).

take note

To assist you, use one of the templates on our web site's Download Center. Our templates have the correct margins, so your text may reflow if you copy/paste it from a document with different margins. Make page adjustments as needed; ensure margins are accurate so your book prints correctly.



Title Page



Copyright Page

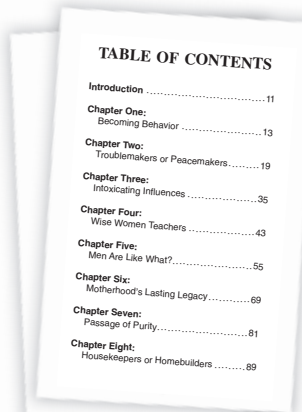
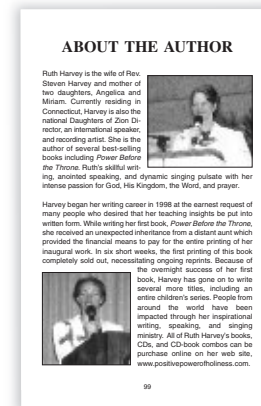
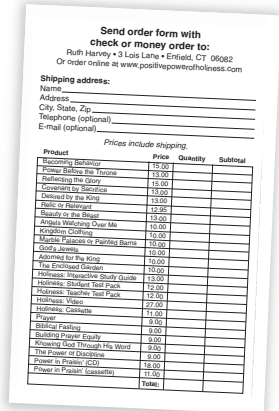


Table of Contents



Author Info



Mail-Order Page

Pages to Include

Certain pages should be included in your book. Take this into consideration when arranging the order of your pages and figuring the total page count. Be sure to include title page, copyright page, table of contents, endnotes, index, photo or art pages, blank pages, and any other pages in your final page count.

Page 1 ~ Title Page

The first page must be your *title page*, which typically includes the title, subtitle, and author's name. Optional items include editors or other contributors, opening lines about the book, or an illustration or photo. This information could also be listed on page 2 of your book.

Page 2 ~ Copyright Page

Page 2 is reserved for *copyright information*. Include "Copyright ©," followed by the year and name of the copyright owner. "All Rights Reserved" protects all book rights.

Copyright © 2017
John Doe
All Rights Reserved.

If you are filing for an ISBN and/or Library of Congress Control Number, they must also appear on this page.

The copyright page may also include other contributors, such as editors, illustrators, or writers. You may include reference to print run, quantity, and date (e.g., First printing • 1,000 copies • January 2017).

Listing the printer on the copyright page is an industry standard; therefore, we will include "Printed in the USA by Morris Publishing" and list our address, phone number, and web address.

Other Pages

A mail-order page in the back of your book will give buyers an easy way to order your book. Include it as part of your press-ready pages, or we can typeset it for an extra charge.

If any pages need to be blank, then include blank pages in your page numbering. Blank pages must be included in your total page count and will be charged.

How to Number a Book

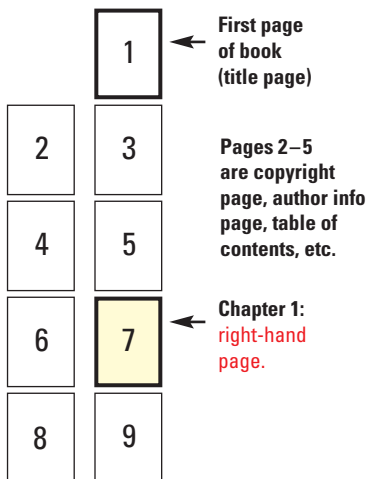
- Page 1 should always be a right-hand page.
- Do you want chapters to always start on a right-hand page? If so, you may need to add a blank page at the end of chapters.
- Allow for any blank pages in your numbering, even if page numbers are not printed on those pages.

Page Number Placement

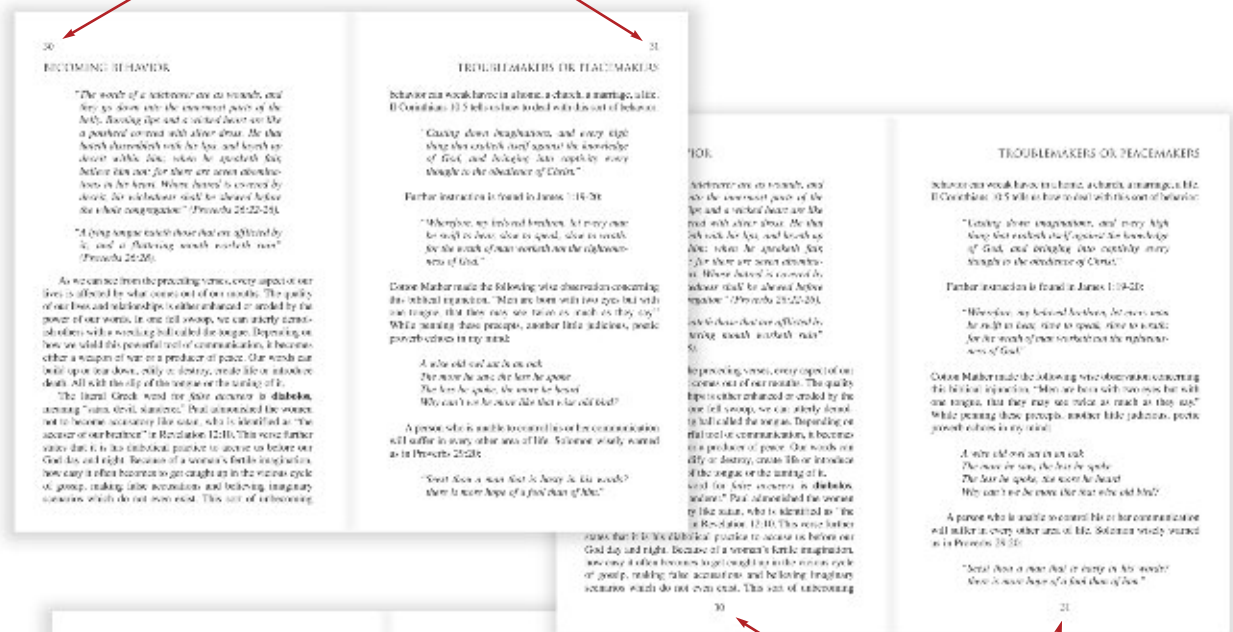
- Odd page numbers are printed on the top or bottom outside (right) corner of right-hand pages. See pink areas on **Templates 1** and **2** (p. 2).
- Even page numbers are printed on the top or bottom outside (left) corner of left-hand pages. See blue areas on **Templates 1** and **2** (p. 2).
- All page numbers can be centered on the bottom of each page. See yellow areas on **Templates 1** and **2**. Center within the **actual image area**, NOT the entire width of the page (p. 2).
- Be consistent with placement.
- Set header/footer margins at 1³/₄" (1.75), so page numbers are within correct margins for 5¹/₂" x 8¹/₂" pages. For 8¹/₂" x 11" pages, set margins at 1/2" (.5).

Page Numbering Example

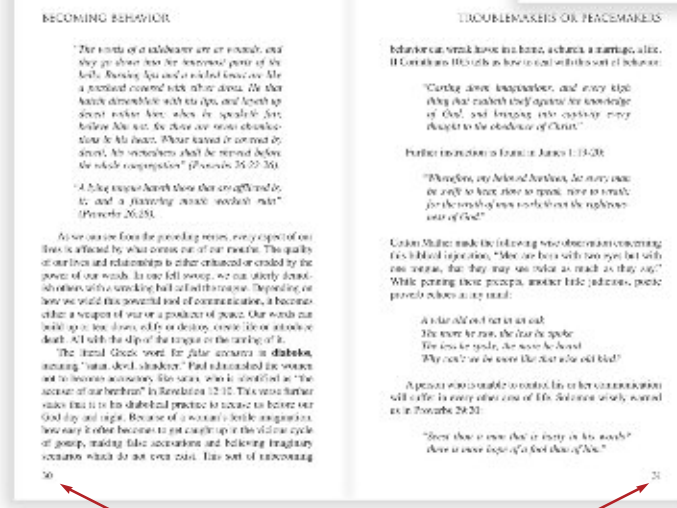
For chapters to start on right-hand pages, a blank page may need to be added. Account for blank pages in your book numbering.



Page numbers on outside top corners



Page numbers centered on bottom of pages



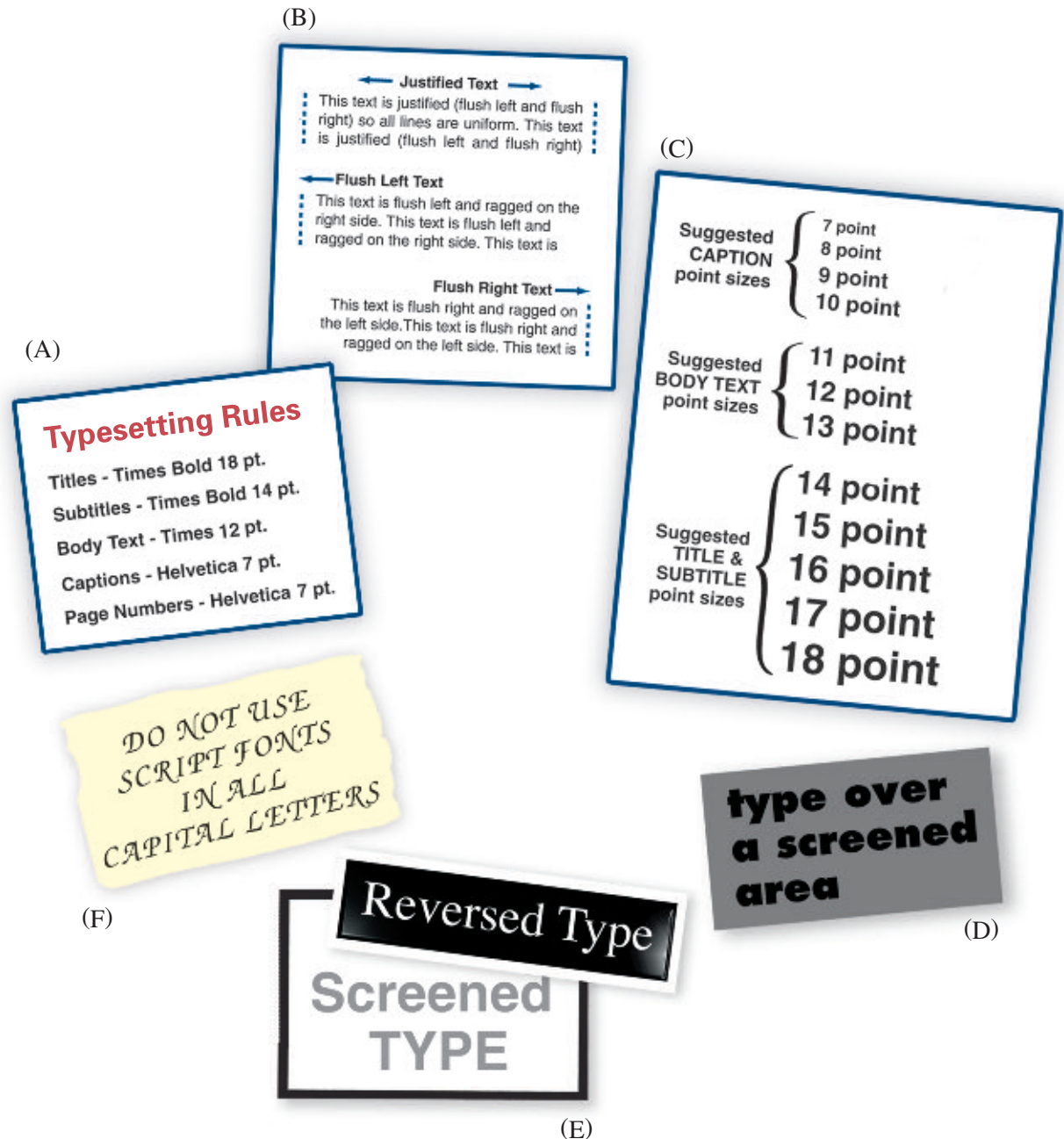
Page numbers on outside bottom corners

take note If you want blank pages between sections or chapters, include them with page numbers in position. Page numbers can be placed in three areas: 1) centered at the bottom of each page, 2) on the outside top edge of each page, 3) on the outside bottom of each page.

Typesetting Guidelines

- Make a list of typesetting rules for using boldface, italic, centering text, etc. Be consistent for professional results. (A)
- Justify body text for a professional look. (B)
- Add emphasis with bold or italic text. Do not underline text. Italic text is best limited to a few words or one sentence. Don't overuse it.
- Set body text in 11 to 13 point type. Text smaller than 11 point should be limited to captions or small bodies of text. Set chapter titles and subtitles in a larger point size than the body. (C)
- Suggested body fonts include:

| | |
|----------|------------------------|
| Times | New Century Schoolbook |
| Palatino | Goudy |
| Optima | Caslon |
| Garamond | |
- **DO NOT** use too many typetypes. Use one typeface for the body and the same or a different typeface in a larger point size for headings and subheadings.
- **DO NOT** put screened images or boxes behind type or use screened (gray) type. (D, E)
- **DO NOT** use 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.
- **DO NOT** use script fonts in all caps as they are difficult to read. Only use in upper/lowercase. (F)
- **DO NOT** use typetypes with very fine lines. They may not print well.
- **DO NOT** leave widows (a single word on one line by itself at the end of a paragraph).



Artwork & Photo Guidelines

Follow these guidelines for quality artwork or photos. If sending a PDF file (p. 7), images should be placed directly in the file within the margins on p. 2.

Images for Best Results

- Use line art (A), which are sharp drawings made only from black lines (no color), and do not contain grays or screens (B). Avoid penciled images.
- Select photos with high contrast and few large areas of solid black.
- Color images cost extra. If you don't want to pay for color pages, convert images to black or grayscale.
- We recommend not using clip art found on the Internet or from your desktop publishing program. Most look unprofessional in a published book.
- **DO NOT** use solid black boxes, black bars, or artwork with large solid black areas.
- **DO NOT** use photocopied artwork or photos in the form of negatives, halftones, Polaroid™ prints, newspaper or magazine photos, or photos from a color or black/white copier or desktop printer.

Submitting Quality Digital Images

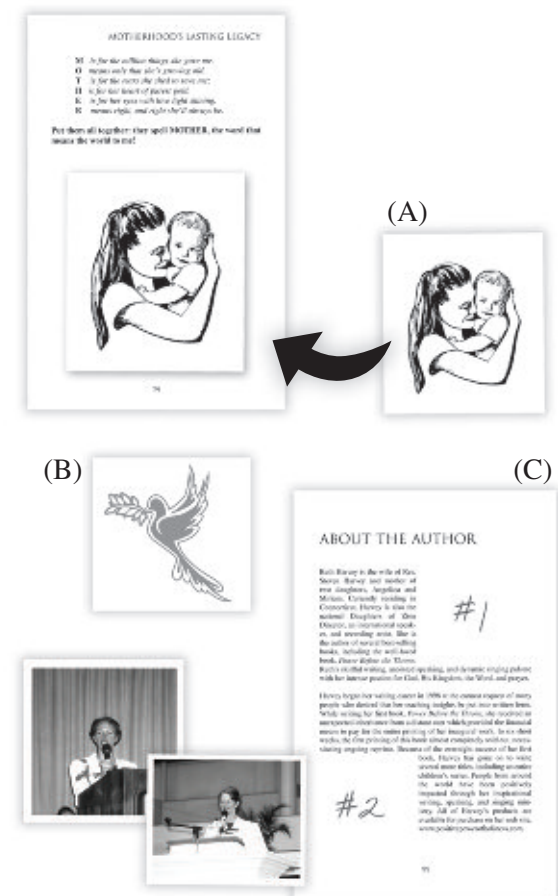
- For more details, see *Digital Image Specifications* from our web site's Download Center.
- To maintain highest print quality for photos and artwork with screens, resolution should be 300 ppi (pixels per inch). We will accept images at 150 ppi which are medium quality. See *Digital Image Specifications* to determine pixels in your images and the maximum size they can be safely printed.
- For black/white artwork with screens (not recommended – use line art) and photos to be printed in black ink, save in grayscale mode as a TIFF or EPS.
- Scan black/white line art at 600 ppi; save as a TIFF.

- For photos or artwork to be printed in full-color, save in CMYK mode (not RGB) as an EPS. Convert RGB files to CMYK mode. If you don't know how to do this, we will adjust. Keep in mind, changing modes can slightly adjust colors.
- Be cautious using web images. All are RGB files and many are only 72 ppi which print poorly. Low resolution images cannot be resaved to 300 ppi.
- You may want to modify the brightness, contrast, and color in a photo-editing program. We cannot be responsible for photo quality since we do not make alterations to images you provide.
- Artwork and photos should be scanned and saved at the size they will be used on your pages. Enlarging images once they have been inserted into the document will affect resolution (ppi).
- All images must be linked to your document. Broken links will cause problems in your PDF.
- If digital images cannot be placed into your document, send them to us and we will insert them; you must allow space for them on pages (C). This will incur an extra charge – see prices on our web site.

Submitting Hard Copy Images

- If submitting hard copy pages (p. 8), do **NOT** include photos or images with screens on pages. We must scan them, so keep them separate. Send originals, **NOT** photocopies. You may also send digital images that we can position on your hard copy pages. Provide instructions and allow space for them (C). We cannot reflow text on a hard copy.
- If submitting a PDF and you need photos scanned and placed on pages, we can assist you. Provide instructions and allow space for them (C).
- Scanning and placing images on pages incurs an extra charge – see prices on our web site.
- Place line art on hard copy pages (A).

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, postcards, 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.



Making & Sending a PDF

A PDF (Portable Document Format) captures document text, fonts, and images, making it unnecessary to submit fonts and images. A PDF looks the same on a Mac or PC, no matter if pages are created with Microsoft® Word, InDesign®, Publisher®, etc. 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, it is very important that pages are built with correct margins, content, and page numbers (p. 2–4). Changes cannot be made to a PDF.

Document Guidelines

- Your document file name should be your book title.
- All pages of the book must be in ONE file. **DO NOT** place chapters or pages in separate files. If pages or chapters are separate, combine them into one document before generating the PDF.
- When all pages are done, carefully proof them. Submitting changes on the proof we send you will only cause delays and fees.
- Save a Microsoft Word® file as a PDF; under “File” choose “Save As Adobe PDF.”
- QuarkXPress®, InDesign®, or Microsoft Publisher® files must also be converted into a PDF. Check your software manual.
- 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

Carefully proof your PDF to ensure all pages and fonts look accurate. Make sure text has not reflowed, which is caused by fonts defaulting to another font.

- Check all photos and other images in your PDF to make sure they are clear and sharp. Unlinked images will be blurry and print poorly. See p. 6 for guidelines on best image quality.

Why does text reflow happen?

- If you manage your computer fonts with an application such as Extensis Suitcase®, be sure all fonts in your document are open when the PDF is created. Otherwise, default fonts will be substituted, causing text to reflow.
- Fonts in art files must be converted to outlines in the application in which they were created, or they must be open when the PDF is created.

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.

You will also need to submit your *Book Order Form*, payment, and cover material. We will begin processing your order when all necessary items are received.

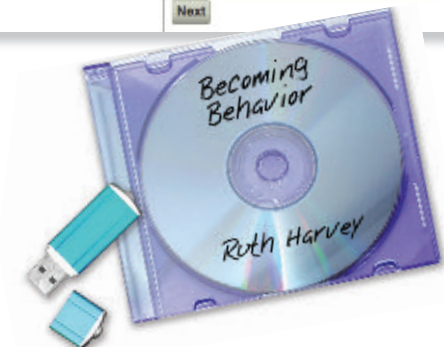
It’s best to make your own PDF and then send it to us. If you are struggling to make a PDF, you can use our “Upload Files” system on our web site which automatically converts many file types into a PDF.

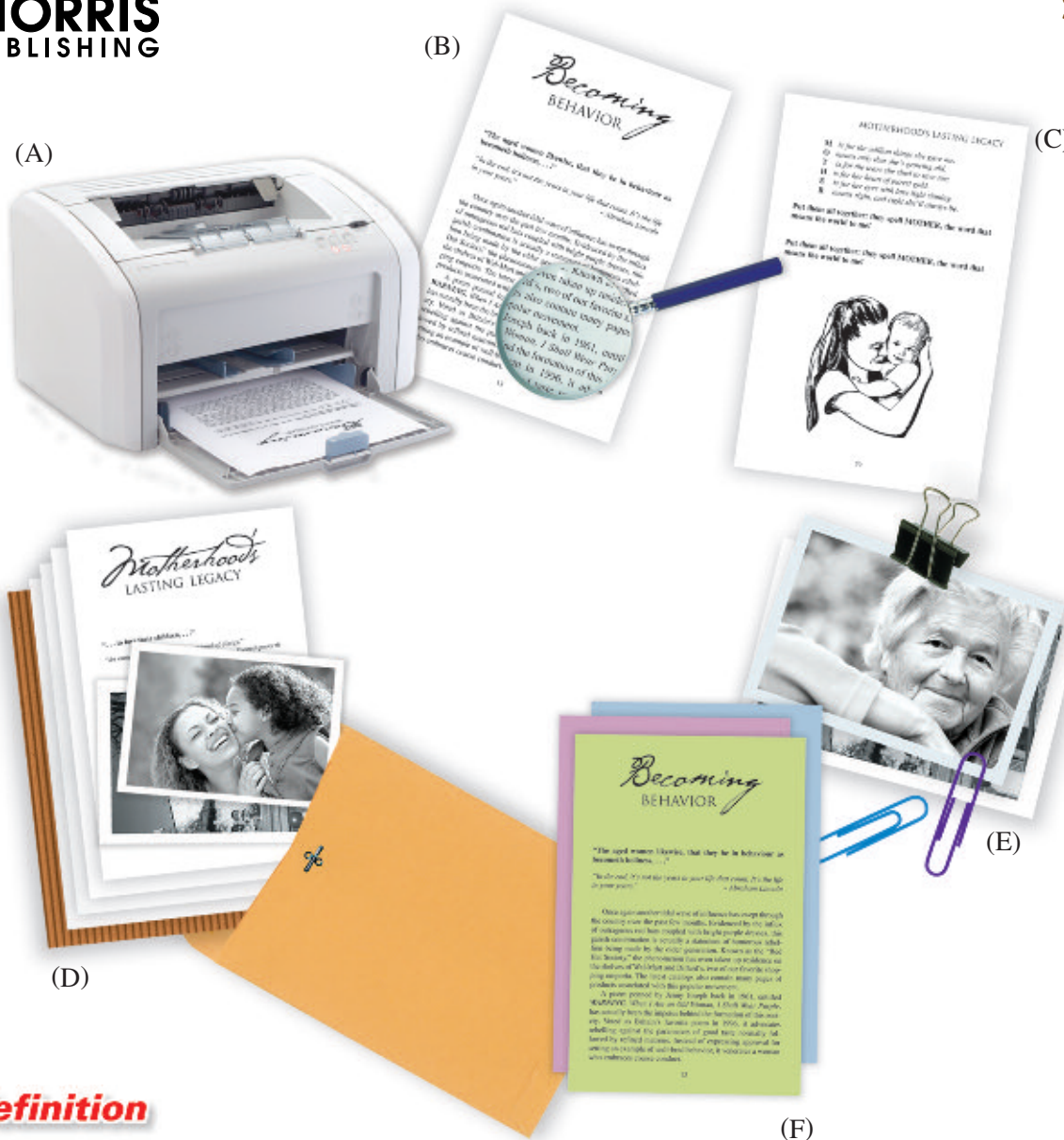
If you cannot convert a file into a PDF, press-ready hard copy pages are accepted, but more time is needed to scan pages and print quality will not be as sharp. Refer to p. 8 to print a quality hard copy.

take note

What is text reflow? Fonts that are not loaded properly may get substituted, causing pages to not start or end with the correct content. Check your PDF pages carefully for reflow and re-PDF your file, if needed.

If you cannot convert a file into a PDF, press-ready hard copy pages are accepted. See next page.





Hard Copy Printing Guidelines

If we must scan press-ready hard copy pages to create your book, use these guidelines for best results.

- Output the final pages using a quality laser printer at 600 dpi or higher resolution. (A)
- Output pages on white paper and print on one side only. Use laser paper, as toner adheres better and type prints sharper. Use black toner only. (B)
- Be sure the toner cartridge is full. Low toner may cause faint type or uneven coverage. Presses cannot adjust for variations from page to page.
- Line art should be placed on pages. Make sure it's straight and within margins. (C)
- Submit all material flat (not rolled or folded) and protected with heavy cardboard. (D)
- **DO NOT** print pages using a low quality printer, such as an ink-jet. The pages will print poorly.
- **DO NOT** use paper clips on photos. They leave marks and can scratch the surface. (E)
- **DO NOT** send pages with staples, smudges, glue, tape, Wite-Out®, water spots, or rips through text or artwork.
- **DO NOT** print on both sides of a sheet of paper.
- **DO NOT** submit pages on colored paper. (F)
- **DO NOT** print pages in full-color.
- **DO NOT** include photos on pages; we cannot properly scan them to make halftones. Send originals or digital photos. See p. 6. Indicate where to place photos.

definition

Line Art

Any image made only from lines, such as sharp inked drawings. The art contains no screens, grays, or middle-tones and can be printed without the use of halftone techniques.

take note

At no charge, Morris Publishing® will insure artwork and photos for \$100/package when returned to the client. The client is responsible for insuring packages sent to Morris Publishing®. We are not responsible for items lost or damaged during shipping.