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What is Press-Ready?

A digital cover file that requires no typesetting or alterations and is ready to print is considered press-ready. The print quality will depend on the quality of the press-ready material provided.

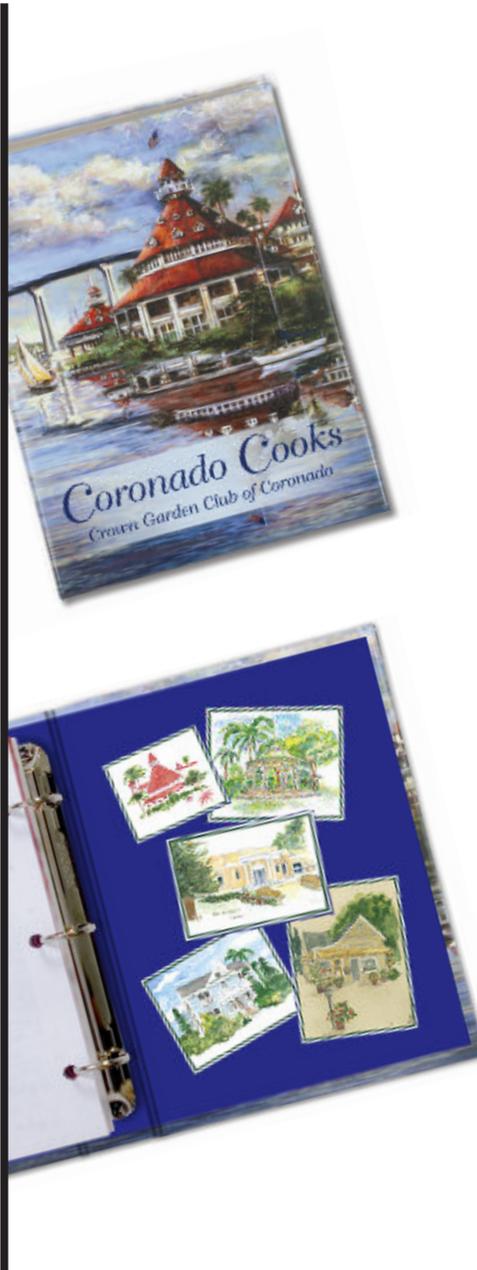
Hardcopy material of any kind (e.g., black/white lasers, color printouts, etc.) is not considered press-ready. If this material is furnished, the cover will be recreated as closely as possible.

Important: If you cannot provide a press-ready digital file, but have specific ideas or artwork you want to use, we can help. Download the *Cover Info Sheet* from our web site's Download Center at www.morriscookbooks.com. Follow the instructions and provide photos or artwork you would like to use. It's that easy! A **FREE** proof will be sent for your approval.

Note: If you do not provide a press-ready file, but plan to submit digital photos or artwork, please see p. 4 as these specifications will apply.

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A **FREE** proof will be sent to you when a press-ready cover and/or liner is submitted. Production will continue when the proof has been approved. Changes may result in extra charges. For pricing, print our *Change Order & Corrections Pricing* from our web site's Download Center.

Accepted Software & Material



Hardcopy material of any kind (e.g., black & white or color printouts, etc.) is **NOT** press-ready. If this material is sent, the cover will be recreated as closely as possible.



Accepted Software

We only accept a digital file, created on a Macintosh® or PC platform, with no manipulation required, ready to be printed. The cover and/or liner must adhere to our template specifications (soft cover, hardback, or 3-Ring). We accept files created with the following software:

- QuarkXPress®
- Adobe InDesign®
- Adobe Photoshop®
- Adobe Illustrator®

Do **NOT** use or send any Microsoft® files such as Word, Excel, Publisher, or PowerPoint. These applications are incompatible with our software and are not meant to be used for professional publication design.

Digital Files Required

- Provide all native files and any linking and layered artwork (i.e., EPS or TIFF files) that's used for your cover. Do **NOT** use any compression methods on files. See p. 3–4 for more details.
- You may send a high resolution PDF file; however, we often must make adjustments if templates are not properly followed or files are saved incorrectly. Because of this, we also require native files.
- Provide all fonts used for your cover. If fonts are used in art files, convert them to an outline in the application in which they were created, or provide those fonts. Missing fonts will cause errors and delay production.

Sending Files & Material

- Go to www.morriscookbook.com to upload files. Go to the *Covers* tab; click on *File Uploader*. **Important:** Send your order *before* uploading any files to us. When we receive your order, you will receive a confirmation e-mail with a *Book Number*. Your *Book Number* is required to upload any files.
- If you have any problems, you can also send files on a CD or jump drive. Label it with your organization name and book title.
- Provide a **hardcopy** of your cover (and/or liner). This will only be used to verify content, **not** color. Home office color printers and monitors are not reliable; they are not calibrated to our equipment. A color proof will be sent to you for approval.

Digital File Guidelines

Wording & Font Issues

- Before you begin designing your cover, think about where your title and subtitle will be placed. Be sure your wording is easy to read and not placed on top of strong patterns or busy photos.
- Fonts in art files must be converted to outlines in the application in which they were created, or you must furnish those fonts when you send files.

Preparing Digital Files

- Full-color scans or Photoshop® files should be saved as EPS files at 300 ppi. Artwork downloaded from a web site and some stock photography may only be 72 ppi, which is not acceptable; it results in poor printing quality.
- See p. 4 to review resolution which determines size and quality of photo printing. This also applies to Photoshop® files and any other image files you may have.
- All files and colors used should be in *CMYK* mode. If we receive RGB or spot color files, we will convert them to CMYK, but it may affect colors.
- A cover to be printed in black ink only should be saved in *grayscale* mode.
- Scan and save artwork at the size it will be used in the document. Avoid enlarging artwork or photos once inserted into your document – use at 100%. Enlarging files too much results in low resolution with poor printing quality. See p. 4.
- If an image bleeds, allow additional image in your Photoshop® files for the sides that bleed. See templates for required bleed area (p. 5–9).
- 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. 4 to determine the maximum achievable print size.

Using Black

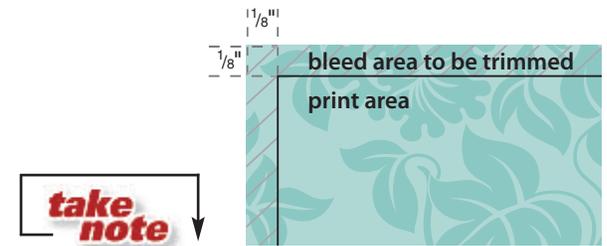
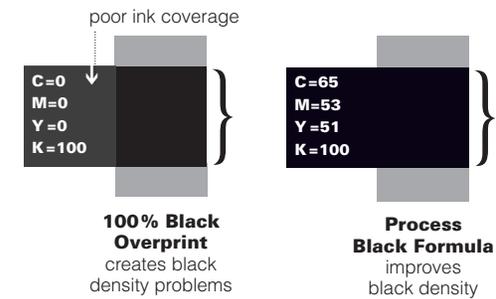
- When a large area of solid black overprints across different colors, there will be a noticeable difference in the density of black between the areas. Eliminate this variation by creating a process black formula with Cyan 65%, Magenta 53%, Yellow 51%, and Black 100%. Use this formula for large black areas on full-color covers. For a two-color cover using black and one other ink, keep all black art/text at 100% black only.
- Smaller black areas such as lines, type, or artwork with black strokes (such as Illustrator® files) should be 100% black and set to overprint.

Line Art & Line Weight

- If you are going to scan line art, scan at 600 dpi and save as a TIFF. Scan at the size it will be used in your document. Enlarging files too much creates low resolution, resulting in poor printing quality.
- If using Illustrator®, line strokes on artwork should have a line weight of at least .5 point, or they may be too faint and not print well.

Copyrighted Material

- Generally, all artwork and photos are copyrighted unless you use royalty-free images, you own the images, or you paid someone to create artwork. Copyrighted images may include logos, photos or artwork from other printed sources such as scrapbook papers, greeting cards, and books, or material taken from web sites without permission.
- We require a written, signed release from the copyright owner giving permission for use. Print our *Release Form* from our web site's Download Center. Complete and sign it; submit the form with your cover material.



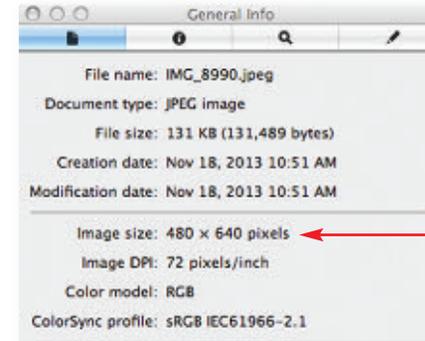
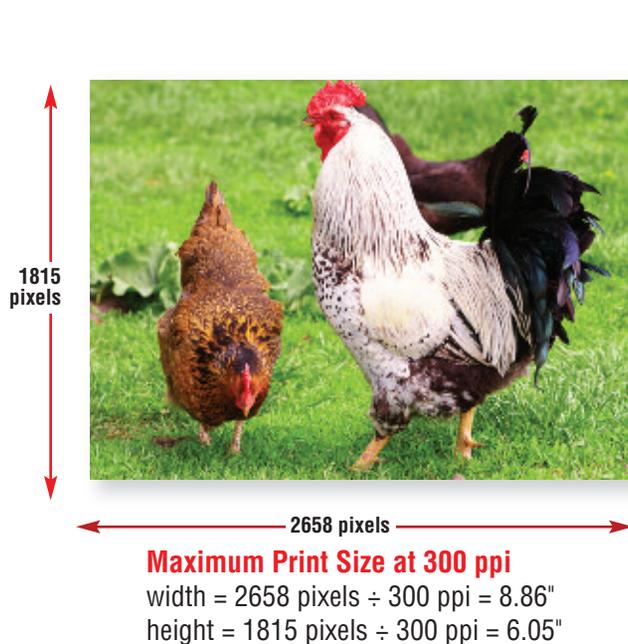
BLEED: Definition – When any image or element on a page touches the edge of the page, extending beyond the trim edge, leaving no margin it is said to bleed.



We want your cover to look its best. Follow our specifications to create a high resolution file that results in the best printing quality. If our specifications are not met, we cannot be held responsible for poor print quality. Call or e-mail us if you have any questions.

Bright neon markers are very popular, but the color intensity cannot be accurately printed. If this material is used and scanned, printed colors will not match the originals.

Digital Image Specifications



take note

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

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 2658 x 1815 (each axis ÷ 300)
highest quality = 8.86" x 6.05" maximum print size

150 ppi 2658 x 1815 (each axis ÷ 150)
medium quality = 17.72" x 12.1" maximum print size

If you enlarge a photo, make sure you maintain at least 150 ppi. Images dragged from a web site are usually at 72 ppi. You cannot resave lower resolution files to 300 ppi.

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

How many pixels are in my photo?

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 example 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 or more 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.

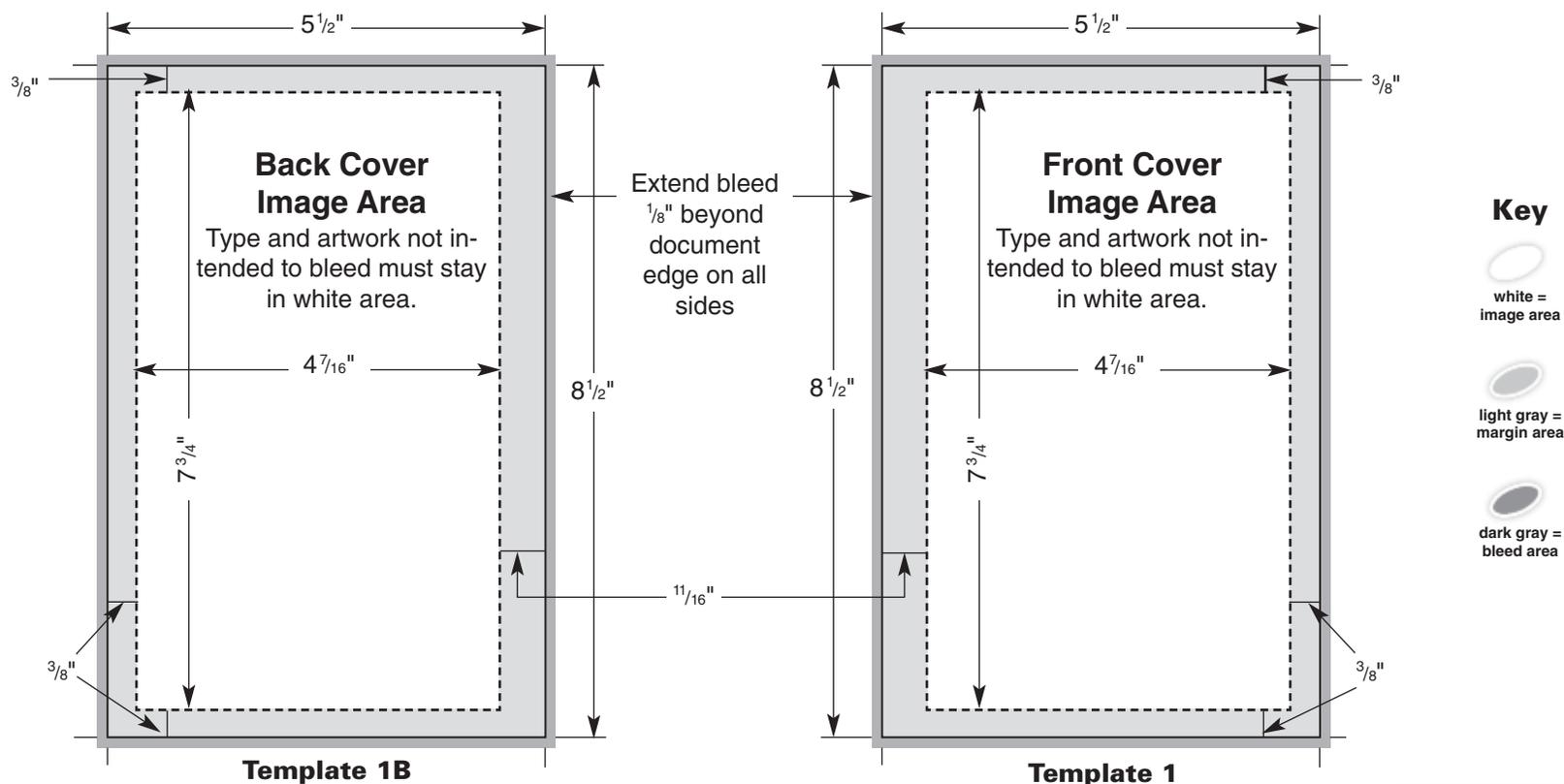
File Format

You may want to modify the brightness, contrast, and color in a photo-editing program. Morris Press Cookbooks cannot be responsible for photo quality since we do not make alterations or correct colors to images you provide.

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.

Soft Cover Template

with Plastic Comb or Coil Binding



Soft Cover Specifications:

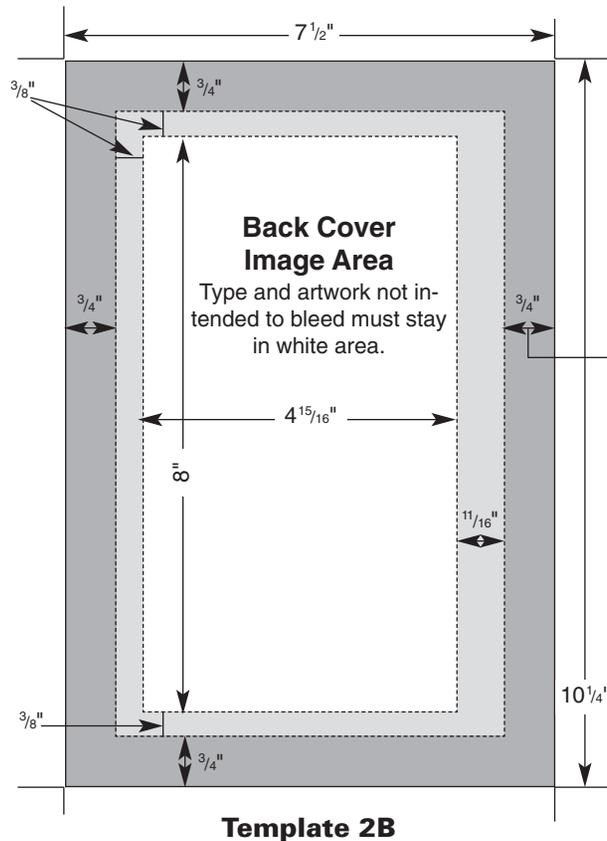
- Document Width = 5 1/2" (5.5).
- Document Height = 8 1/2" (8.5).
- *Front cover* margins are 3/8" (.375) for the top, bottom, and right side, and 11/16" (.6875) for the left side. See **Template 1**.
- *Back cover* margins are 3/8" (.375) for the top, bottom, and left side, and 11/16" (.6875) for the right side. See **Template 1B**.
- The wider margin of 11/16" is needed to allow for the plastic comb or coil binding punch.
- The white areas on Templates 1 and 1B 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 (light gray area) and 1/8" (.125) beyond the edge of the document on all four sides (darker gray area). The 1/8" bleed will be trimmed off.
- The finished book size is 5 1/2" x 8 1/2".

take note

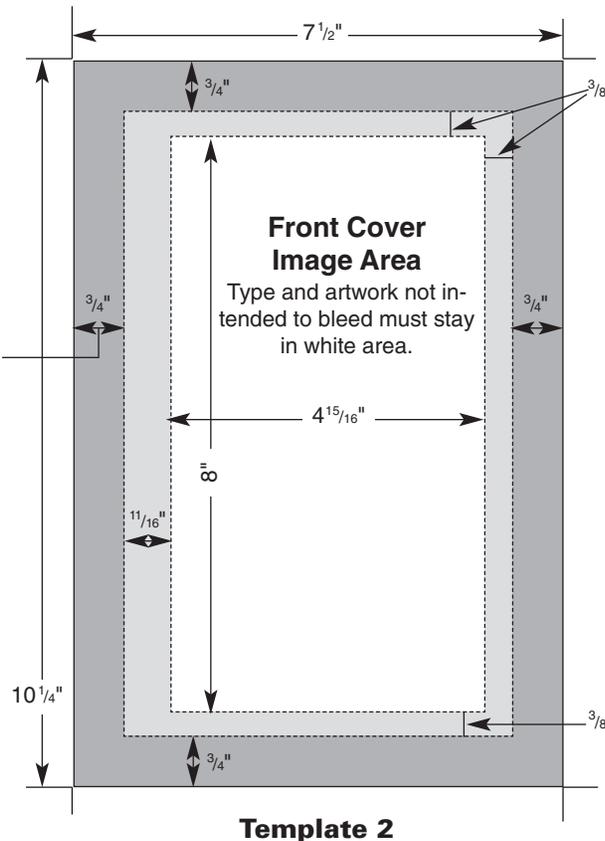
A printed back cover is optional and incurs an extra charge. Back covers will be white unless you order a printed back cover. See our Cookbook Publishing Guide or web site for pricing.

For gold or silver foil stamping on your cover, please contact us for instructions at 800-445-6621.

Hardback Cover Template with Plastic Comb Binding



If color or artwork bleeds, it must fill the 3/4" bleed area on all four sides.



Key

 white = image area

 light gray = margin area

 dark gray = bleed area

take note

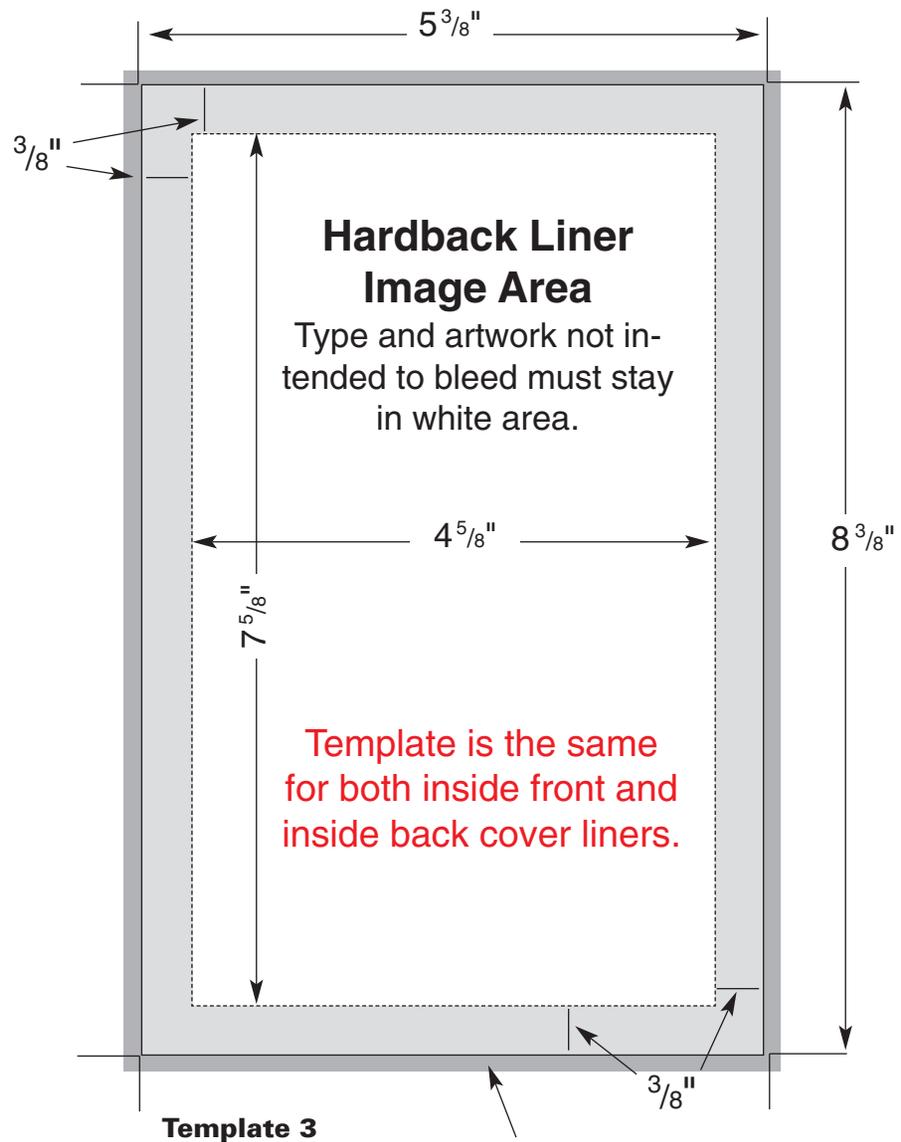
A printed back cover is optional and incurs an extra charge. Back covers will be white unless you order a printed back cover. See our Cookbook Publishing Guide or web site for pricing.

For gold or silver foil stamping on your cover, please contact us for instructions at 800-445-6621.

Hardback Specifications:

- Document Width = 7 1/2" (7.5).
- Document Height = 10 1/4" (10.25).
- Within the document, make 3/4" (.75) bleeds on all sides of the front and back covers. Note that the bleed area is within the document. This area is needed even if the cover does not bleed. It will wrap around the hardback board and partially appear on the inside cover.
- From the 3/4" bleeds, set *back cover* margins that are 3/8" (.375) for the top, bottom, and left side, and 11/16" (.6875) for the right side. See **Template 2B**.
- The wider margin of 11/16" is needed for the plastic comb binding punch.
- The white areas on Templates 2 and 2B 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, it must extend into the margin areas and also fill the 3/4" bleed areas (light gray and dark gray area). If it does not bleed, leave both areas white.
- The finished book size is 6" x 8 3/4".

Hardback Liner Template



**Hardback Liner
Image Area**
Type and artwork not intended to bleed must stay in white area.

Template is the same for both inside front and inside back cover liners.

If color or artwork bleeds, extend bleed 1/8" beyond document on all 4 sides.



A hardback cookbook has 2 liners – one for the inside front cover and one for the inside back cover. Use **Template 3** for each liner.

We do not recommend custom liners with solid color or dense ink coverage. This can result in unwanted ink transfer, rubbing onto adjacent pages.

Hardback Liner Specs:

Standard liners for hardback covers are white or cream (not printed). One-color, multi-color, and full-color printed liners are available for an extra charge.

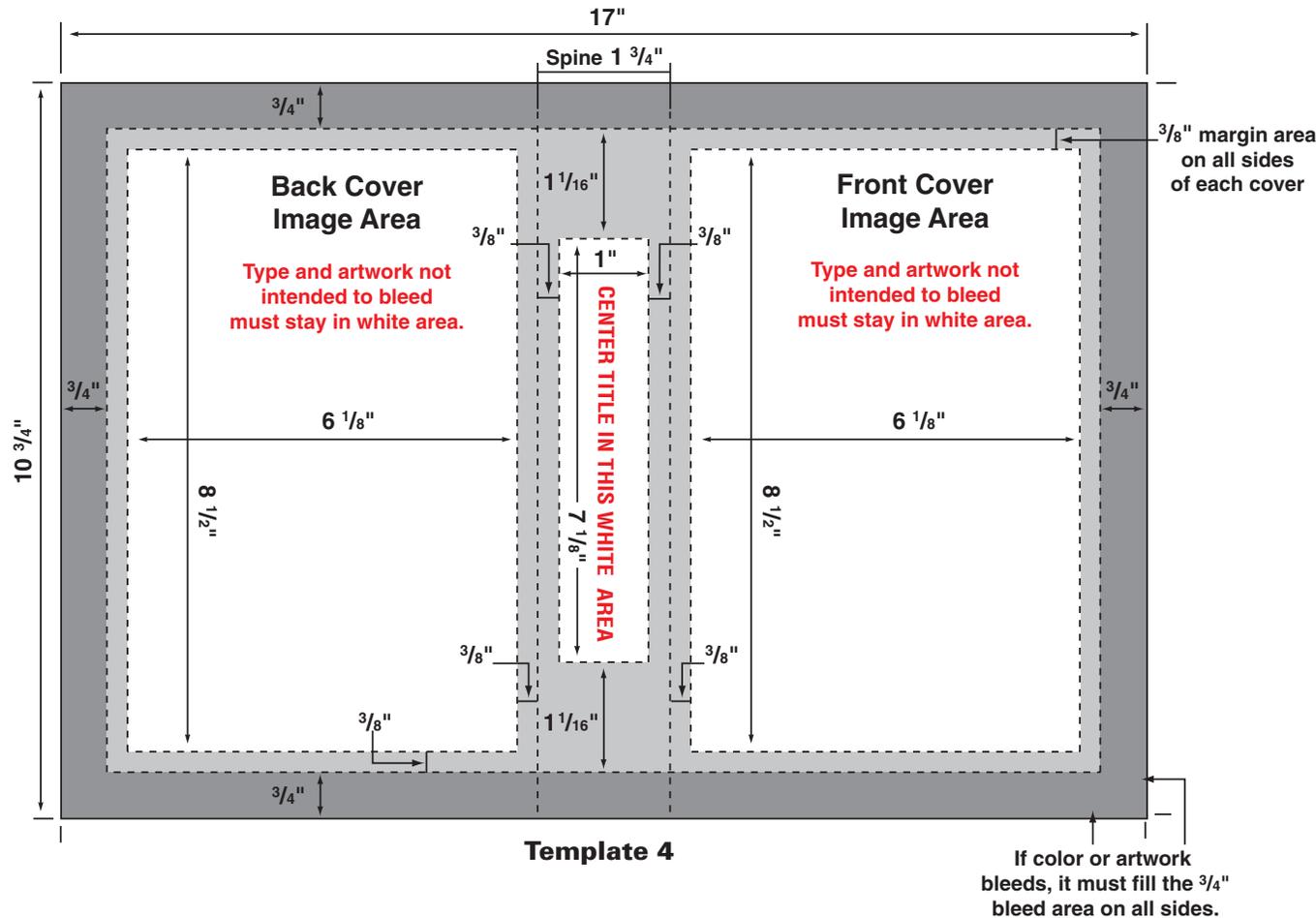
Key



Follow these guidelines:

- Document Width = 5 3/8" (5.375)
- Document Height = 8 3/8" (8.375).
- Set margins at 3/8" (.375) for all sides. Your image area (white area on template) will be 4 5/8" x 7 5/8" (4.625 x 7.625). See **Template 3**.
- Center text and artwork within the image area, not the document edges. Do not extend type or artwork beyond the image area unless it bleeds.
- If color or artwork bleeds, extend it into the margin area and 1/8" (.125) beyond the document on all sides. The 1/8" bleed area will be trimmed off.
- The finished size for each liner is 5 3/8" x 8 3/8".

3-Ring Binder (1") Template



Key



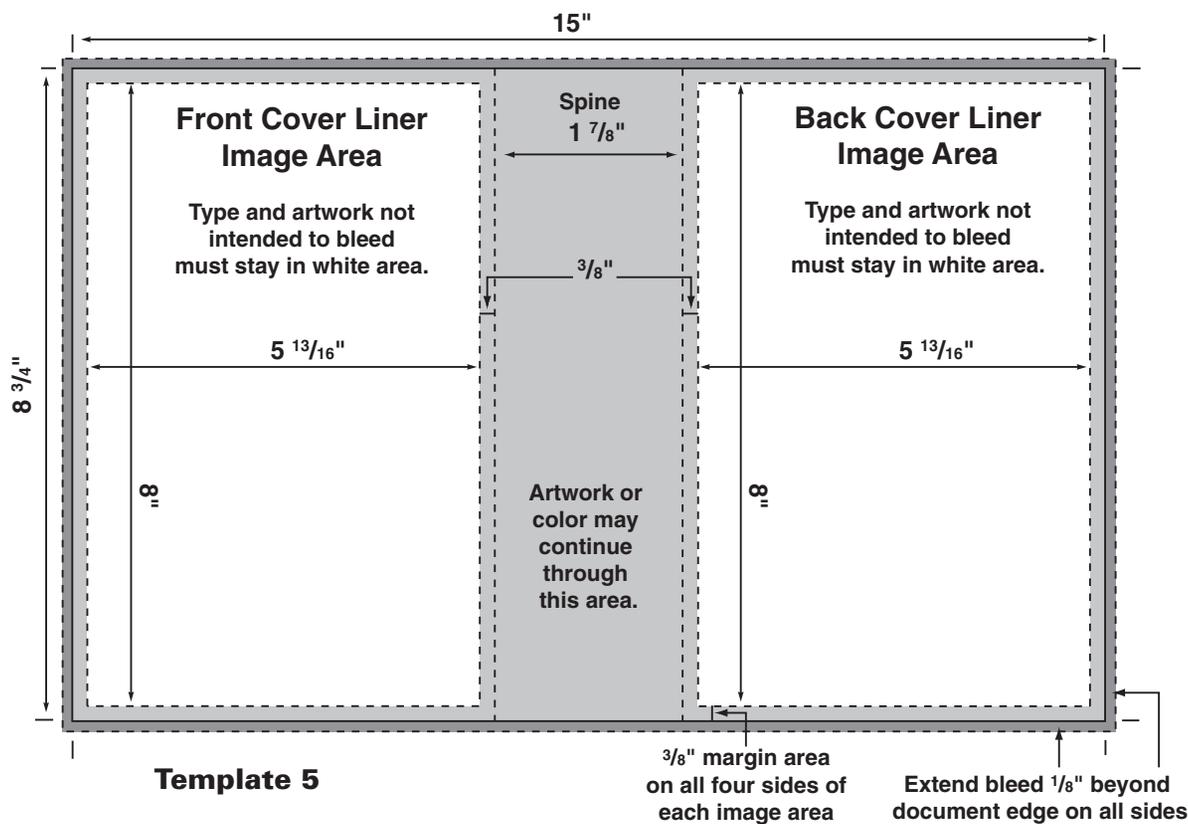
Custom front cover ink charges include front cover and spine printing. A **printed back cover is optional** and incurs an extra charge. Back covers will be white unless you order a printed back cover. See our Cookbook Publishing Guide or web site for pricing.

For **gold or silver foil stamping** on your cover, please contact us for details at 800-445-6621.

3-Ring Binder Specs:

- Document Width = 17". Front and back covers will each measure 7 5/8" (7.625) wide and there is a 1 3/4" (1.75) spine between them.
- Document Height = 10 3/4" (10.75).
- Within the document, make 3/4" (.75) bleeds on all sides of the document. Note that the bleed area is within the document. This area is needed even if the cover does not bleed. It will wrap around the board and partially appear on the inside cover.
- From the 3/4" bleed areas, set margins for front and back covers that are 3/8" (.375) from the top, bottom, outside edge, and inside edge of the spine.
- If color or artwork bleeds, extend it into the margin areas and also fill the 3/4" bleed area (light gray and dark gray areas). If it does not bleed, leave both areas white.
- 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.
- For spine printing, keep wording centered in the white spine margin area shown (1" wide x 7 1/8" tall). **If you exceed this area, wording will be too close to the fold or into the rivets of the 3-Ring. Do NOT use the entire 1 3/4" area for wording.** Face spine wording in the direction shown.
- If the book exceeds 272 pages, a 1 1/2" ring binder will be required. Call for more details.
- The finished book size is 6 7/8" x 9 1/4".

3-Ring Liner (1") Template



Key



We do not recommend custom liners with solid color or dense ink coverage. This can result in unwanted ink transfer, rubbing onto adjacent pages.

3-Ring Liner Specs:

Standard liners for 3-Ring covers are white or cream (not printed). One-color, multi-color, and full-color printed liners are available for an extra charge.

Follow these guidelines:

- Document Width = 15". The front and back liner areas each measure 6 9/16" (6.5625) and there is a 1 7/8" (1.875) spine area.
- Document Height = 8 3/4" (8.75).
- Set image areas for the front and back liners with margins 3/8" (.375) from the top, bottom, outside edge, and edge of the spine.
- The white areas on **Template 5** 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 (including spine area) and 1/8" (.125) beyond the edge of the document on all sides (into the dark gray area). The 1/8" bleed area will be trimmed off.
- The finished liner size is 15" x 8 3/4".