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It's easier than ever to create material ready for printing. If pages are *press-ready*, material can go directly from computer to press.

### Saving Time vs. Saving Money

Our recipe formats are designed to fit the maximum number of recipes on each page. By submitting press-ready pages, you may end up with more pages than we would for the same number of recipes, resulting in higher printing costs. However, benefits include:

- Shorter production time since recipes do not require typesetting and formatting.
- More control over your own page design.

**Note:** If your goal is to save money, we suggest you use our easy online system at [www.typensave.com](http://www.typensave.com). Create an account and all your members can log in to submit their own recipes. You'll also **save 25¢/book** (\$300 max.) and production time will be 20–25 days.

Also note, if you want digital recipes on e-Book, we will be unable to provide this service if recipe pages are submitted press-ready.

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# Press-Ready COOKBOOK PAGES GUIDELINES

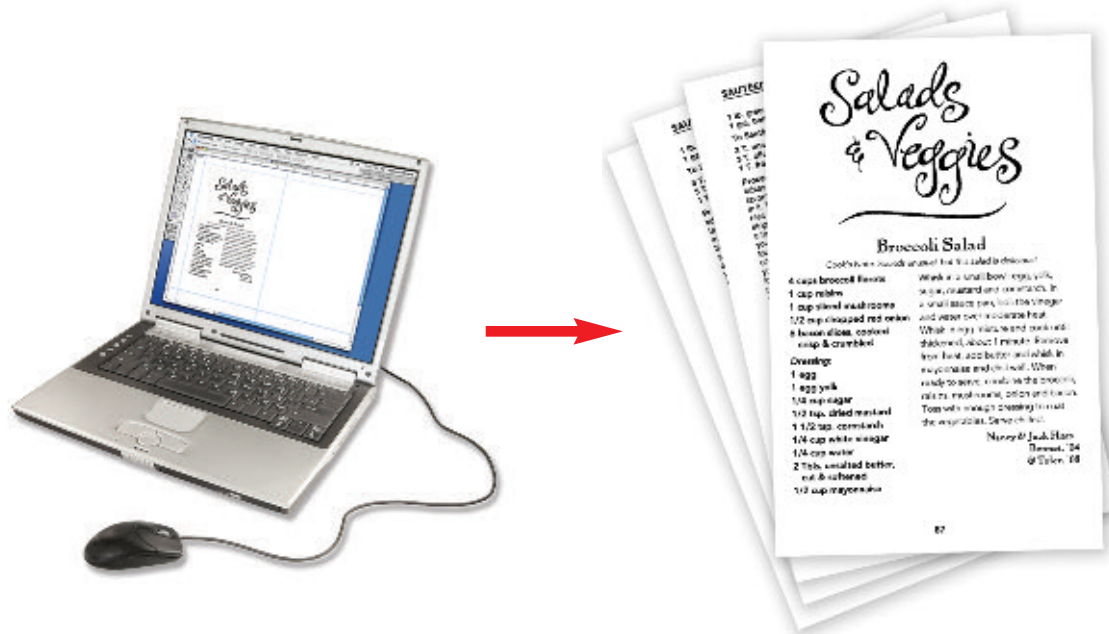
Accepted Material /Free Proof .....	2
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Use our guidelines to create all cookbook pages: title page, personal pages, table of contents, recipe pages, mail-order page, index, advertising pages, and any other pages.

Go to our **Download Center** at [www.morriscookbooks.com](http://www.morriscookbooks.com) and print the **Press-Ready Order Form** which includes pricing and the order form you will need to complete and send.

**take  
note**

*Material NOT press-ready includes: color printouts, dot matrix printouts, digital files that don't follow our specifications, or pages created with wrong image area and margins. If this material is submitted, it will be returned to the customer for corrections.*



### What is Press-Ready?

“Press-ready” pages are already set in type without any additional alterations or typesetting needed. Pages are ready to print. The quality of the printed work is determined by the quality of the material furnished. All pages of your cookbook must be furnished press-ready. This includes table of contents, personal pages, recipe pages, index, and any other pages for your cookbook.

**Note:** Personal pages may include 1 photo printed in black ink for free; additional photos are allowed for an extra charge. Artwork may be substituted for photos. Photos or artwork may be printed in multi- or full-color for an extra charge. If you have questions, please call us at 800-445-6621.

### Accepted Material

- A file converted into a PDF (Portable Document Format) is the only digital format we will accept. Provide a hard copy so we can verify page content. See p. 5 for details on how to upload your files and create a PDF.
- A previously printed cookbook may be provided as long as pages convert into our format as described on p. 3. A signed *Release Form* will be required to print the cover, dividers, and any artwork. See the *Download Center* of our web site. We cannot print a stock cover or dividers from another company since this material is copyrighted. You may use one of our stock covers and divider sets. Supply one copy of the book and original artwork and photos.

### Free Proof

- We will send a **FREE** proof of your pages with instructions and a deadline return date. The proof allows you to review your cookbook to ensure it's the way you want it before printing.
- Pages should not need corrections at the proof stage. If changes are needed, submit a new PDF which is subject to a charge of \$40. Production may also be delayed by 2 weeks.
- If you do not return your proof by the date indicated, production will be delayed. **ALL proofs and sign-off letters (even those you do not approve) MUST be returned before production can continue.**

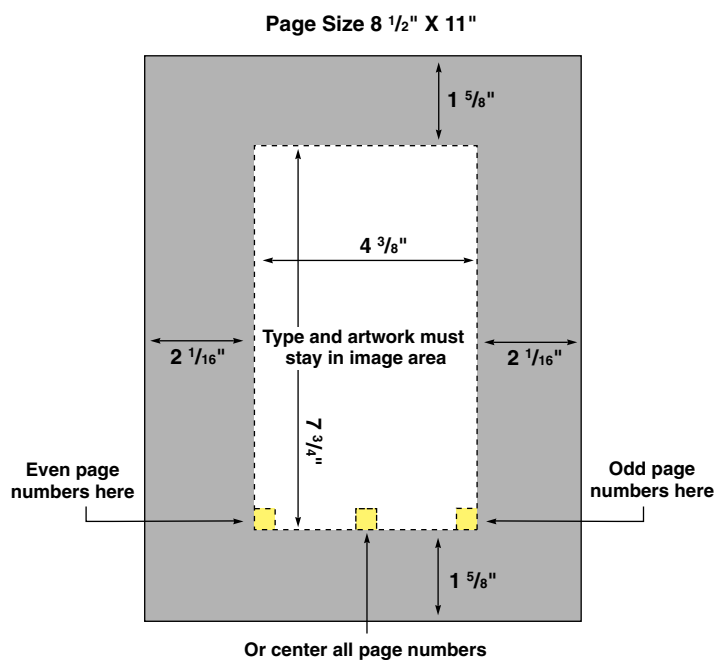


Figure A

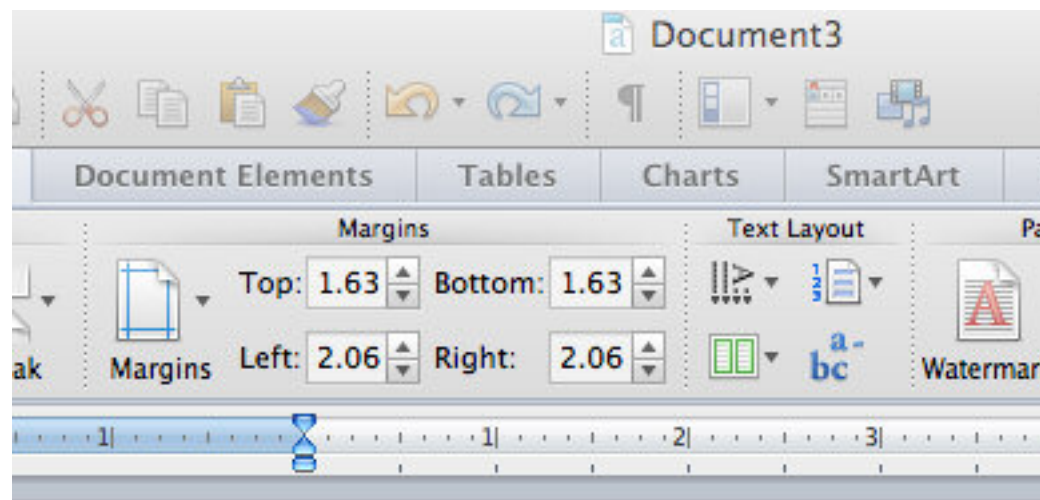


Figure B – Layout margins for Microsoft Word

## Formatting Pages

Create a document using the page margins at right. Include all pages of your cookbook in ONE file: title page, personal pages, table of contents, recipe pages, index, mail-order page, advertising pages, and even blank pages. Proofread and spell-check all pages carefully after typesetting is completed.

If furnishing press-ready dividers or a cover, do **NOT** include them in your page document. This material requires different templates and must be in separate files. Refer to *Press-Ready Cover Guidelines* and *Press-Ready Divider Guidelines*. You may print these files from the *Download Center* of our web site, [www.morriscookbooks.com](http://www.morriscookbooks.com).

## Page Guidelines

**The image area is 4 3/8" x 7 3/4" (4.375 x 7.75).**

Submit the pages one of two ways:

1. Position pages in an 8 1/2" x 11" document using these margins: top and bottom margins set at 1 5/8" (1.625), and left and right margins set at 2 1/16" (2.0625). Keep all page elements within the image area. See **Figure A**.
2. A different template may be used as long as the image area is 4 3/8" x 7 3/4" (4.375 x 7.75).

**Note:** Create pages 1-up. Do **NOT** create them 2-up or in facing page format. Use the portrait, not landscape setting. See **Figure B** if using Microsoft Word.

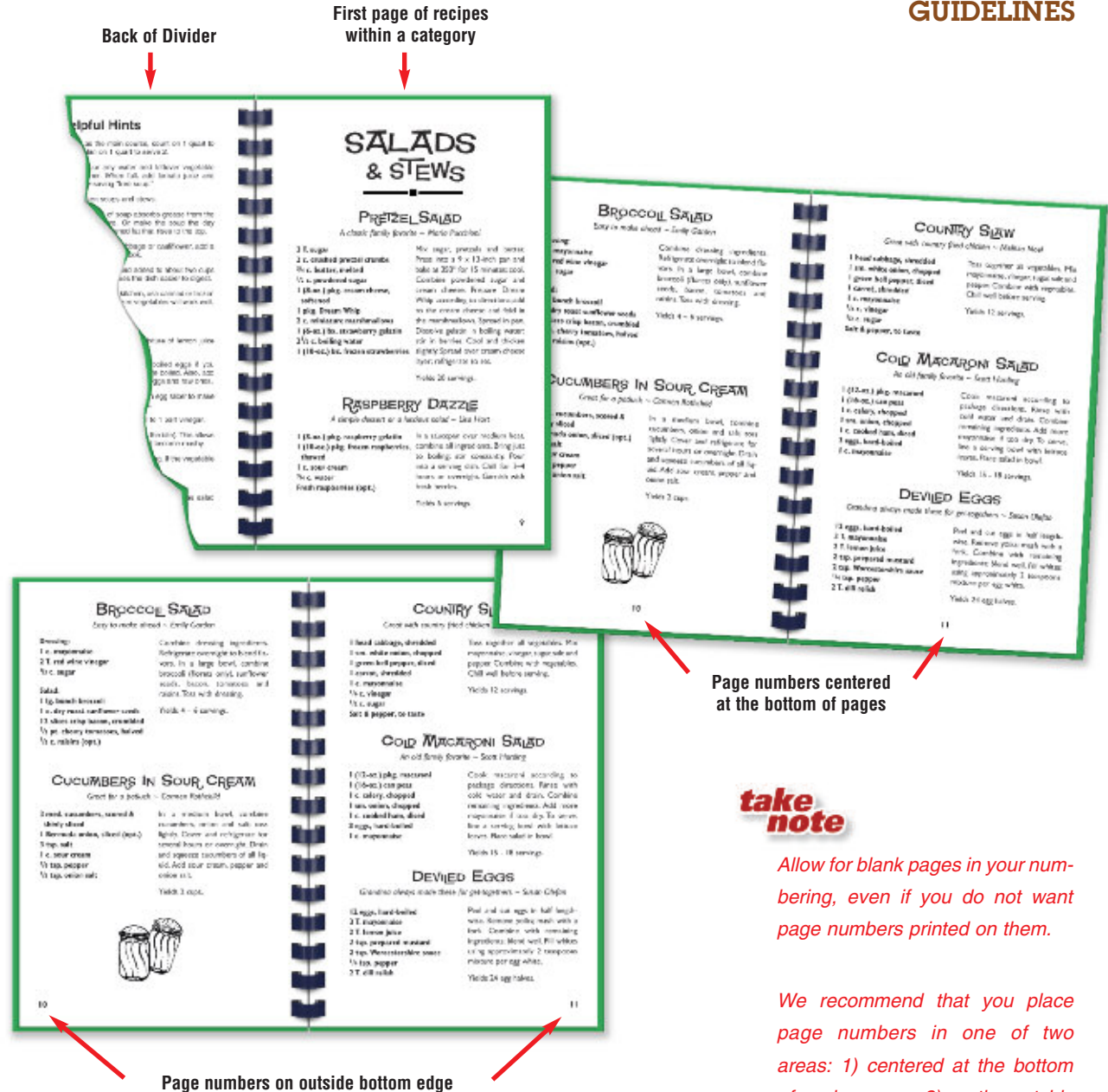
## Page Requirements

- All artwork, photos, and text, including page numbers, must stay within the image area. Anything outside of the image area will be too close to the edge and may get trimmed off.
- **Do NOT assign a color to anything.** Keep all text, artwork, and photos in black (grayscale). If photos are to be printed in color, see p. 5 and 7.
- Allow for blank pages. See p. 4 for instructions.
- See p. 5 for preparing digital artwork and photos, and p. 6 – 8 for text and artwork guidelines. Digital image specifications are on p. 9.

# PRESS-READY COOKBOOK PAGES GUIDELINES

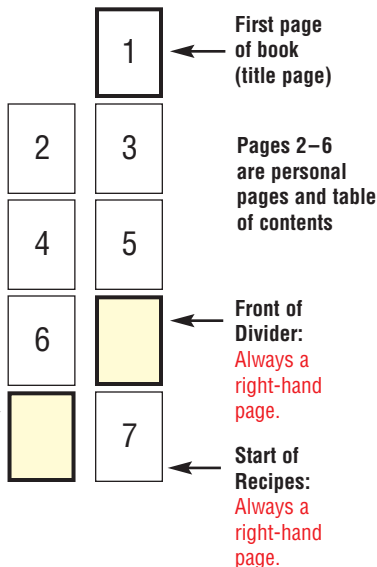
## Page Numbering

- Odd numbered pages are right-hand pages; even-numbered pages are left-hand pages. The first page of each recipe section should be odd-numbered. The last page of each section should be even-numbered. Add a blank page if necessary.
- Allow for blank pages in your numbering, even if you do not want page numbers printed on them.
- Allow for dividers in your cookbook. Each divider takes up two pages. Do NOT submit dividers (fronts or backs) in the same file as cookbook pages. See **Figure C** below.
- Page numbers should be placed at the bottom of each page, centered or on the outside edge. See images at right and **Figure A** on p. 3. Keep page numbers within the margins.
- **Final page count:** Count ALL cookbook pages (title page, personal pages, table of contents, recipes, index, advertising pages, blank pages, etc.). Dividers should NOT be included in your final page count.



## Example of page numbering

Figure C



Back of Divider: Always a left-hand page.

Page numbers centered at the bottom of pages

**take note**

Allow for blank pages in your numbering, even if you do not want page numbers printed on them.

We recommend that you place page numbers in one of two areas: 1) centered at the bottom of each page or 2) on the outside bottom edge of each page.



## Accepted Software

It does not matter what software was used to create your pages (e.g., Microsoft® Word, InDesign®, QuarkXPress®, etc.) because we require a PDF. Our File Uploader will convert a Microsoft® Word file into a PDF. If using other software, you will need to convert it into a PDF before uploading. Call us if you need assistance. It's important that your pages use our margins and specifications. See p. 3.

## Preparing Fonts

- Fonts will become embedded into your PDF, so you won't need to send them.
- Certain fonts produce better results. See p. 6 for type recommendations.
- Fonts in art files must be converted to outlines in the application in which they were created, or they must be opened when the PDF is created.

## Preparing Digital Artwork & Photos

- See p. 7–8 for photo and artwork guidelines. See p. 9 for digital image specifications.
- If you are going to scan line art or typeset pages, scan at 600 ppi and save as a TIFF.
- Artwork with screens is not recommended, but if used, should be scanned in grayscale mode at 300 ppi; save as a TIFF or EPS file. See **Figure D**.
- Photos should be scanned as *grayscale* images; scan at 150 – 300 ppi. De-screen if necessary. Photos to be printed in color should be saved in *CMYK* mode.
- See p. 9 to review resolution which determines size and quality of photo printing.
- Photos should be saved as TIFF or EPS files.
- Line art and photos should be scanned and saved at the size they will be used in the document. Avoid scaling artwork or photos once they have been inserted into your document – use at 100%.
- **Make sure all artwork and photos are inserted and linked to your document before you create a PDF file. Broken links will cause problems.**

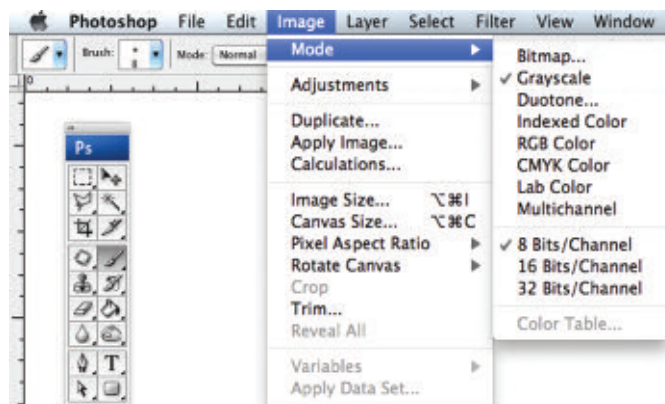


Figure D – Mode menu if using Photoshop®

## Uploading Files

- 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 files.
- Visit [www.morriscookbooks.com/upload](http://www.morriscookbooks.com/upload) to send your file through our File Uploader. Our system is easy to use and will automatically convert your file into a PDF.
- Do NOT send a facing page file; send one up.
- ALL pages must be in ONE file (title page, personal pages, table of contents, recipe pages, index, mail-order page, ad pages, blank pages, etc.). Do NOT create sections or pages in separate files. If you did, combine them *before* uploading your file.
- Do NOT include your cover or dividers in the same file as pages. These must be created in a separate file.

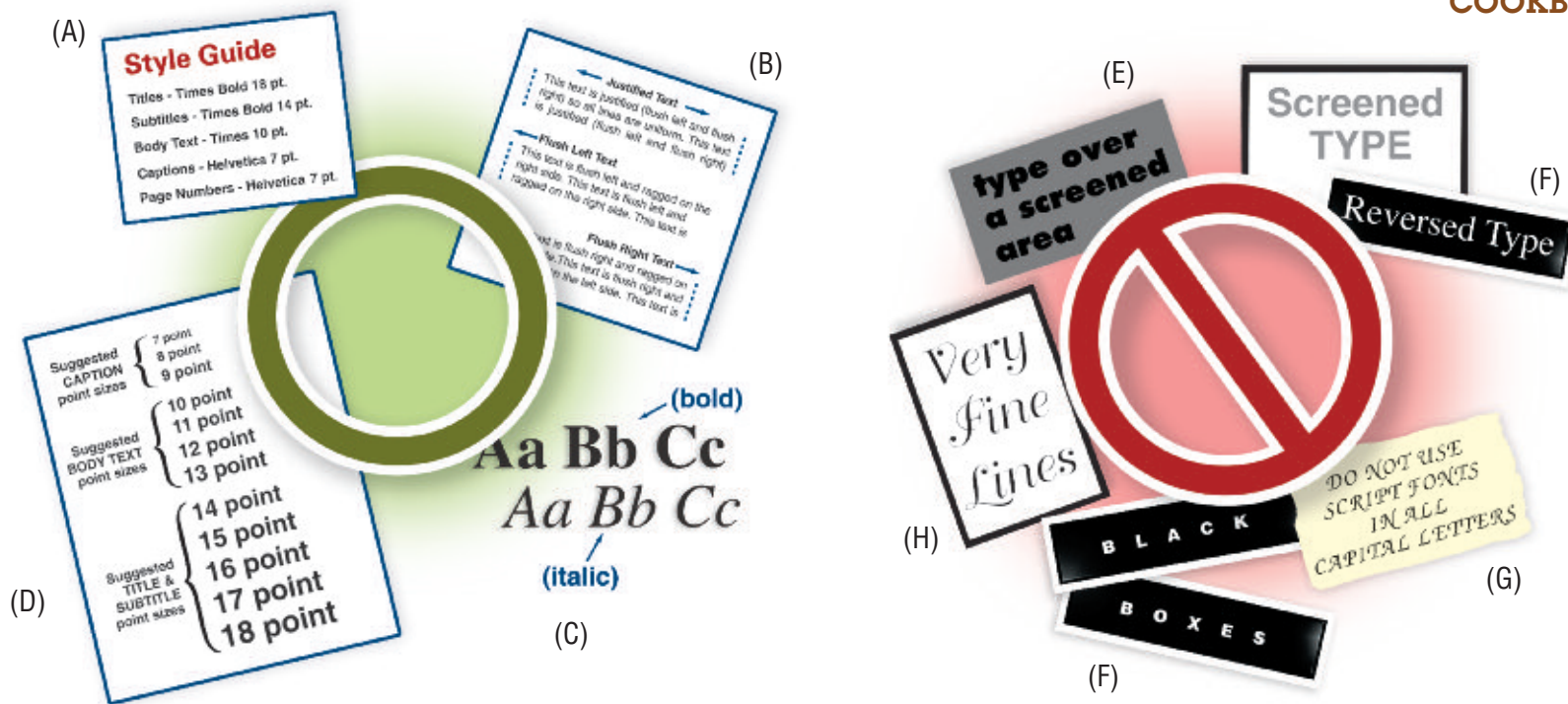
## take note

*If you upload a Microsoft® Word file, our system will automatically convert it into a PDF. Visit [www.morriscookbooks.com/upload](http://www.morriscookbooks.com/upload). Provide a matching hard copy so we can verify page content.*

*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 files.*

- Once you upload your file, you will be able to pre-view it for accuracy. Make sure all fonts and images look accurate before accepting the file.
- If we receive a digital file other than a PDF, we will reject your file, delaying your order. If you need assistance or have questions, please call us at 800-445-6621.
- Send your order form, any other required material, and a **matching hard copy of all pages**. It will help us verify page accuracy. We will not process your order until ALL material is received.

**Note:** If you have any problems uploading, you can send files on a CD or jump drive. Label it with your organization name and book title.



## Typesetting Guidelines

### When working with type:

- Prepare a style guide before typesetting your pages. Make a list of rules for using boldface, italic, centering text, etc. This will help you keep text styles consistent and make your cookbook more professional. (A)
- Justify text for a professional look. (B)
- To add emphasis, boldface or italicize text; do not underline. However, many lines of text set in boldface or italics are hard to read, so don't overdo it. (C)
- Set recipe ingredients and instructions in 10–13 point type. Text smaller than 10 point should be used for captions or small bodies of text. (D)
- Set recipe titles in a larger point size than the ingredients and instructions. This also applies to headings and subheadings in personal pages. (D)

### When working with type:

- **DO NOT** use too many fonts. Typically, use one font for ingredients and directions and the same or a different font in a larger point size (or bolder) for recipe titles, headings, and subheadings.
- **DO NOT** put screened images or boxes behind type or use screened type. (E)
- **DO NOT** submit large, heavy fonts, 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. (F)
- **DO NOT** use script fonts in all caps, as they are difficult to read. They are elegant for headings and are best read in upper/lowercase. (G)
- **DO NOT** use fonts with very fine lines. When printed, fine lines may fill with ink or drop out completely. (H)

- **DO NOT** allow two consecutive lines of type to end with hyphenated words.
- **DO NOT** allow widows, if possible. These are single words hanging on one line at the end of a paragraph, column, or page.

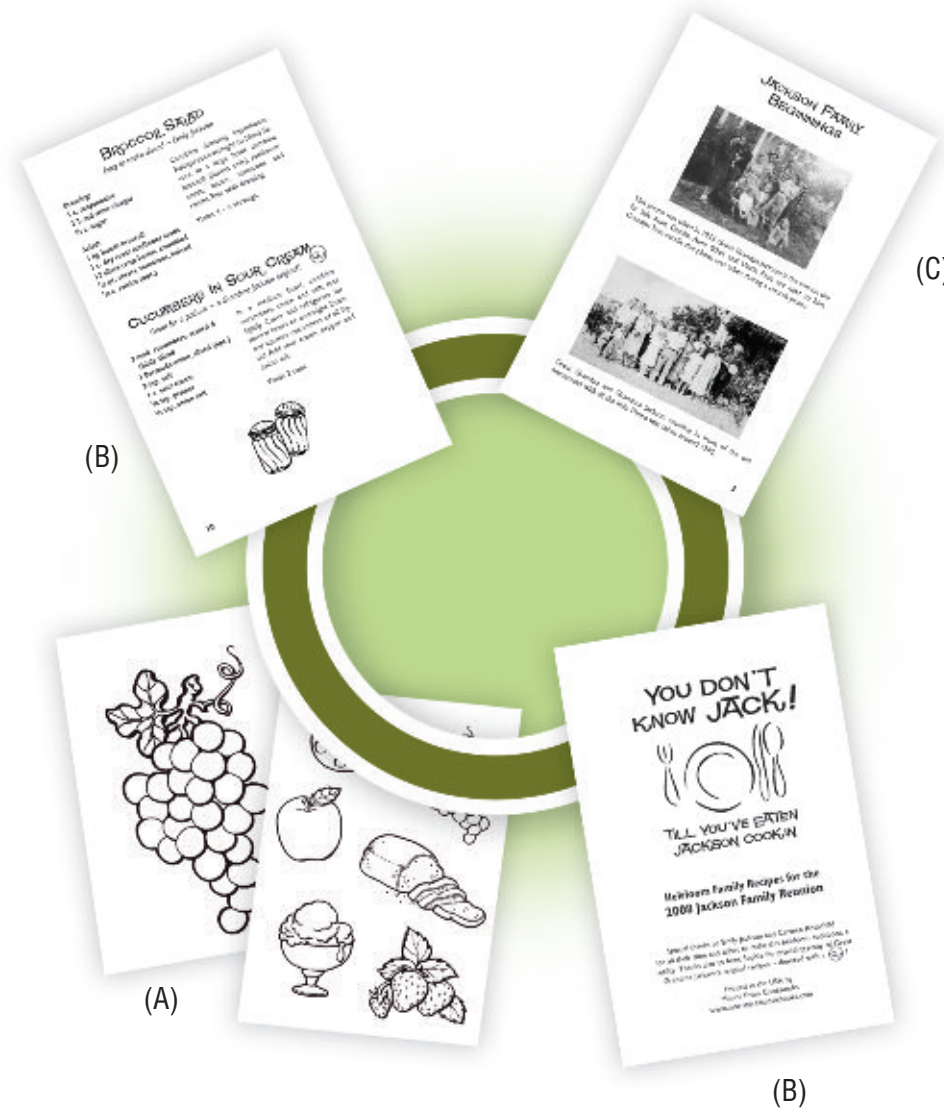
### take note

**Justify** (flush left and flush right) – Adjust the horizontal spacing in lines of text so they begin and end evenly, making lines of uniform length.

We recommend that text smaller than 10 point should be limited to small bodies of text or photo captions.

## Artwork & Photo Guidelines For Best Results

- **Artwork for recipe page fillers is limited to only black line art** – art made only from black lines that do not contain color, grays, or screens. (A)
- Create or scan line art at the correct size and import into your document where you want it. (B)
- Include photos and artwork in your document and include captions, if desired. All content must stay within the image area as specified on p. 3. (C)
- If using Illustrator®, line strokes on artwork should be at least .5 point, or they may be too faint and not print. Convert text into outlines.
- Choose photos with high contrast and few large areas of solid black.
- 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. 9 to determine the print size you can achieve.
- **Personal pages may include 1 FREE photo.** You may include additional photos for an extra charge. Photos will be printed in black ink (save in grayscale mode) unless you request full-color printing of photos (save in CMYK mode), for an extra charge. See p. 5 for instructions. If you have questions, please call us at 800-445-6621.

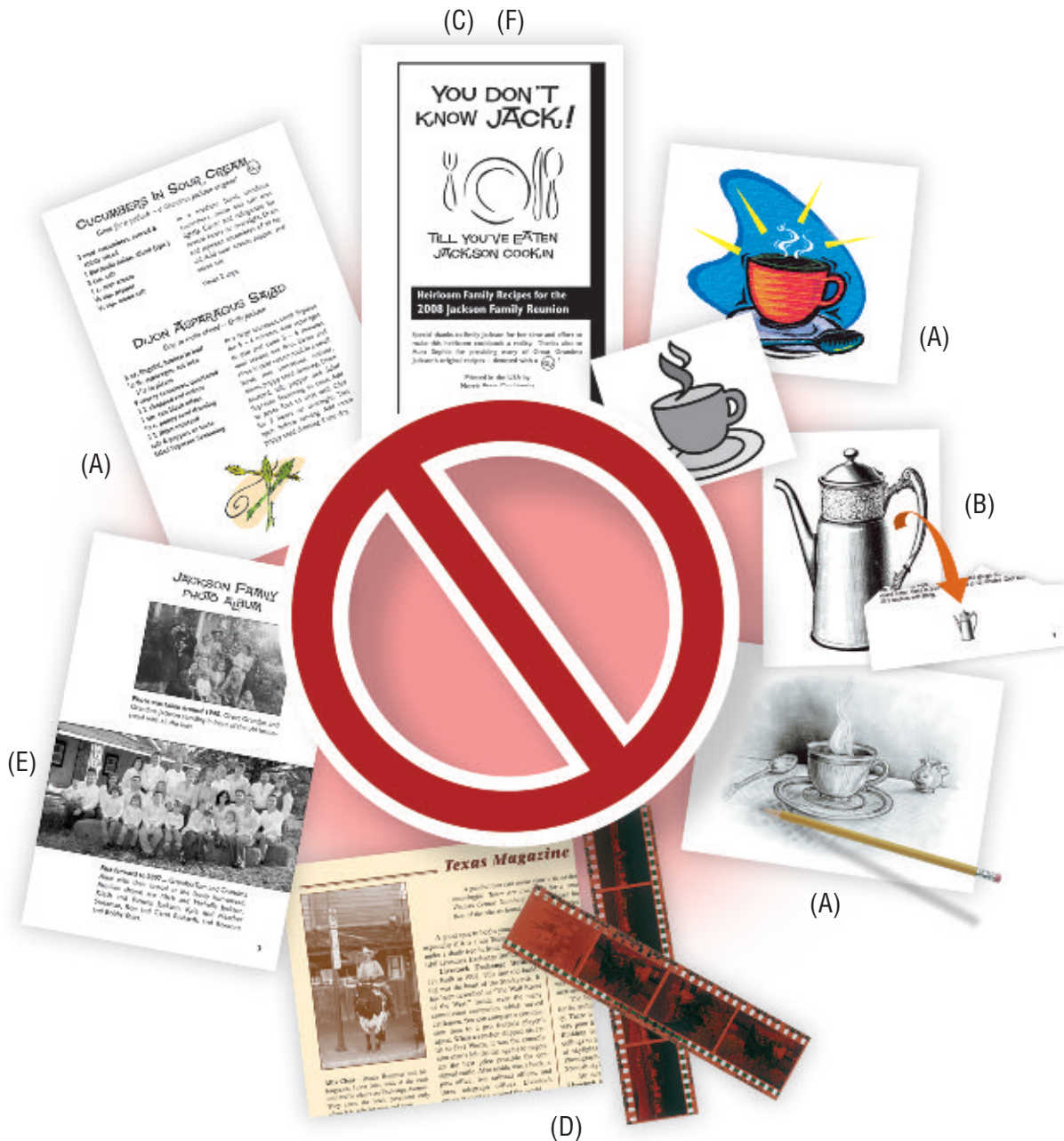


**take  
note**

*Artwork may be substituted for photos on personal pages. See p. 8 for artwork and photo guidelines.*



## PRESS-READY COOKBOOK PAGES GUIDELINES



### When preparing artwork and photos:

- **DO NOT** submit clip art with shading or color. This includes pencil drawings with shading. (A)
- **DO NOT** submit artwork with fine detail, especially if it is reduced to fit onto your pages. The detail will fill in or drop out when printed. (B)
- **DO NOT** submit solid black boxes, black bars, thick lines, or photos or artwork with large solid black areas. (C)
- **DO NOT** submit photos in the form of negatives, halftones, Polaroid™ prints, newspaper or magazine photos, or photos from a photocopier, color copier, color inkjet, or color laser printer. (D)
- **DO NOT** extend artwork, photos, or text off the page. Keep all images within the image area. (E)
- **DO NOT** submit photos from a digital camera unless they are 150–300 ppi. See p. 9. Do not use photos dragged from web sites, as most are only 72 ppi (not acceptable for printing) and are often copyrighted.
- **DO NOT** submit pages that contain borders around the entire page. (F)
- **DO NOT** submit artwork or photos without a written, signed release from the copyright owner giving permission for their use. Generally, all artwork and photos are copyrighted, unless you are using royalty-free photos or clip art, you own the images, or you paid someone to create artwork. Examples of copyrighted images may include photos from a newspaper to printed material such as scrapbook papers, greeting cards, and books.

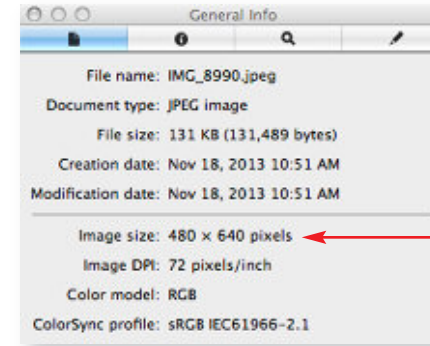
### take note

*If material is submitted from the “DO NOT” list, the customer is responsible for the print quality.*





**Maximum Print Size at 300 ppi**  
width = 2658 pixels ÷ 300 ppi = 8.86"  
height = 1815 pixels ÷ 300 ppi = 6.05"



**take  
note**

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

## Digital Image Specifications

### 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 ppi 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 because it destroys quality.

### 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 upload.

Save digital images as a **TIFF**, **EPS**, or **JPG** in CMYK or grayscale mode (see p. 5). Your file should be several megabytes in size if it's the correct resolution, although JPG files are generally smaller.