

Hardcover Press-Ready Guide

For Hardcover Books

Acceptable Material

Cover and all pages must be furnished as press-ready PDF files. Press-ready material is completely set with no additional type-setting or alterations needed. Material is ready to print and will print the way it appears in the PDF.

It does not matter what software is used to create your cover or pages (InDesign®, Microsoft Publisher®, QuarkXPress®, or other layout programs). What is important is that pages and cover are built using the correct templates. Once complete, we will require that your pages and cover are converted into separate PDF files (p.9).

Paper & Ink

Cover parent sheets are printed in spreads on white offset paper with linen-finish plastic lamination, then wrapped, and glued to boards. For interior pages, we use a premium 80 lb white gloss which is acid free to ensure a long shelf-life.

- 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 (red, green, and blue), standard for computer displays, your files will be converted to CMYK. This may affect your final printed colors, especially for brighter colors.

Charges

Extra charges may apply if we need to scan hard copies or make adjustments to your files. We do not offer any design services for inside pages, but we can help you with cover design for additional charges. See our website or contact us for details.

FREE Proof

You will receive a **FREE** digital proof to review and approve. You can request hard copy proofs for an extra charge. We recommend a hard copy proof if you are concerned about color accuracy because exact colors will not be represented on your computer monitor or home printer.

Production will continue when we receive proof approval and the second payment. If you request hard copy proofs, they must be returned to us to continue production.

Other Considerations

It is standard in the book publishing industry to list the printer and country of origin. Please include "Printed in the USA by Morris Publishing® Kearney, NE" and "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.

morrispublishing.com

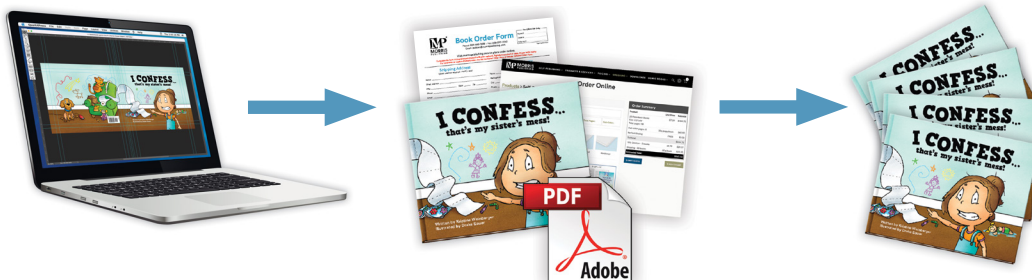
Phone: 800-650-7888

Email: publish@morrispublishing.com

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Get Started!

Artwork & Photo Guidelines	2-3
Cover Content and Bar Codes	4
Portrait Templates	
Cover Template	5
Page Template	6
Landscape Templates	
Cover Template	7
Page Template	8
Submitting a Press-Ready Book	9



Place your order and upload your PDF files on our website: morrispublishing.com/ordering-terms

TAKE NOTE >

Hardcover cover and pages must be submitted as a press-ready PDF file. Print quality is determined by the quality of the press-ready material.

If you need assistance or have any questions, please contact us by phone 800-650-7888, 8 a.m. - 5 p.m. CST Monday-Friday or email publish@morrispublishing.com, 24 hours a day.

Artwork and Photo Guidelines

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

Smartphones & Digital Images

Most of today's smartphones capture 12 or more megapixels (pixels in millions) while digital cameras range in 10-20 mp and provide digital images with sufficient amount of megapixels required for reproduction in books. However, use caution when you crop and enlarge a portion of a larger image. In such situations use a higher resolution (higher megapixel) setting to ensure a high enough resolution to maintain the sharpness and clarity of the enlarged portion.

How to Determine Pixel Size

There are a few ways to determine the actual print size of a digital image.

Using an iPhone:

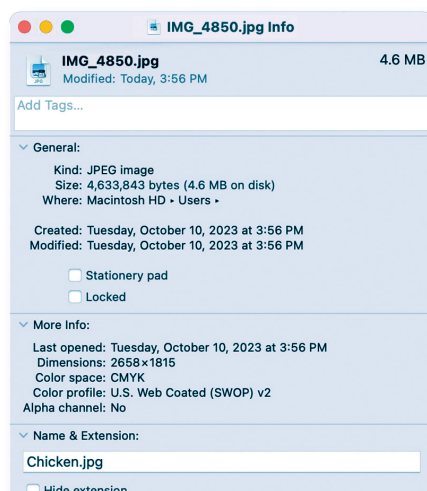
- Select/open the "Photos" app and select the photo. With the photo displayed, select the "circle i" icon in the bottom bar to display photo attributes including megapixels, dimensions and file size.

Using an Android Smartphone:

- Select/open the "Photos" app and select the photo. With the photo displayed, select the "3 stacked dots" icon in the upper left to display photo attributes including megapixels, dimensions and file size.

On a Mac:

- Select the unopened image file and "right-click" or use keys "Command-I" to open a dialogue box > pull down to "Get Info" to display a pop-up window displaying the image file attributes and dimensions.



Using Windows:

- Select the unopened image file and "right-click" or use keys "Command-I" to open a pop-up box > select properties. A new window opens displaying the image file attributes including size. Click the "Details" tab to display the dimensions.

Using photo-editing software:

- Open the photo using a photo-editing software (Photoshop®, Luminar, Corel DRAW®) to show how many pixels are in an image in length and height.

All these methods display the image dimensions in pixels as shown in the example to the right 2658 ppi x 1815 ppi.

If you enlarge a photo, make sure you maintain at least 150 ppi. Images saved from a website are usually 72 ppi. You cannot increase and resave lower resolution files to 300 ppi as they become blurry.

Image Resolution & Reproduction

An image that looks good on your screen or monitor may not necessarily print well. Resolution of a digital image, expressed in pixels per inch (ppi), determines the printing quality. A low-resolution image may look good on your computer, but enlarging it will likely cause lack of detail and even look pixelated.

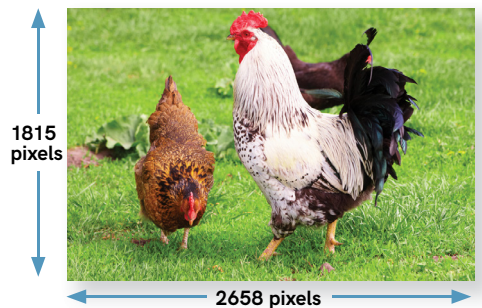
Print resolution is measured in dots per inch (DPI) referring to the amount of dots printed in an inch, and determines the print quality. Recommended resolution for printing is 300 DPI. Images at 150 DPI are of decent quality, but won't print as sharp as 300 DPI.

Other Quality Considerations

Other factors are just as important in determining overall picture quality. Effective image processing with software can diminish noise, increase sharpness, and improve color among other benefits. We recommend modifying the brightness, contrast and color for best results. Morris Publishing® does not make alterations or color corrections to images. We cannot be held responsible for the quality of the images you provide.

Image Size conversion formula:

width pixels ÷ 300 = width in inches
height pixels ÷ 300 = height in inches



300 DPI high quality

2658 w x 1815 h (÷ each by 300)
= 8.86" x 6.05" max print size

150 DPI medium quality

2658 w x 1815 h (÷ each by 150)
= 17.72" x 12.1" max print size

Image Size	300 dpi high quality	150 dpi medium quality
1 x 1	300 x 300 px	150 x 150 px
2 x 2	600 x 600 px	300 x 300 px
3 x 3	900 x 900 px	450 x 450 px
4 x 4	1200 x 1200 px	600 x 600 px
5 x 5	1500 x 1500 px	750 x 750 px
6 x 6	1800 x 1800 px	900 x 900 px
7 x 7	2100 x 2100 px	1050 x 1050 px
6.05 x 8.86	1815 x 2658 px	908 x 1329 px
8 x 8	2400 x 2400 px	1200 x 1200 px
8½ x 11	2550 x 3300 px	1275 x 1650 px

Great conversion tool scantips.com/calc.html



TAKE NOTE

File Format

Save color images in CMYK mode (not RGB). If images are to be printed in black only, save 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.

Artwork and Photo Guidelines

Scanning Images and Saving Files

Scanning as an Option

If you have a collection of color artwork or historic photographs that need an accurate and consistent print representation, using a smartphone or digital camera may not be the best option. To do this properly you should use a tripod, at least two sets of lights to light the prints, and a piece of glass to lay on top of the prints to keep them flat. Positioning camera and lights at the correct angles without creating glare or a "hot spot" in your image can be tricky and using a professional photographer can be expensive.

That's when a flatbed scanner may be a better option. You will be able to control the process and scan the photos the way you want. A decent scanner will allow you to capture more detail, scan the desired size and save in the desired DPI and file format.

As a general rule, the minimum DPI for scanning images for printing is 300 x the magnification you want to size the image to. For example, if you are scanning a 1" sq. postage stamp, and plan to have it print as 2" sq., then;

$$300 \times 2 = 600 \text{ DPI.}$$

Or to have it print as 5" sq., then;

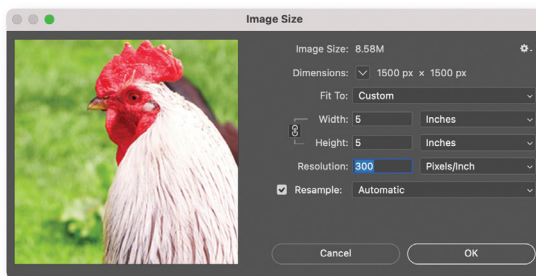
$$300 \times 5 = 1500 \text{ DPI.}$$

See the previous page for more information about image resolution and reproduction.

Most photo-editing software (Photoshop®, Luminar, Corel DRAW®) and/or specific scanner operating software provide an option to prescan an image to

determine the digital ppi (pixels per inch), as well as the ability to select the DPI (dots per inch) and calculate

your finished size. Additionally you can crop the image to better match the target print shape and size.



Scanning Tips for Best Results

- All 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) for bleed. See templates on p. 5-8.

Scanning Color

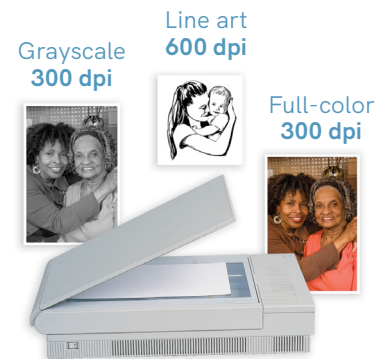
- Full-color scans and/or digitized Photoshop® files should be scanned at 300 ppi and saved as EPS files.
- Full-color artwork and photos should be saved as CYMK files (not RGB).

Scanning Line Art

- Line art images should be scanned at 600 ppi and saved as TIFF files.
- Lines (including those within art) should have a minimum rule line weight of .5 points.

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 end point for darks to 95% output. Move the end point for lights to 3% output. Adjust the 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.



Retailer/Scanning Services

If you do not have access to a flatbed scanner, there are some businesses that offer scanning services. Your least expensive options are some retail

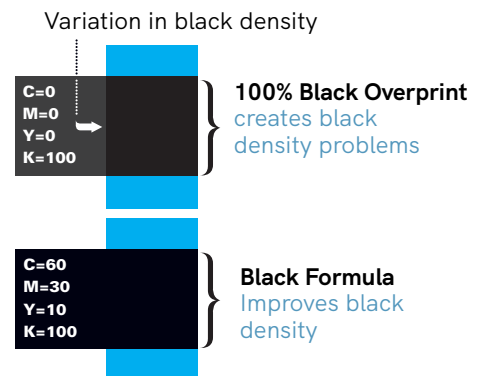
pharmacies or big-box department stores that provide photo services. Some print & office supply stores, and camera and photography retailers also offer such

services and will ensure the final scans meet your needs with your digitized images usually provided on flash drives. Prices are per scan and can be expensive.

Using Black with 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%. Below are examples of 100% black and then 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.
- Large area of solid color will print better if you add texture instead of using flat color.



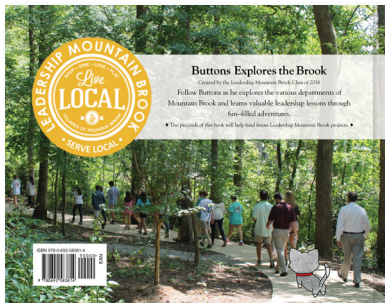
Cover Content and Bar Codes



Front Cover

Your cover is very important to your book's success. Book covers should provide readers an idea of what's to come. Author an effective title combined with an appealing image, or exciting design that engages, inspires, and provides a hint as to the genre. Choose a font and color palette that help convey the tone of your book. Your cover should persuade readers to buy your book even before they turn the first page.

We provide this Press-Ready Guide to help you submit your own press-ready cover. Cover Design Assistance is available with access to millions of images and photographs. Visit our website or call us for more information.



Back Cover

The back cover is also an important part of your book. It serves as a mini-billboard offering details to further encourage sales. Consider highlighting a portion of the book as a teaser, a brief synopsis of the content, or include a formal book description, reviews, testimonials, even endorsements to give the book credibility. Many writers include a headshot and provide some details about themselves. If your book is fiction, share a little about yourself and some accomplishments to connect with readers. If your book is non-fiction, describe yourself with a brief bio, your credentials and your recent work especially if the work is academic or professional.

Hardcover Spine

The spine of a book is equally important. Always consider your background color or image which usually complement the book cover. Design for legibility and impact, avoiding script fonts that have wild ascenders and descenders. The spine of a hardcover is always .375". The following pages (p. 5-8) detail available book binding templates with pertinent information to consider and guidelines to help you, starting with the spine width.

ISBN and Bar Codes

If you plan on selling your book in book stores or through online marketplaces, you will need an ISBN (International Standard Book Number) and bar code. **The ISBN is a 13 digit number used to identify the self-publisher (you) and the book title.** Morris Publishing does not supply ISBNs, so be sure to purchase your ISBN before sending your book in for print. The ISBN should be listed on your copyright page as well as the back cover. Bowker® is the official ISBN agency for the United States. You can purchase your ISBN on their website: myidentifiers.com.

You can purchase your bar code from Bowker® and place it on your press-ready cover, or we can create a bar code for an additional charge using your ISBN.

Bar codes must be centered in a white box measuring 2" x 1.125". It can be placed anywhere on the bottom of the back cover, usually on the bottom right corner of the back cover, near the spine. Do not place any text below the bar code. See our cover templates for recommendations where to position the bar code.

If you decide you need an ISBN and/or bar code after your books are printed, we can print bar codes on labels to stick on your back cover for an extra charge.



TAKE NOTE >

Bar codes submitted from a laser printer are **NOT** accepted. Morris Publishing will not be held responsible for readability of bar codes that we do not create.

Portrait - Hardcover Cover Template

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

A) Final Size (18.063" x 11.375")

This is the final size of your cover indicated with red dashed line below. Make sure important elements (i.e., text, faces, artwork, etc.) are not too close to the edges or the spine. Reference *Safe Area Guidelines (B)*.

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

The two inner white rectangles below are considered the safe areas. Keep all important artwork and text away from the ½" blue margins to avoid unwanted cropping due to possible shifting during production. The *Safe Areas* (white rectangles) are 7.344" x 10.375".

Digital Files: See p.9 for additional information

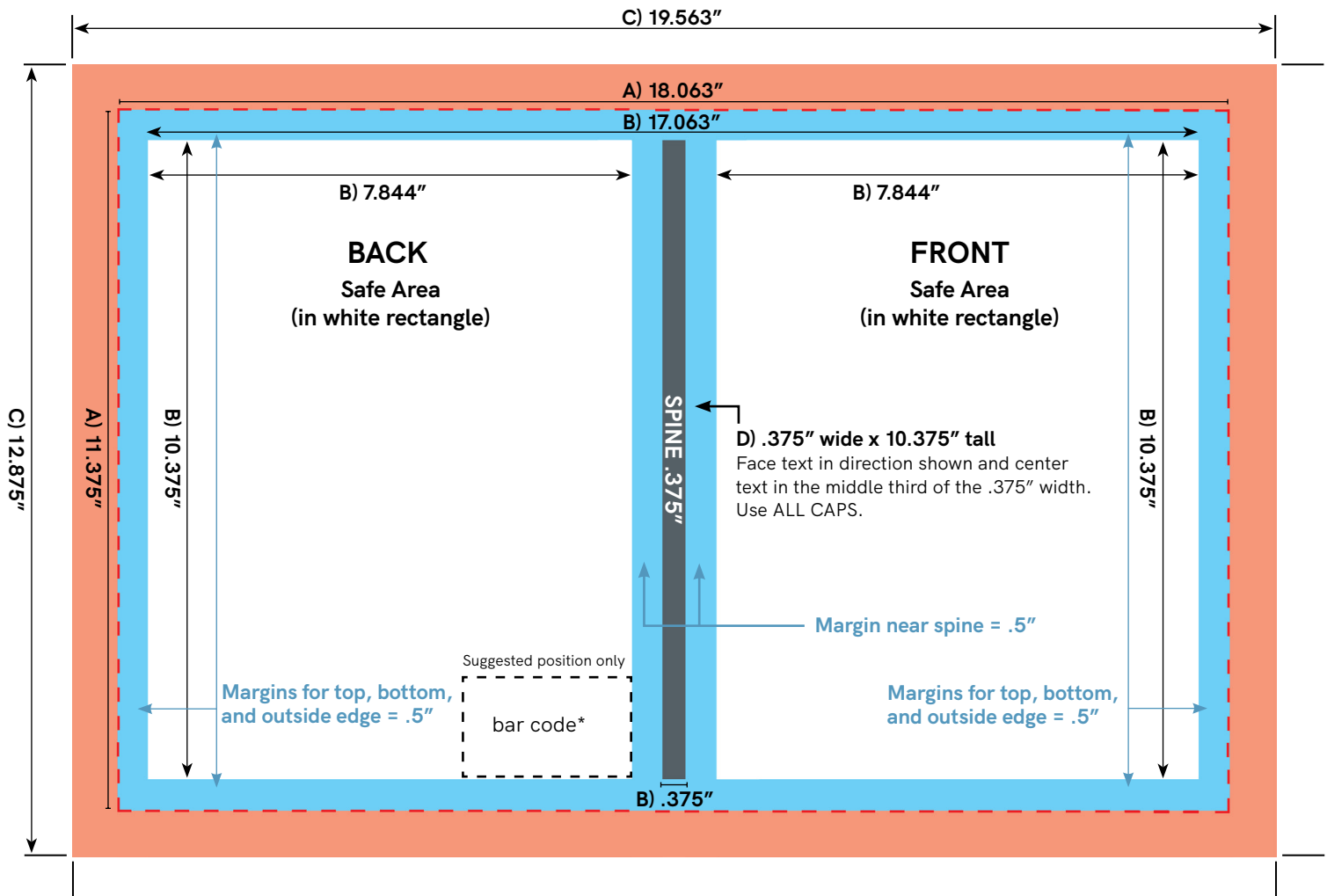
C) Size with Bleed (Final Size + 0.75" bleed on all sides = 19.563" x 12.875")

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. Reference orange area in template below. 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.

Portrait Cover



Portrait - Hardcover Page Template

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

A) Trim Size (8.5" x 11")

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

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

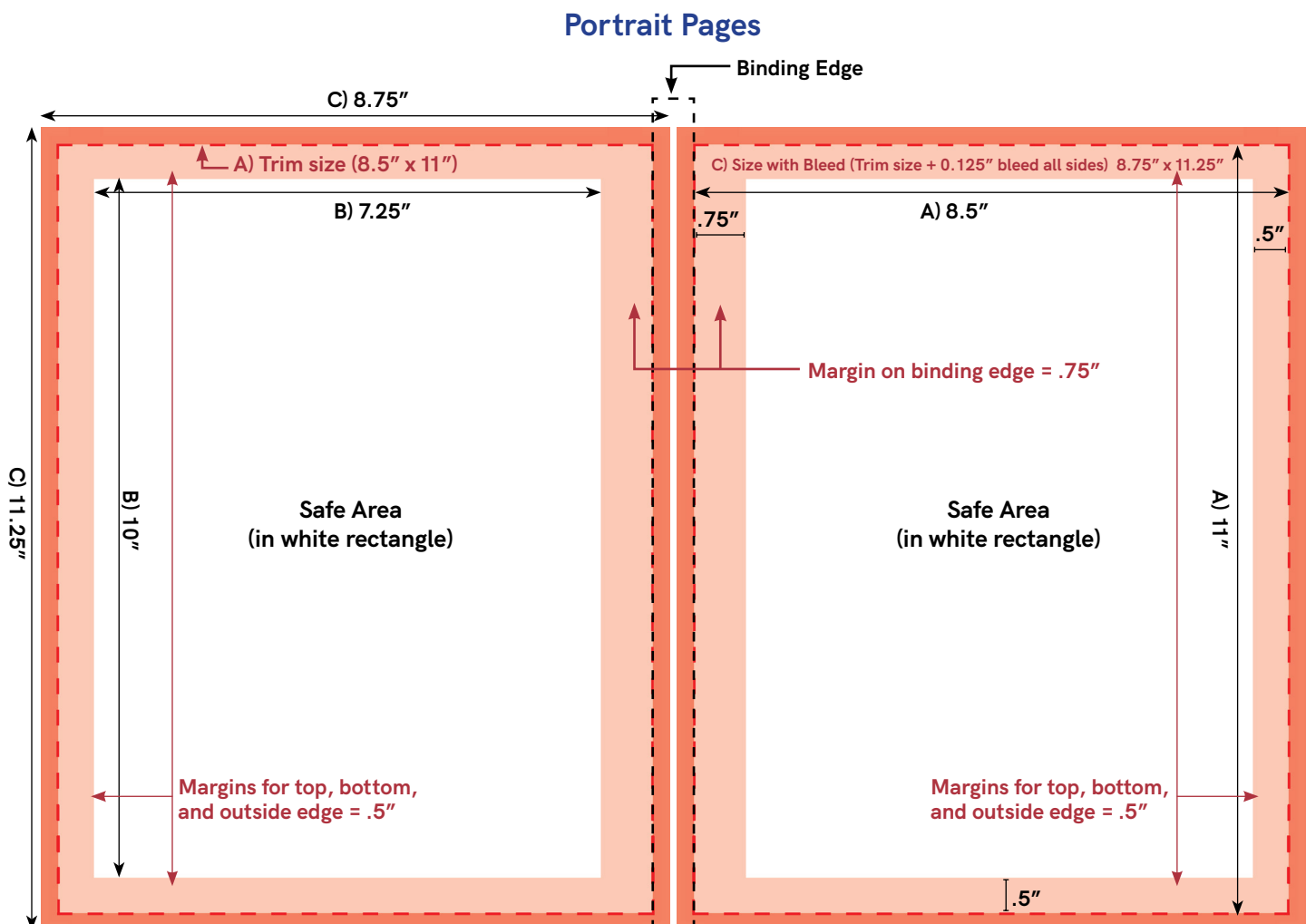
The two inner white rectangles below are considered the safe areas. Keep all important artwork and text within these areas to avoid getting cut off during production.

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 ¼" beyond the trim size on each side. Reference the dark orange areas 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.9 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.

Landscape - Hardcover Cover Template

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

A) Final Size (23.125" x 8.875")

This is the final cover size indicated with red dashed lines below. Make sure important elements (i.e., text, faces, artwork, etc.) are not too close to the edges or the spine. Reference *Safe Area Guidelines* (B).

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

The two inner white rectangles below are considered the safe areas. Keep all important artwork and text away from the ½" blue margins to avoid unwanted cropping due to possible shifting during production. The *Safe Areas* (white rectangles) are 10.375" x 7.875".

Digital Files: See p.9 for additional information

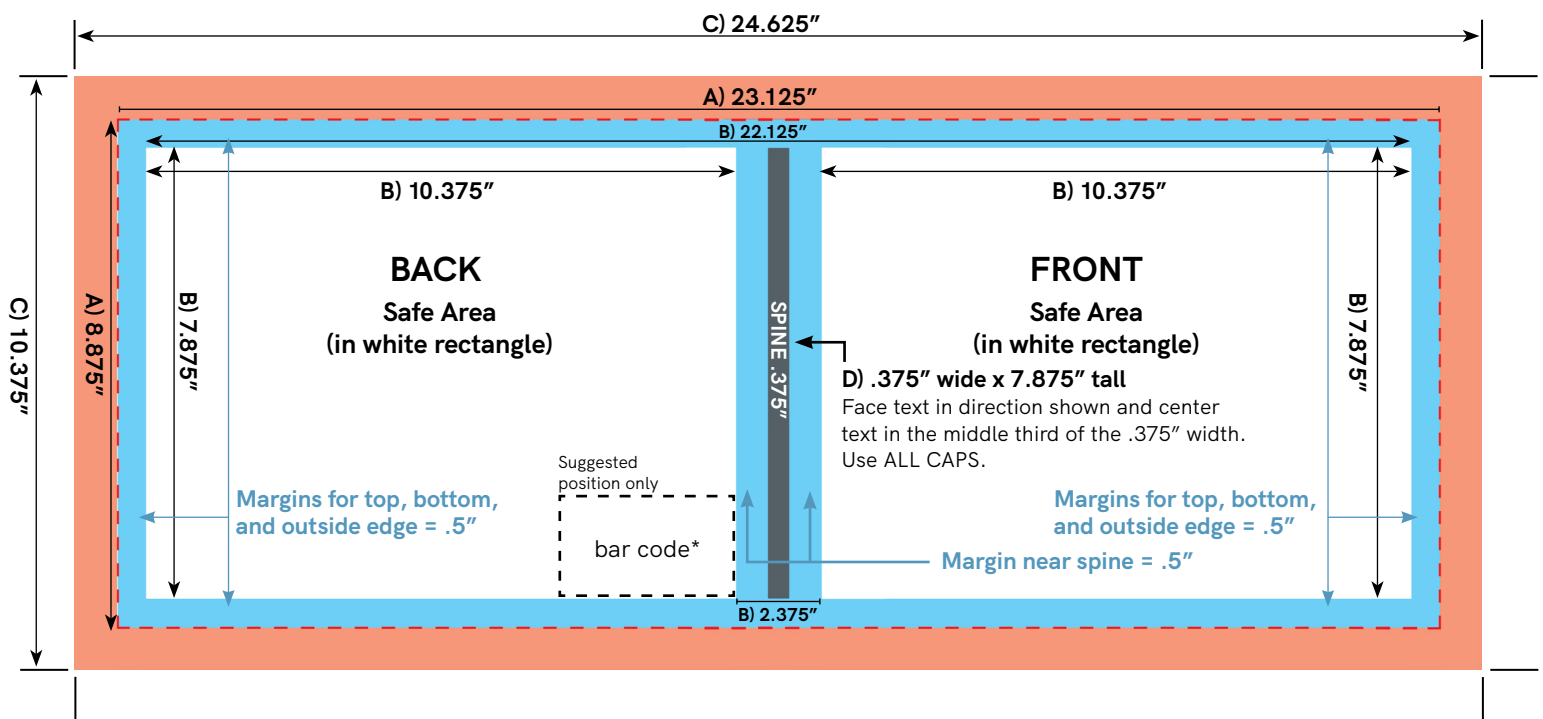
C) Size with Bleed (Final Size + 0.75" bleed on all sides = 24.625" x 10.375")

If you want your cover to bleed (color/artwork go all the way to the edges), the artwork must extend ¾" beyond the final size on each side. Reference orange area in template below. 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.

Landscape Cover



Landscape - Hardcover Page Template

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

A) Trim Size (11" x 8½")

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

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

The two inner white rectangles below are considered the safe areas. Keep all important artwork and text within these areas to avoid getting cut off during production.

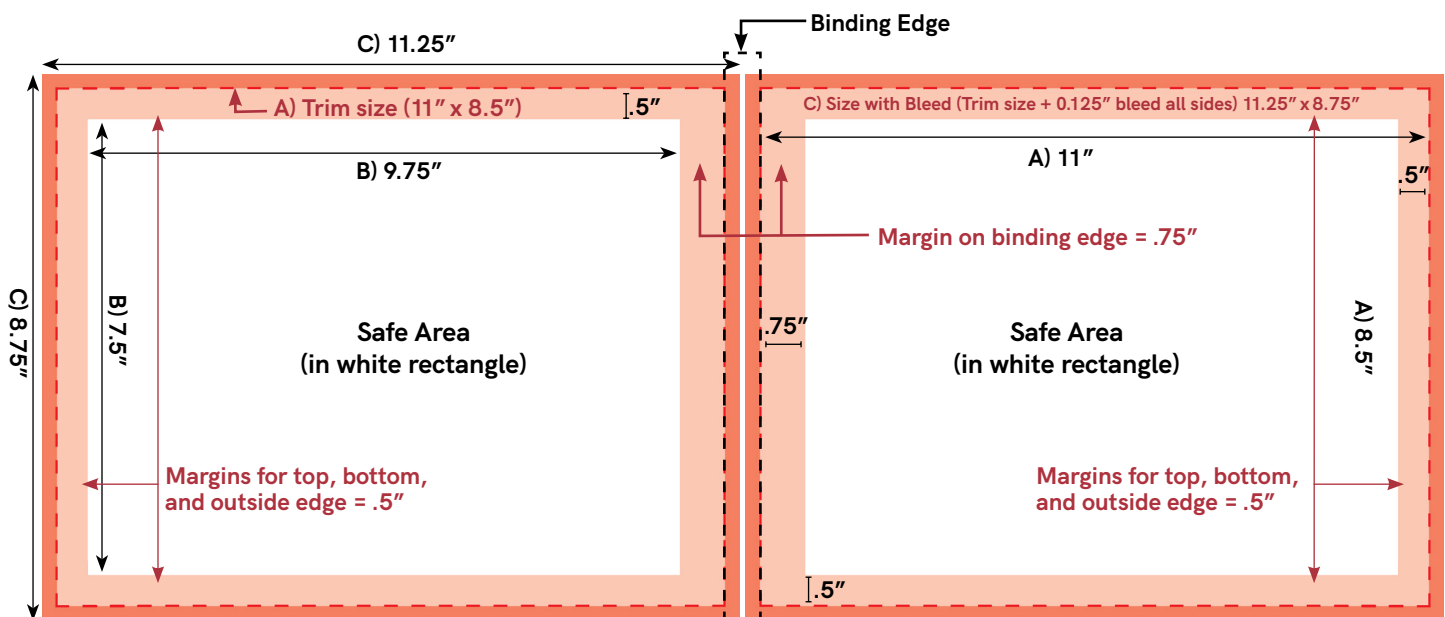
C) Size with Bleed (Trim Size + 0.125" bleed on all sides = 11.25" x 8.75")

If you want your pages to bleed (color/artwork go all the way to the edges), the artwork must extend .125" beyond the trim size on each side. Reference the dark orange areas 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.9 for additional information.

Landscape Pages



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

Submitting a Press-Ready Book

Making a PDF

A PDF (Portable Document Format) file captures document text, fonts, and images, providing the most reliable exchange of documents regardless the computer system or type of software used. PDFs will reproduce the same way they look on your screen, which helps guarantee your book prints as you intended. Content is “locked”; therefore, some changes cannot be made to a PDF.

Document Guidelines

Your hardcover book should be created as two separate PDFs (covers & pages) each saved so the file name includes your book title. Pages require a different template and are assembled and printed separately. All the 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 creating the PDF.

Note: Keep pages 1-up and not as printer spreads.

- It is very important that your cover is built with the correct margins and spine specifications.
- 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.
- 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.
- Carefully proof your two documents. Any changes at proof time may cause delays and extra charges.

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. Refer to p.2-3 for guidelines to achieve best print quality.

Sending Your PDF

Send your PDF one of three ways:

1. Place your order on our website.
2. Email it to publish@morrispublishing.com.
3. Save to a flash or USB thumb drive; send with your order.

TAKE NOTE >

You can place your order on our website and upload your PDF files at that time. You can also email your files or send them on a flash drive, but you must also fill out and submit an order form. We will not process the order until we receive all necessary items.

PDF Files Needing Adjustments

- 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 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 extra charges.

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 website, book, magazine, newspaper, greeting card, post cards, etc. If Morris Publishing suspects your book is violating a copyright or trademark, we will not begin production until we have confirmed approval for its usage or changes are made to the item in question. We have a Release Form on our website for artists and photographers to provide written permission to you.

morrispublishing.com/ordering-terms



OR

publish@morrispublishing.com



OR

Send with your order



TAKE NOTE >

Archived files are production files only and are NOT provided to the customer. We do NOT archive any original editable documents that may be sent to us. Therefore, we strongly recommend you back-up all your book files.