

# Submitting a Press-Ready Cover



## Acceptable Files & Material

We will only accept a digital file created on a Macintosh® or PC platform. Copy files to a CD labeled with the author name, book title, and software used. Files must be ready to plate, with no manipulation required. If files require manipulation there will be an additional fee.

Use **only** the following software:

- Adobe Illustrator® 5.5 or newer
- Adobe Photoshop® 4.0 or newer
- QuarkXPress® 3.3 or newer

We can accept a PDF file if the cover is created using other software. See p. 2 for PDF instructions. If you cannot send a digital file, we strongly recommend you use our cover assistance as reviewed on p. 40–55 of our *Publishing Guide*.

*Note: Submit a matching hard copy of the cover with the PDF file. This can be a black/white printout or a copy with colors clearly labeled (for a spot color cover). A color copy is not necessary since we create a color proof that is calibrated to our equipment. Your hard copy will be used only to verify what the digital file should look like.*

## Using Art and Type in QuarkXPress®

- Photos and artwork should be scanned and saved at the size they will be used in QuarkXPress®, not scaled in the Measurements palette. Picture box specifications should show all artwork at 100%.
- Do not rotate or flip artwork in QuarkXPress®, but rather in the graphic software in which it was created (e.g., Photoshop®).
- Do not apply a “style” to type in the measurements palette of Quark®. Select the actual typestyle from the font menu. See right.

## Files to Include on CD

- **ALL** linking art files (i.e., EPS or TIFF files) of the images placed in the document. If using QuarkXPress®, check Picture Usage to ensure no images are missing. Place artwork in a folder named *Cover Art*. Do NOT use any compression methods on files.
- **Both** the screen font suitcases and printer fonts for all fonts used on the cover. If fonts are substituted, type could reflow, causing spacing problems. Place fonts in a folder named *Fonts*.
- Any fonts in linking art files must be converted to an outline in the application in which they were created, or these fonts must be furnished in the *Fonts* folder; otherwise, they will not print correctly.
- Any program extensions or plug-ins that are not included in basic software packages which have been used to create the document (especially Quark® extensions).
- **If you submit a PDF file, art files and fonts are NOT needed since a PDF embeds all art and fonts into the file.**

*A digital cover which requires no additional type-setting or alterations is considered **press-ready**. The cover is ready to plate and print. The quality of the printed cover depends on the quality of the press-ready material.*

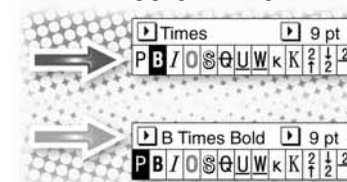


### Accepted media:

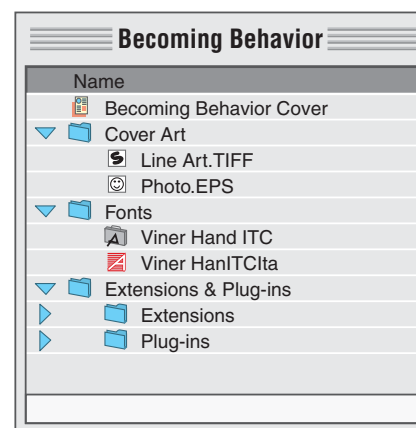
CD labeled with author name, book title, and software used for the cover.

## Quark® Measurements Palette

Do NOT apply a “style” to type.



Select the actual typestyle.



### Organizing Files

Copyright © 2005  
(updated 2-09)  
Morris Publishing  
All Rights Reserved.

No part of this document, in whole or in part,  
may be copied, transferred, or reproduced.

## Sending PDF Files

Morris Publishing will accept PDF files. PDF (Portable Document Format) files have many advantages over native files. All fonts and graphics are embedded into a PDF, eliminating most conversion errors and the need to send fonts and artwork. PDF files are also electronically smaller and are compatible with most operating systems, including Macintosh,<sup>®</sup> Windows,<sup>®</sup> and Unix.<sup>®</sup>

To create a PDF file, go to [www.morrispublishing.com](http://www.morrispublishing.com) and click on "Submit Online." Follow the step-by-step instructions. **Please use our PDF settings.** PDF files generated from native software, such as InDesign<sup>®</sup> and QuarkXPress<sup>®</sup>, may cause problems.

## Digital Files Requiring Adjustments

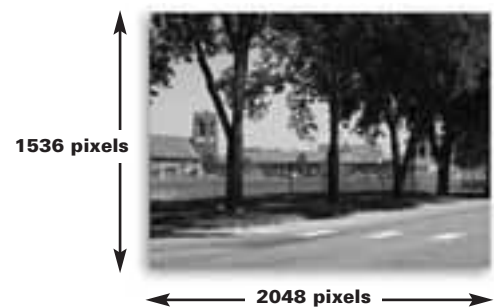
A press-ready digital cover that requires manipulation, such as trapping or adjusting improper positioning, will incur an additional fee. For this reason, if you are providing a Photoshop<sup>®</sup> file, **please include the layered file also.** Be careful to use the proper cover template.

*Note: See p. 5–9 for cover templates for perfect binding and plastic comb or plastic coil binding. Be sure to use the correct template.*

## Photos Taken with a Digital Camera

With recent advances in digital cameras, it is possible to take photos that are of acceptable quality for offset printing. There are three basic factors that will determine whether images produced by your camera are suitable for printing: **compression, resolution, and file format.**

- **Compression** affects image quality and destroys image data. Compressed photos are NOT suitable for printing. If your camera supports uncompressed image data such as TIFF or RAW, you should use those settings. If these are not available, use the lowest possible JPEG compression ratio setting.
- **Resolution** determines the overall quality of your digital photos. Resolution is expressed in megapixels or pixels in height and width. Do not rely on megapixels since this number does not necessarily provide a true image size. Your camera's manual should list how many pixels, in height by width, it is capable of taking at full resolution. To find the maximum print size, divide by 300 for each axis. The result is the maximum dimension (in inches) that the photo can safely be printed. For example, a camera with full resolution at 2048 x 1536 pixels would result in a 6.826" x 5.12" maximum print size (each axis divided by 300).
- Standard **file formats** are required for printing photos. After transferring your photo to your computer, do NOT resize the image, alter its resolution, or save for web output. Save it as a TIFF or EPS file.
- Your uncompressed files will be several megabytes in size, so they will need to be copied onto a CD.



### Maximum Print Size

2048 ppi w/300 = 6.826"

1536 ppi h/300 = 5.12"

## Scanning Photos (Grayscale Only)

- Scan color or black/white photos (to be printed in black/white) at the size they will be used in your cover file. Use the following settings when scanning:
  1. black/white photo (grayscale).
  2. resolution 300 dpi.
  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; threshold = 5 levels.
- Save grayscale photos as TIFF or EPS files. Do NOT use any compression methods when saving files.

## Full-Color Photos or Artwork

- Full-color scans or Photoshop® files should be scanned at 300 dpi and saved as EPS files. Files at 72 dpi are not acceptable quality. Artwork downloaded from a web site and some stock photos are usually at 72 dpi. If your Photoshop® file has layers, provide the layered file.
- All full-color artwork and photos should be saved as CMYK files. RGB files are not accepted.
- 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.
- Do NOT use any compression methods when saving files.

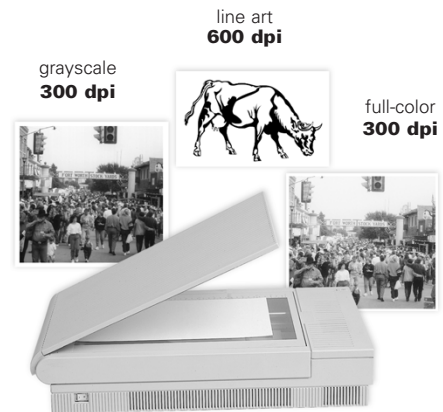
## Using Black & Color

- 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 to the bottom right 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 a flat color.

## Lines & Line Art

- Line art is artwork that is only made of lines. There are no screens or shading.
- Lines, including those within art, should have a minimum rule line weight of .5 points. Keep this in mind with Illustrator® files.
- Line art images should be scanned at 600 dpi and saved as a TIFF file. If using Illustrator® save as EPS files.
- Do NOT use any compression methods when saving files.

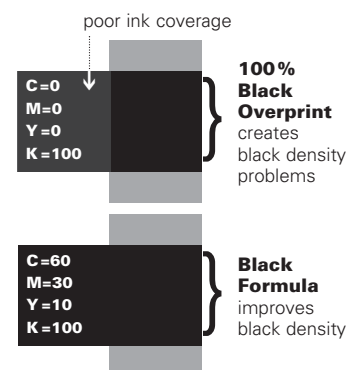
### Acceptable Resolution



### Do NOT Use Images at 72 dpi



### Using Black



## 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 measuring 2 3/8" x 1 3/8". This area should be at least 5/16" from the bottom edge and 5/16" from the spine. For an extra charge, we can drop in a bar code as long as space is provided for it. **Note:** An ISBN is required to create a bar code. For additional ISBN and bar code information, see p. 56–62 of our *Publishing Guide*, or visit our web site.

## Copyrights

- 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 for your cover.
- If images are copyrighted, **DO NOT** submit artwork or photos without a written, signed release from the copyright owner giving permission for their use. Go to our web site's Download Center for an *Art Release Form*.
- Artwork from greeting cards, books, magazines, web sites, and other sources is copyrighted. Some clip art and image libraries have usage limitations. Make sure images are *royalty-free*.

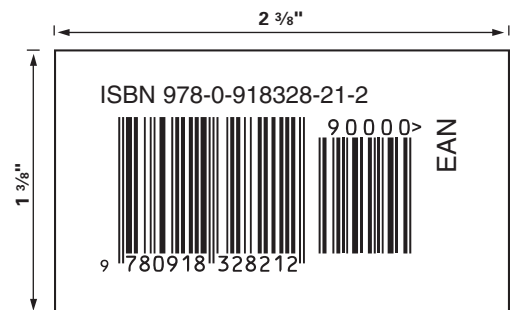
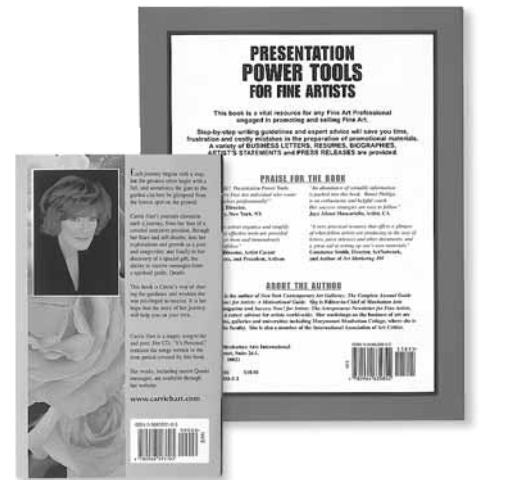
## Trademarks

You cannot copyright a book title, but it may be trademarked. Examples of trademarked material may also include symbols and phrases. Anyone who wishes to produce a competitive product has a legal obligation to avoid blatant duplication of the product. If a competitive product has a trademarked title, you cannot use it. If you have any questions about whether something is a registered trademark or if you can use brand names in your book, visit the U.S. Patent & Trademark Office's web site at [www.uspto.gov](http://www.uspto.gov).

### Two infringements of trademarks to avoid:

1. Using a symbol or mark similar in appearance or name to that of another product.
2. Using an identifying feature so similar to another product it is likely to cause confusion in the mind of the consumer. This could include color, cover, packaging, and title.

**Note:** If Morris Publishing suspects you have submitted copyrighted or trademarked material, we will contact you for verification. If a signed Art Release Form is required or image/text needs to be replaced, production may be delayed. We take this matter seriously to protect our clients, as well as ourselves.



Actual Size

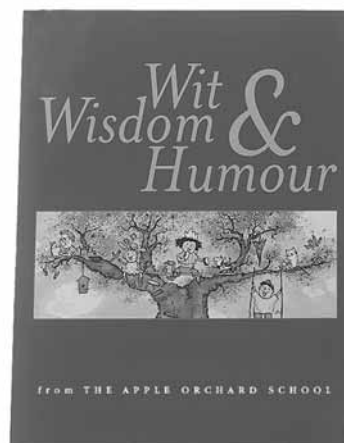
**Note:** Bar codes submitted on film or from a laser printer are **NOT** accepted. Morris Publishing will not be held responsible for readability of bar codes that we do not create.

For an extra charge, Morris Publishing can create a bar code and place it in a digital cover as long as you supply us your ISBN and reserve this area on the back cover.

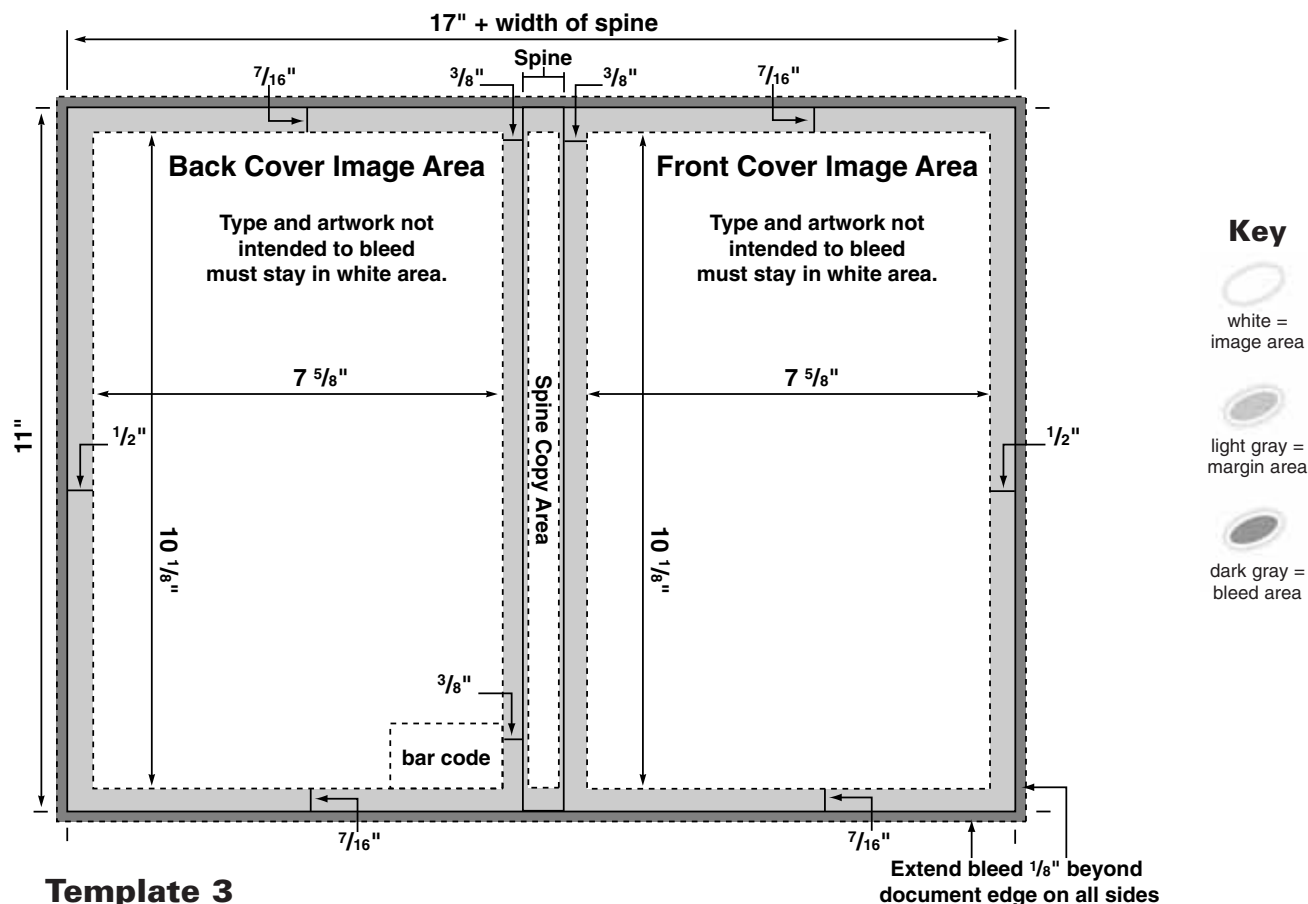
# Cover Templates

## 8 1/2" x 11" Perfect Bound Books

- Document Width = 17" + width of spine. See *Spine Measurement Chart* on p. 7 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.



*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, resulting in a finished book size of 8 3/8" x 10 7/8".*



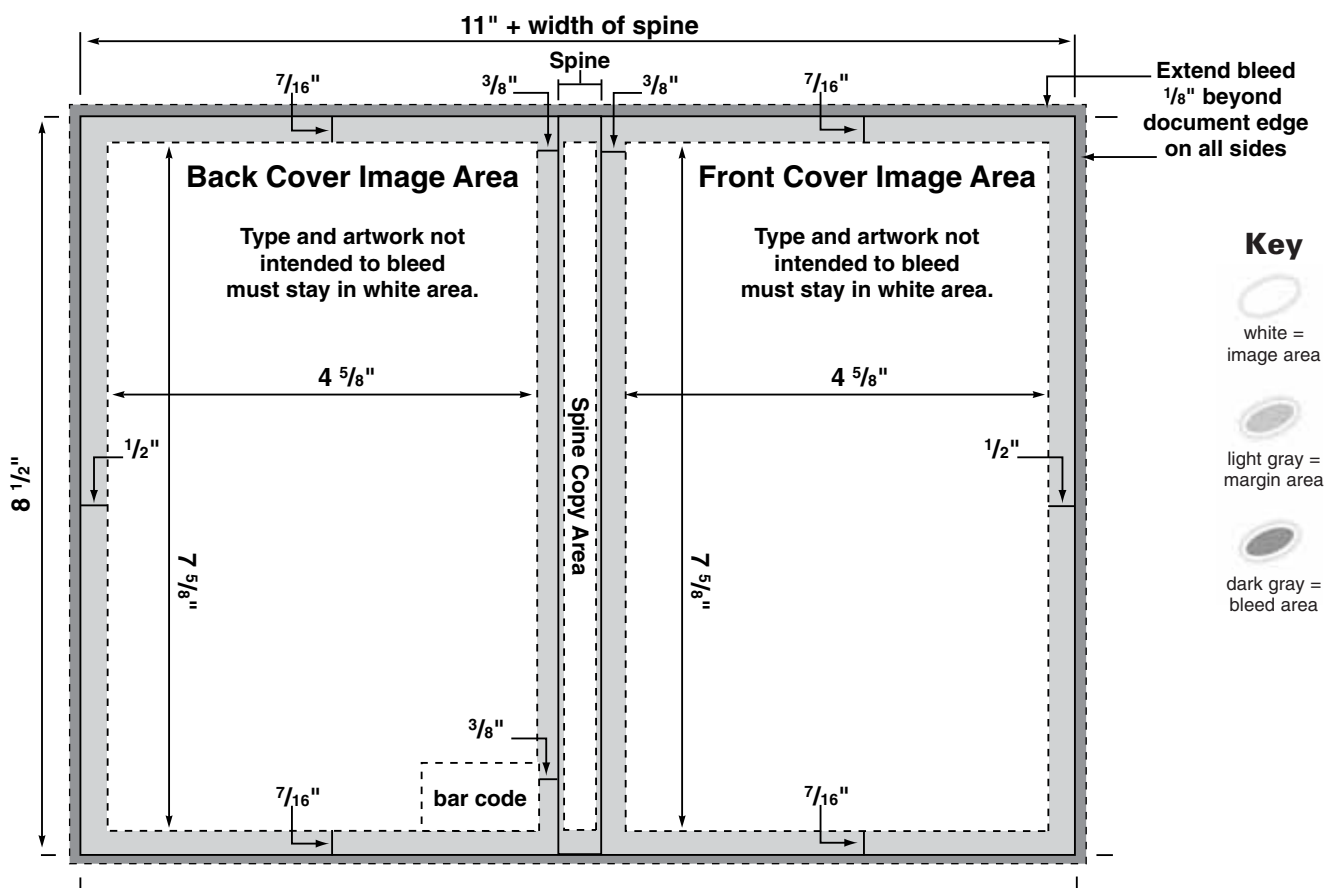
# Cover Templates

## 5 1/2" x 8 1/2" Perfect Bound Books

- Document Width = 11" + width of spine. See *Spine Measurement Chart* on p. 7 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.



*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, resulting in a finished book size of 5 3/8" x 8 3/8".*



**Template 4**

# Perfect Binding – Spine Width Considerations



An important consideration for a perfect bound book is the width of the spine. It must be figured accurately when using the perfect bound templates; see **Figure D** below and **Templates 3** and **4** on p. 5–6. Use the *Spine Measurement Chart* 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. A printed spine requires a minimum of 90 pages; otherwise, it is too small to set type.

Minimum for printing text on spine

## Spine Measurement Chart

Measurements are in inches

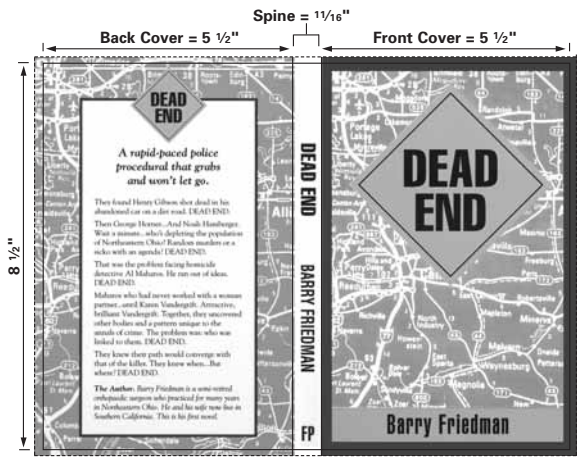
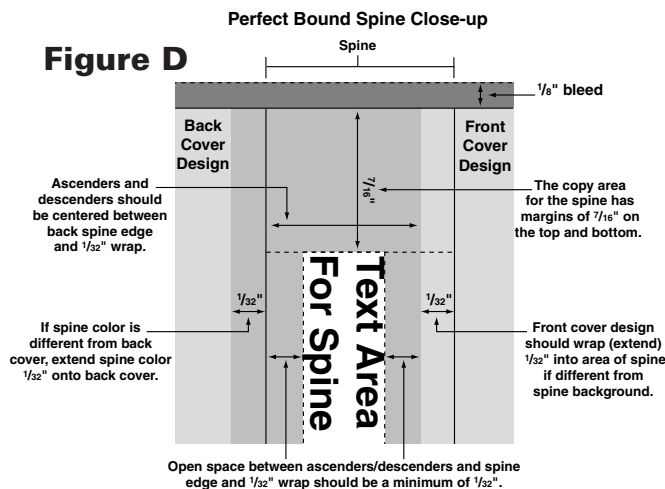
# Pages	Spine Width	# Pages	Spine Width	# Pages	Spine Width	# Pages	Spine Width
40	3/32" .094	160	3/8" .375	280	21/32" .656	400	15/16" .938
50	1/8" .125	170	13/32" .406	290	11/16" .688	410	15/16" .938
60	5/32" .156	180	7/16" .438	300	11/16" .688	420	31/32" .969
70	3/16" .188	190	7/16" .438	310	23/32" .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 D**

- 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 area of the spine. The extra 1/32" is similar to a bleed and ensures the color on the spine does not show on the front cover.
- If 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 the 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 of the text should be centered between the back spine edge and the front cover 1/32" wrap.

## Example – Figure E

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

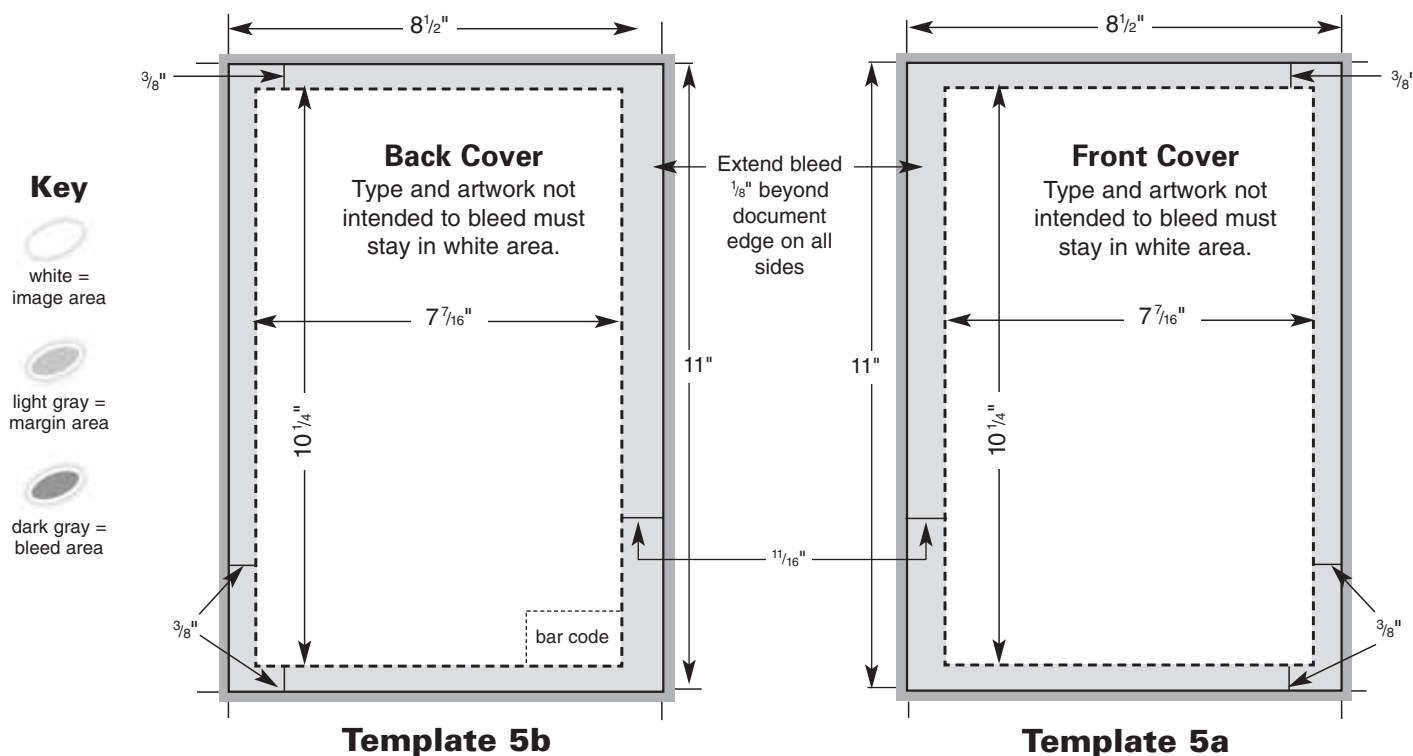
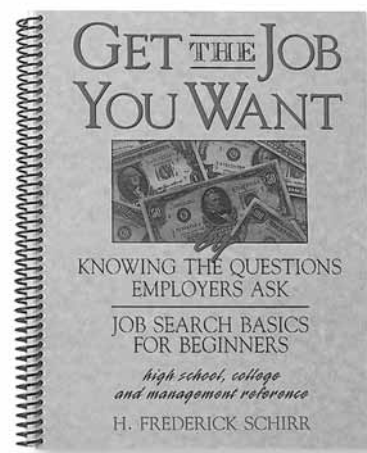


**Figure E**

# Cover Templates

## 8 1/2" x 11" Plastic Comb or Coil

- 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 (light gray area) and 1/8" (.125) beyond the edge of the document on all four sides (dark gray area). 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".



# Cover Templates

## 5 1/2" x 8 1/2" Plastic Comb or Coil

- 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 (light gray area) and 1/8" (.125) beyond the edge of the document on all four sides (dark gray area). 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 5 1/2" x 8 1/2".

