

# Submitting Press-Ready Pages



## Accepted Page Material

All book pages must be furnished press-ready. Press-ready pages are already set in type, with no additional typesetting or alterations needed. Pages are ready to print and will print the way they appear on your computer. The quality of the printed work is determined by the quality of the press-ready material.

### Accepted press-ready material includes:

1. digital files using our specifications and converted into a PDF file. Furnish a matching hard copy. **A PDF file sent via our web site is preferred – it will result in better print quality.** See **Templates 1** and **2** on p. 2.
2. a hard copy in the proper format. See **Templates 1** and **2** on p. 2. See **p. 4 for printing a quality hard copy.**
3. a previously printed book. An existing book may be reprinted as long as the author owns the copyright, or a copy of certification or letter of transfer is submitted with the order. It must also fit into one of our page formats. Supply two copies of the book and original artwork and photographs.

We will send a **FREE** proof of your pages. This allows you to review your book before printing and ensures your book is the way you want.

## Submitting Pages as a Press-Ready PDF File

It does not matter which software is used to create your pages (Microsoft Word®, Microsoft Publisher®, or QuarkXPress®). What is important is that your pages are built using the correct template size, margins, and specifications. To assist you, our Download Center contains templates created for Microsoft Word®, Microsoft Publisher®, and QuarkXPress®. **Remember, files must still be converted into a PDF.** If a PDF file is not sent, we reserve the right to reject your file if it's not compatible with our system.

PDF files have many advantages over native software 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®, Windows®, and Unix®.

Files should be sent via our web site, [www.morrispublishing.com](http://www.morrispublishing.com). Once you click "Submit Online," you will find simple step-by-step instructions. A good quality matching hard copy of all pages should be sent at the time you send us your *Book Order Form*, payment, and cover material. It will help us verify that your PDF file is accurate, and it may be used if we experience problems. **See p. 4 for printing a quality hard copy.** We will not begin processing your book order until we receive all necessary items.



**Note:** Before submitting your order, carefully proofread all pages. If you submit your file online, preview your PDF before submitting it to us. The proof stage is NOT the time to be making corrections and changes. It results in correction fees, additional proof charges, and delayed production.



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## 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 on **Templates 1** and **2**. To assist you, our Download Center has templates created for QuarkXPress,<sup>®</sup> Microsoft Publisher,<sup>®</sup> and Microsoft Word.<sup>®</sup> **Remember, files must be converted into a PDF.**

- Body text, headers, footers, artwork, photos, and page numbers **must stay within the image area**. Anything outside of 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 (for an extra charge).
- Allow for blank pages in your numbering, even if page numbers are not printed on those pages.
- See **p. 3** for artwork and font information.

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

- **Actual image area is 4 3/8" x 7 1/2" (4.375 x 7.5).**
- Submit pages one of two ways:
  1. Create pages 8 1/2" x 11" with top and bottom margins at 1 3/4" (1.75) and left and right margins set at 2 1/16" (2.07). Keep all copy within the image area. See **Template 1**.
  2. 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

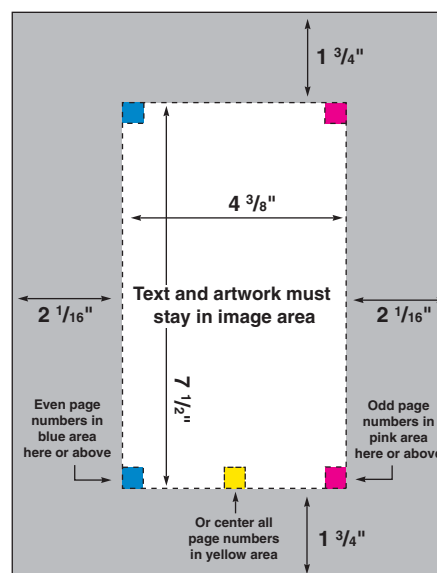
- **Actual image area is 7 3/8" x 10" (7.375 x 10).**
- Submit pages one of two ways:
  1. Create pages 8 1/2" x 11" with top and bottom margins at 1/2" (.5) and left and right margins at 9/16" (.56). Keep all copy within the image area. See **Template 2**.
  2. A different template may be used as long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

## Making a PDF File

- To ensure PDF file compatibility, you **MUST** use our PDF settings. Go to [www.morrispublishing.com](http://www.morrispublishing.com) and click on "Submit Online." From there you will receive simple step-by-step instructions.
- All pages of the book must be in ONE file. **DO NOT** place each page or chapter in a separate file. If pages or chapters are separate, combine them into one document before generating the PDF.
- Make sure all used fonts are opened and artwork and photos are linked before generating the PDF.
- Your document file name should be associated with the book in some way.

## Template 1

Page Size 8 1/2" X 11"

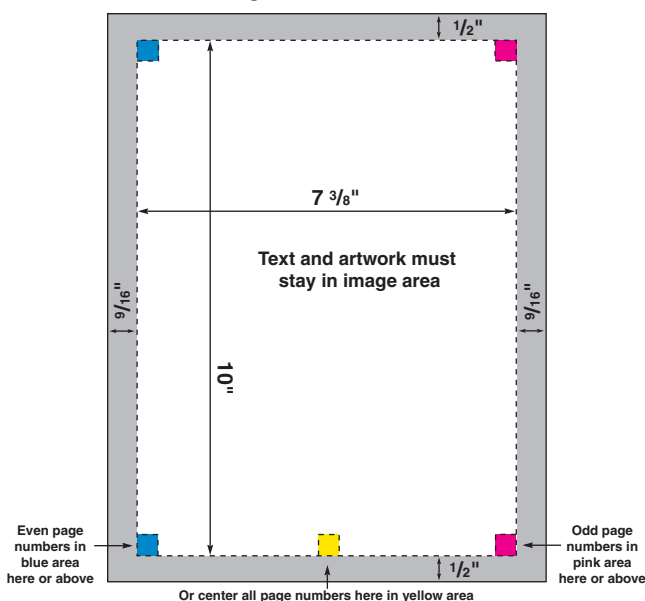


### Note:

- *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**.*
- *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**.*
- *You can center all page numbers 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.*

## Template 2

Page Size 8 1/2" X 11"



## Preparing Digital Artwork & Photos

- Scan black/white line art at 600 dpi and save as a TIFF file.
- Artwork with screens (to be printed in black/white) is not recommended, but if used, it should be scanned in grayscale mode at 300 dpi and saved as a TIFF or EPS file.
- Photos to be printed in black/white should be scanned as grayscale images not lower than 150 dpi or higher than 300 dpi. Save grayscale photos as TIFF or EPS files. Select photos with high contrast and few large areas of solid black.
- Photos or artwork to be printed in full-color should be scanned at 300 dpi. Scans should be saved as an EPS file in CMYK mode (not RGB).
- Photos from a digital camera or photos or artwork from an online image library are generally provided as RGB files. Convert those files to CMYK. Be cautious with online images as we require files at 300 dpi. Many are provided at 72 dpi, which is not acceptable printing quality.
- Artwork and photos should be scanned and saved at the size they will be used on your pages. **Do NOT** scale artwork or photos once they have been placed in the document. Use them at original size.
- **Do NOT** rotate or flip artwork or photos in the document, but rather in the graphic software in which they were created, like Adobe Illustrator® or Photoshop®
- Make sure artwork and photos are inserted and linked to your document before you create a PDF file. Broken links cause problems.
- If artwork or photos cannot be placed into your document, we can place them for you as long as space is allowed for them. We cannot reflow or rearrange text in a PDF file. Place the images (created and saved as directed in this section) into a folder labeled “Artwork” and copy to a CD or DVD. We can also accept original material to scan and place for you. Clearly indicate where artwork and photos should be placed. **See p. 7 for instructions.**
- **See p. 6 for additional artwork and photo guidelines.**

## Using Fonts When Creating a PDF

Since we require a PDF file of your document, fonts do not need to be sent to us. Fonts will become embedded into your PDF file; however, there are still a few things to consider when using fonts:

- Certain fonts will print better than others. **See p. 5 for typesetting guidelines.**
- 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.
- If you are managing your computer fonts with an application such as Extensis Suitcase®, be sure all fonts used in your document are opened when the PDF file is created. Otherwise, fonts will default to another font and will not convert properly. Carefully proof your PDF file before sending it to us. Check all pages to ensure fonts look accurate.



Download our *Digital Camera Photo Tips* for ways to take quality photos.

*Note: If photos, artwork, borders, or other page elements are to be printed in full-color, save them in CMYK mode, not RGB or spot color. Printing pages in full-color will incur additional charges. Color may not bleed. All page elements must adhere to our templates and remain in the image area. Save color images at 300 dpi as EPS or TIFF files.*

## Printing a Quality Hard Copy

### When preparing pages:

- Output the final pages using a letter 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 only black toner.
- 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.
- Provide clean pages. This means no staples, tape, smudges, water spots, glue, or rips through text or artwork.
- Make sure text and artwork are positioned straight and centered between margins. (B)
- Submit pages, photos, and artwork flat, not rolled or folded, and protected with heavy cardboard. (C)

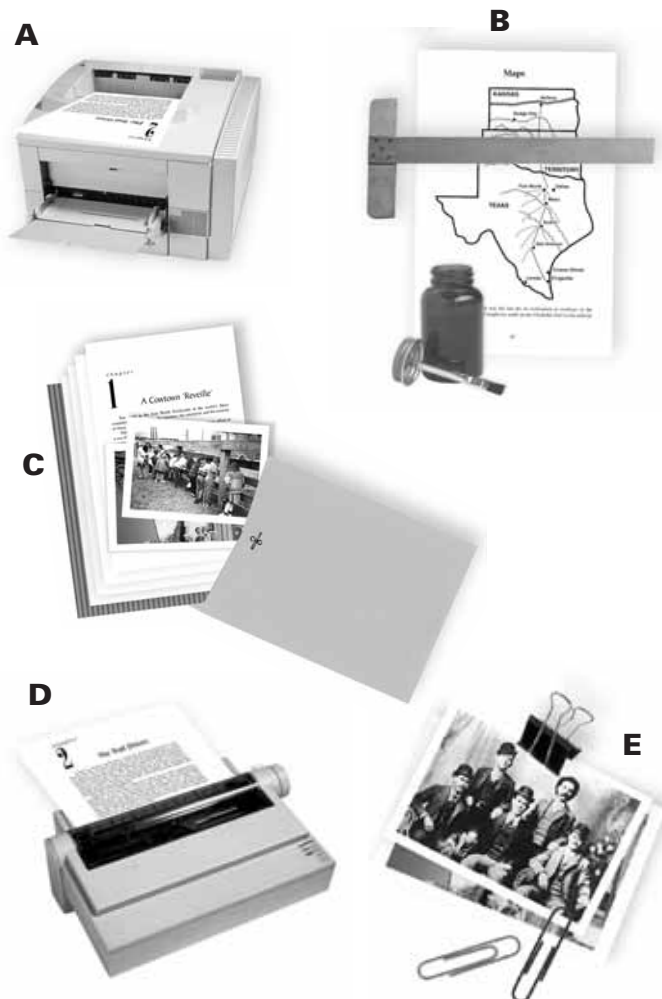
### Do NOT Submit This Material:

- **Do NOT** print pages using a low quality printer (such as dot matrix). The pages will print poorly. (D)
- **Do NOT** submit negatives for pages.
- **Do NOT** use paper clips on photos. They leave marks and can scratch the surface. (E)
- **Do NOT** print pages on both sides of a sheet of paper.
- **Do NOT** submit pages on colored paper.
- **Do NOT** print pages in full-color.

### Pages to be Printed in Full-Color

If your book contains pages that are to be printed in full-color, provide a color printout of those pages. This printout will only be used to identify color pages and verify content, not color. Home office color printers and monitors are not reliable for color accuracy since they are not calibrated to our printing equipment.

*Note: If submitting the book as a digital file (p. 1–3), adhere to these guidelines when sending a matching hard copy.*



*Note: If any alterations need to be made, the pages will be returned for corrections. Don't forget to add page numbers. Pages should be thoroughly checked before they are submitted. The proof stage is NOT the time to be making corrections and changes. It results in correction fees, additional proof charges, and delayed production.*

## 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. Being consistent results in a more professional looking book. (A)
- Justify body text for a professional look. (B)
- To add emphasis, boldface or italicize text. **Do NOT** underline text. Multiple lines of text set in italics are hard to read, so limit italic to a few words or one sentence.
- Set body text in 11–13 point type. Text smaller than 11 point should be limited to captions or small bodies of text. (C)
- 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	

### Avoid These Common Mistakes:

- **Do NOT** use too many typestyles. Typically, use one typeface for the body and the same or a different typeface in a larger point size for headings. Too many typestyles make your pages look “busy” and difficult to read.
- **Do NOT** use script typefaces in all caps as they are difficult to read. They are elegant for headings and are most easily read in upper/lowercase. (D)
- **Do NOT** use typefaces with very fine lines. When printed, the fine lines may fill with ink or drop out completely. (E)
- **Do NOT** put screened images or boxes behind type or use screened type.
- **Do NOT** allow two consecutive lines of type to end with hyphenated words.
- **Do NOT** leave widows (single words hanging on one line at the end of a paragraph, column, or page).

### A

#### Style Guide

**Titles - Times Bold 18 pt.**  
**Subtitles - Times Bold 14 pt.**  
**Body Text - Times 11 pt.**  
**Captions - Helvetica 7 pt.**  
**Page Numbers - Helvetica 7 pt.**

#### Justified Text

**B** : This text is justified (flush left and flush  
 : right) so all lines are uniform. This text  
 : is justified (flush left and flush right) :

#### Flush Left Text

: This text is flush left and ragged on  
 : the right side. This text is flush left and  
 : ragged on the right side. This text is

#### Flush Right Text

This text is flush right and ragged on :  
 the left side. This text is flush right and :  
 ragged on the left side. This text is :

### C

Suggested CAPTION point sizes	{	7 point	14 point
		8 point	15 point
		9 point	16 point
		10 point	17 point
Suggested BODY TEXT point sizes	{	11 point	18 point
		12 point	
		13 point	
			<b>Suggested TITLE &amp; SUBTITLE point sizes</b>

### D

*DO NOT USE  
 SCRIPT FONT IN  
 ALL CAPITAL  
 LETTERS.*

### E

*Don't Use  
 Typefaces With  
 Very Fine Lines*

## Artwork & Photo Guidelines

Follow these guidelines for choosing artwork or photos to be printed in **one ink color**, regardless if you're sending digital files or a press-ready hard copy.

**Note:** If sending a PDF file (p. 1–3), original line art and photos should not be sent, but should be placed directly in the file. Material must be sent only if you need assistance placing photos or artwork into your PDF or onto press-ready hard copy pages (as long as you allow space for them). You can also scan the material and copy it to a CD. Follow instructions on p. 3.

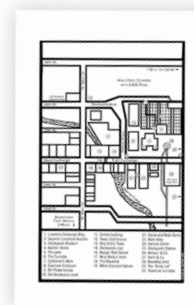
### When preparing artwork and photos:

- Submit artwork on white paper only, not copied on colored paper. (A)
- Submit clip art that is line art only, without colors or screens (unless we are instructed to print in full-color). Output using black toner on white paper.
- Submit black/white line art at the correct size and positioned onto the pages. (B) Artwork that is to be printed in full-color should be kept separate and not pasted onto pages. **See p. 7 for instructions for photos or line art that need to be resized.**
- Submit original photos. Each will be output at 85 lines per inch (lpi), which is acceptable for short-run digital printing.
- Submit photos with a glossy finish, high contrast, and few large areas of solid black. Keep photos separate and do not paste onto pages. **Follow the steps on p. 7. (C)**

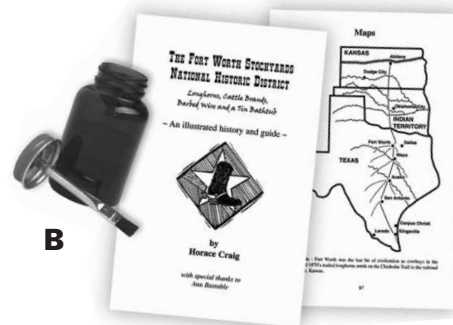
### Do NOT submit this material:

- **Do NOT** paste photos onto pages. **See p. 7.**
- **Do NOT** submit colored clip art unless it is to be printed in full-color, for which there is an additional charge.
- **Do NOT** submit photocopied artwork.
- **Do NOT** submit solid black boxes, black bars, thick lines, or photos or artwork with large solid black areas.
- **Do NOT** submit pencil drawings with shading as this material does not print well.
- **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** submit digital photos unless they are at 300 dpi. Photos copied from a web site have a low resolution of only 72 dpi.
- **Do NOT** extend (bleed) artwork or text off the page.
- **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 for your book. Copyrighted images include photos or artwork from a newspaper, magazine, book, web site, greeting card, gift wrap, etc. You may download an *Art Release Form* from our web site.

**Note:** If material is submitted from the "DO NOT" list, the customer is responsible for the print quality.



A



B

C



D



**Note:** Due to the value of personal photos or artwork that cannot be replaced if lost or damaged in the mail, it's best to send digital material. At no additional charge, Morris Publishing will insure artwork and photos for \$100/package when returned to the client. The client is responsible for insuring packages shipped to Morris Publishing. Morris Publishing is not responsible for items lost or damaged during shipping.

# Guidelines for Positioning Artwork or Photos on Press-Ready Hard Copy

Line art which is the correct size should be positioned onto the pages. Follow these steps for line art that must be resized and all photos that need to be scanned and positioned onto your pages.

**Note:** If submitting a PDF file, all photos and line art should be scanned and positioned on the pages in the PDF document, unless you require assistance and want us to place them for you. See p. 3 for details.

**Remember: Do NOT** paste photos onto pages since they must be scanned to create halftones and may need to be resized.

## Step 1

Assign a number to the area on the page where the line art/photo is to be inserted. **Do NOT** draw boxes on the page to indicate placement. **Do NOT** place tape over line art or photos or glue them to the page. Captions for line art/photos should already be set in type on the page.

## Step 2

Assign the corresponding number to the line art/photo so it matches the area where it is to be placed. Write the number on the back of the line art/photo, pressing lightly with a soft pencil (not pen or hard pencil). Indicate if photos are to be framed or unframed. If no instructions are given, photos will include a thin black frame.

## Step 3

If photos require cropping, make a photocopy of the photo and draw crop marks on the photocopy. Photos will be enlarged or reduced to best fit the space. Photos should not be so large that they fill almost the entire page because they will not print well. Line art can fill the entire page as long as it stays within the image area.

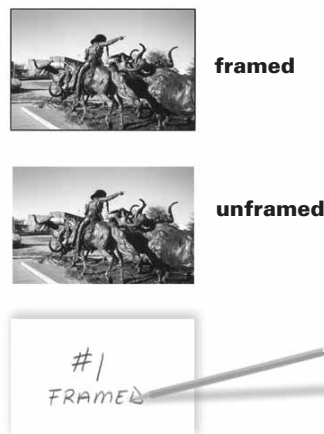
## Step 4

Repeat these steps until all line art/photos have been assigned an area and numbered. If you want photos to be printed in full-color, we recommend you group those photos onto one or several pages. We charge full-color printing by the page rather than per photo. See Optional Features Pricing. A proof will be furnished for your approval.

## Step 1



## Step 2



## Step 3

