

Trade Specifications

<u>Binding</u>		<u>BVG</u>
Case Binding - Burst	- Minimum Book Bulk	5/16"
<i>Predominantly all burst bound on HC work though capable of perfect bind</i>	- Maximum Book Bulk	2-1/8"
	- Max. No. of Pockets (incl inserts)	24
Softcover - Burst / Perfect	- Minimum Book Bulk	3/16"
<i>Predominantly burst / perfect combo capable of either burst or perfect</i>	- Maximum Book Bulk	2-1/8"
	- Max. No. of Pockets (incl inserts)	33
Book w/Headbands	- Minimum Book Bulk	5/16"
Book w/Jacketwrap	- Minimum Book Bulk	5/16"

Add'l Information:

Books under the 5/16" bulk needs <i>Hand Jacketing</i>		Yes
All Casebound books with headbands need a minimum bulk of		5/16"
All Softcover book with type on spine need a min bulk of		3/16"
<i>Casebound maximum page count due to # of pockets</i>	>768 double gather	
<i>2 pg inserts must be printed on minimum of basis wt. stock</i>		80#

Web Press Trade Work

<u>CASE</u>		<u>BVG</u>
Maximum Trim		6 1/4 x 9 1/4*
Minimum Trim		4 x 6
# of Colors		1 or 2

<u>SOFT</u>		<u>BVG</u>
Maximum Trim		6 1/4 x 9 1/4*
Minimum Trim		4 x 6
# of Colors		1 or 2

***Max trim for bleeds is 9 1/8**

Electronic Prepress General Guidelines – Texts

All jobs must include a layout, including front and back matter, margins, and representations of ads.
 Head and gutter margins must be specified. If margins are not specified the copy will be centered on the page.
 All non-bleed copy on text pages should be a minimum of 1/4" inside of final trim.
 Bleeds - This term is used to describe a page that prints full up to the trim. When printing a page like this, you must add 1/8" bleed all around. There are also limitations on bleed pages. Pages next to the gap of the printing cylinder cannot bleed. For specifics please consult your Customer Representative.
 All text page should be set using presets available online.
 All jobs must include a file breakdown, including file names, #of pages in each file, and the folios contained in each file. All files must contain any blank pages that belong within that file. All pages of the book must be accounted for. Pages that are to be picked up or scanned and placed into the file at the printer should be replaced with a blank page within the file;
 All files should be single page (not spreads) PDF/X-1a or PDF/X -4. Application files will be accepted; however, additional charges will be added. Presets are available
 PDF files should be supplied as a single file. If not, extra time is required in assembly and imposition which could result in additional charges.
 When supplying application files, all graphics used and both screen and printer fonts must be provided. All font information must be included: font name and manufacturer, (i.e. Times Roman – Adobe: Times Bold – Adobe). Also include version number. If using fonts other than Adobe or Linotype please notify in advance. Both screen and printer fonts must be provided.
 Halftones should be scanned with as much detail in the mid-tones through 3/4 tones as possible, with a 2% highlight dot and a maximum of 96% shadow dot. If the background is to be dropout white then highlight should be set at 0%. Halftone files should be supplied at 300 DPI.

Text File Requirements

Files should be supplied as single page PDF/X-1a documents, per the presets available
 A layout should be supplied outlining all front matter, back matter, body text, and any blank
 Pg. 1 – Intro
 Pg. 2 – Blank
 Pg. 3 – Title
 Pg. 4 – C/R
 Pg. 5 – Dear Teacher
 Pg. 6 – Dedication
 Pg. 7 – Dear Reader
 Pg. 8 – Blank
 Pg. 9 – 350 Body Text
 Pg. 351 – A Letter to Our Readers
 Pg. 352 – Heartsong AD
 Blank Pages within Body Text (42, 108, 214, 292)
 Specify Head and gutter Margins such as 7/16" Head, 5/8" gutter- OR -if you want pages

Halftone

Halftones are a screen ruling of continuous tone photographs. Photographs supplied should have crop marks (for positioning of photo in book) and percentage reduction or enlargement required along with a mechanical for position. Half tone files should be prepared to and supplied at 300 DPI.

Line Art

Line art files should be prepared to and supplied at 1200 DPI.

Artwork

Artwork is an artist's drawing that must be screened in order to print. This requires special handling and is called a combination line and halftone.

Special Halftones

Special halftones are photographs that require special handling, one of which is silhouetting. This is a process in which a background can be removed from the original. This requires hand work and is charged according to the time and material spent.

Double Truck /Double Page Spread

The term is used to describe where an illustration shows a continuation in the gutters of two opposing pages. For a halftone, the original cannot be used and requires duplicating it twice, so when the book is printed it shows the photo with no break between the pages.

Printed Matter

The Customer may supply previously printed matter known as a shoot book. This copy should be inspected closely by the Customer. A common problem here is light and dark type and broken letters. Our printing quality can only be as good as the original supplied. If a previously printed book is used we need two copies: one for scanning, one copy for checking final proofs.

Ad Pages

The Customer may supply advertising pages for ad make-up that can include halftones or screens. Ads can be supplied as repro or PDF file or EPS .