

At-A-Glance: Recommended Standards

File Standards

- File names follow naming convention*
- Files match job ticket pagination
- Correct trim size
- Page Setup Single page PDF (not spreads). Single page mode facing pages in application acceptable if individual pages can be printed.
- Fonts embedded
- Colors not allowed (RGB, LAB, CalGray, Cal RGB, ICC)
- Colors in files match written instructions
- Application Files All fonts and images supplied
- File Transfer Internet FTP, HTTP, Email, Wamnet, MassTransit. Media: CD, DVD. Please call customer service for other formats.
- PDF files encouraged
- Composite color (not separated)

Page Building Standards

- CT Image Resolution 300 dpi (200 min)
- LW image resolution 1200 dpi (600 min)
- Safety margin ¼ inch
- Bleeds 3/16 inch (1/8 min)
- Printers marks 18 pts outside trim or removed
- OPI not recommended
- Gutter margin (1 inch for side sewn and side stitched; 5/8 inch for Smyth, perf notch and adhesive bind; 11/16 inch for mechanical binding)
- Backup—constant page elements on back to back pages should be in same position
- Overprint Correct Appears as intended in Acrobat with overprint preview on
- Blank pages must be blank
- Country of Origin and Printer typesetting must be correct.
- **Keyline and ISBN typesetting must be correct.**

Design and Art Standards

- Spreads that cross over should be pulled toward foredge 1/4 for side-sewn, 3/32 for classic and perf-notch and 1/16 for adhesive bind. None for Smyth.
- Color Type 8 pt min when printing in two or more colors
- Color Rules 1 pt min when printing in two or more colors
- Total area coverage (TAC) 300** [*This is an average—specific TAC depends upon specific printing stock*]
- Black and White Halftones (2-3% min, 5% crop, 92-96% shadow, linear tones)
- Black printer in process color images (Starts at 30-35% of 3-color gray balance)
- Tint Builds 4% min per separation. Repeating tints in CMYK should be built preferably with 2 colors and no more than 3 colors.
- Neutral Tints made as CMY should be avoided. Use black as dominant color.
- NASTA Margins are 5/8" foot, 1/2" front, 3/8" head from text block when needed for education titles.
- Rich Black build should be 100K + 40C + 30M + 30Y
- Reverse Type 8 pts min
- Reverse Rules 1 pt min

*Recommended naming conventions: Avoid any characters but alphanumeric, underscore, and period. Lead with folio range, next version, then customer, then abbreviated title. Example would be as follows: *001_r2_ABC_BookTitle.pdf*, where "001" is the folio (or range of folios), "r2" indicates the second revision of the page, "ABC" is a customer abbreviation, "BookTitle" is a shortened book title. Shortened customer and title works best. All pages should be named so that when viewed on a PC or Mac and sorted by filename, they fall in sequential order that matches book pagination. When needed, use leading zeros before page numbers so that they sort properly. If sending one file containing a range of pages, indicate the page range as 001-064, which would mean folios 1 through page 64. For Roman numeral front matter, start with "0000" followed by an underscore and then the folio in Arabic—"i" becomes "0000_1."

**Total Area Coverage, as defined by SWOP/GRACoL. See www.swop.org or www.gracol.org.