

printondemand



-WORLDWIDE.COM

Your Guide to Supplying Print-Ready PDF Files



Contents

Introduction	4
File Requirements	5
Programmes For PDF	6
Text File Set Up	7
Design Program Set Up	8
Cover Set Ups	10
Saddle Stitch Cover Set Up	11
Wiro / Spiral Cover Set Up	13
Paperback Cover Set Up	15
Hardback Cover Set Up	17
Dustjacket Cover Set Up	19
Foil Blocking	21
Image Resolution / DPI	22
Bleed - What is it?	24
Colour	25

The aim of this guide is to teach you a few technical requirements and aid you in preparing print-ready PDF files that will mean your book is produced just how you want it.

Service expectations

Files supplied to us are checked when they arrive at our pre-press department for the technical requirements of commercial printing, and “Fit For Purpose” checked against the job brief i.e. does the artwork match the order’s size? are the cover dimensions correct for the expected size of book? etc. We do not check for spelling and grammar and assume proof-read.

What is a PDF and why use it?

PDF “locks” the words and images in place on the page and when set up correctly ensures that everything needed for printing is contained within the file, so regardless of computer platform or printing press, the end printed result is the same.

This is unlike supplying a Word file, for example – Word files do not transfer well between systems, as they rely on the individual computer’s fonts and printer settings, which vary from computer to computer.

File Requirements

Interior Files

- Single page, portrait orientation layout
- Embedded images are 300dpi
- All fonts are embedded
- Transparent layers flattened
- Allow a safety margin of 20mm on the gutter
- Do not include trim / bleed marks
- Do not use any security / password protected files
- Page size matches the specification of print run - including bleed if necessary. **Example:** A US royal book (152mm x 229mm), with bleed would need to be exported at 158mm x 235mm.

Cover Files

- Supply back cover, spine and front cover as a combined spread
- Embedded images are 300dpi
- All fonts are embedded
- Transparent layers flattened
- Allow a safety margin of 15mm on content from the trim area
- Do not include trim / bleed marks
- Do not use any security / password protected files
- Cover size matches that of the specification including bleed - see pg. 6 for different set up for paperback / hardback etc.

Programs For Creating PDF's

Any program that can print to a printer can be used to create a PDF. If you can't save-as or export to PDF, you can always print to PDF by using a PDF printer.

There are many page layout and desktop publishing programs that can create a PDF. The industry standard is Adobe InDesign but so long as the specifications outlined in this booklet are met, the program used is less important.



Text File Set Up

All text files no matter what binding method you select, should be uploaded in either one of two ways, depending if bleed is required.

We will use an example of A5 (210mm x 148mm).

If there is no artwork on the book that needs to bleed, then the final size dimensions that should be uploaded are 210mm height x 148mm width.

If there is to be artwork on the book that is required to run right to the very edge of the page, then bleed will need to be supplied. Bleed that we require for text is 3mm on each edge. So this would result in a book size of 216mm height, 154mm width.

Please note other factors to look out for when creating your text file:

- The first page of your PDF file, will be printed on a right hand page as you open the book. For paperbacks, it would be printed on the first right hand side page. For hardbacks, it would be printed on the second right hand side page.
- All fonts must be embedded to ensure our printer can use them - if a font is not embedded our printer will use a substitute which can impact the desired look of the book.
- If you using our BookVAULT system, a barcode will be added to the last page of the document to aid it through our production facility to ensure that the cover / text are matching. To minimise the amount of blank pages at the rear of your book, try and supply a page count that is one less than a divisible of 4. **Example:** 39, 43, 47 etc.

Design Program Setup

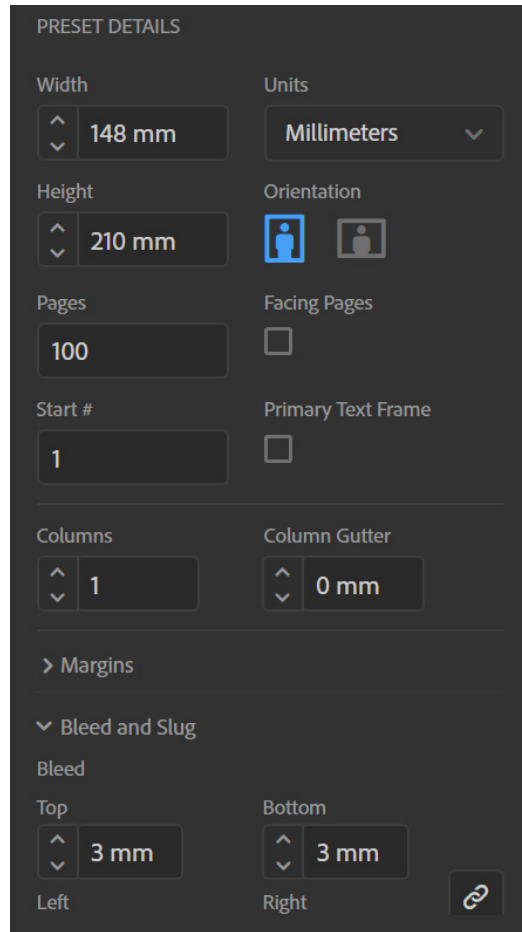
Depending on which program you are using to create your text / cover, you may need to alter the set up. Most professional design suite programs will allow you to export with bleed such as InDesign. If you are using other programs such as Microsoft Word you would need to include the bleed in the overall size.

Professional Design Programs

For this example, will show you the set up in InDesign and other professional design programs should be similar to this set up.

Example provided to the right, this is a set up for a text file that requires bleed.

As you can see, in the width and height, the final dimensions of the book are indicated. At the bottom it allow you to set up the bleed on each side which should be 3mm.



Design Program Setup - Continued

Other Programs

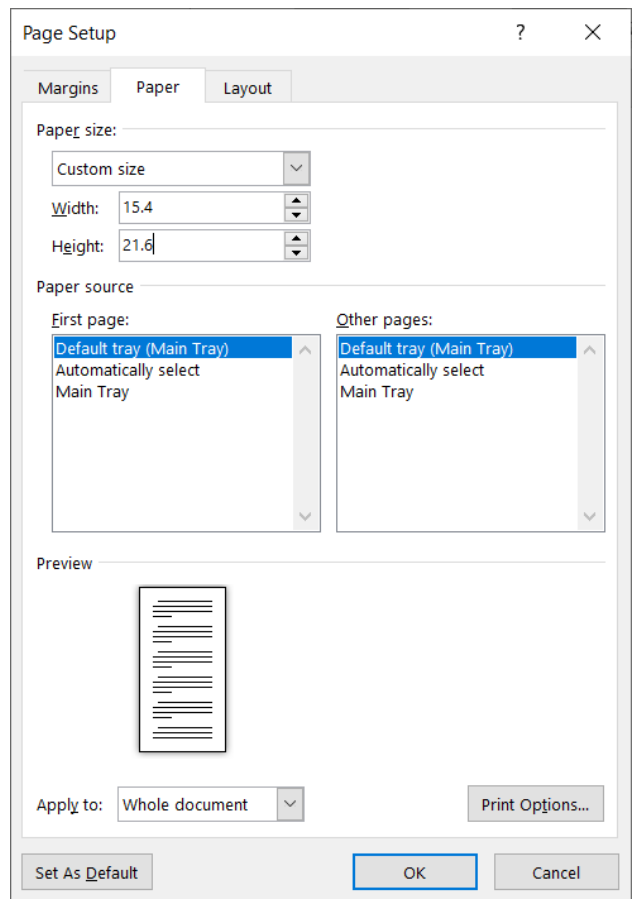
For this example, we are producing a text file with bleed in Microsoft Word. Firstly, you would need to navigate to this area :
Layout Tab > Size > More Paper Sizes

This will then give you a drop down of standard paper sizes. What you would need to do is select custom size and / or start inputting the relevant dimensions. Note that this is set up in cm rather than mm, so would need to ensure anything calculated is in the right unit. If your text file has any images that bleed off the page, make sure 3mm is added on each edge.

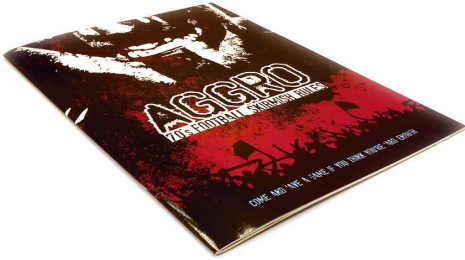
This program can also be used for cover artwork, in which you would do the same and indicate the dimensions including bleed.

For the example on pg 15. This would be 307.8mm or 30.78cm in the width and 216mm or 21.6cm for the height. On the margins page, change these all to 0 which will allow you to add content to the full artwork canvas.

Note : when changing the margins to 0 it will come up with a popup about print area, click ignore on this.



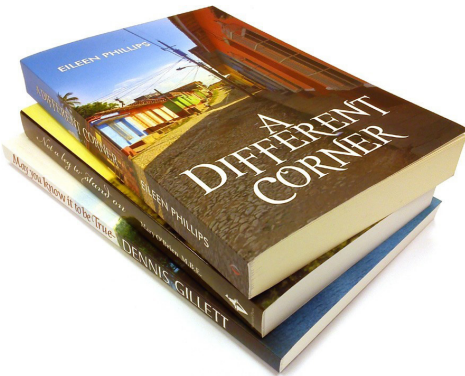
What Book Are You Printing?



Saddle Stitch Booklet - Pg. 11

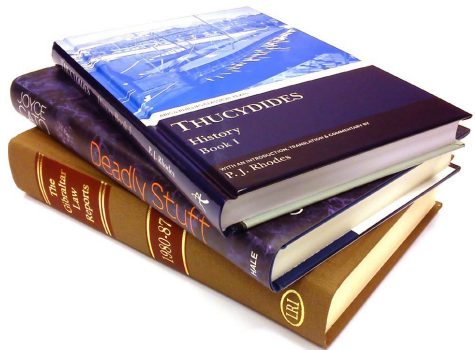


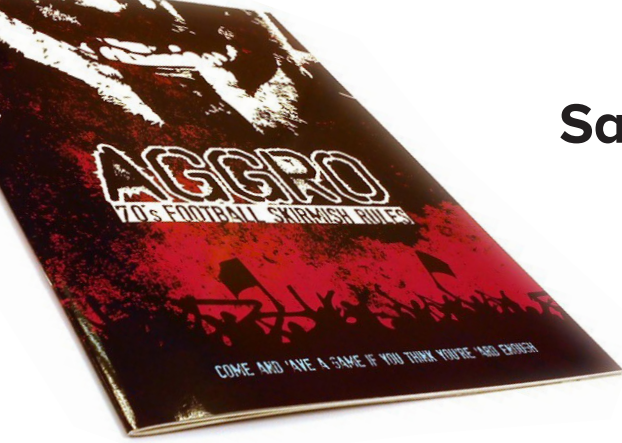
Wire-O-Bound / Spiral Bound - Pg. 13



Paperback books - Pg. 15

Hardback books - Pg. 17





Saddle Stitch Booklet - Cover Setup

Below is a flat plan to explain the set up of the cover for a saddle stitch booklet. For this example we will use an A5 size (210x148).

Saddle stitched books have no spine so be wary of that when creating your artwork.

To calculate the full dimensions of this are very simple:

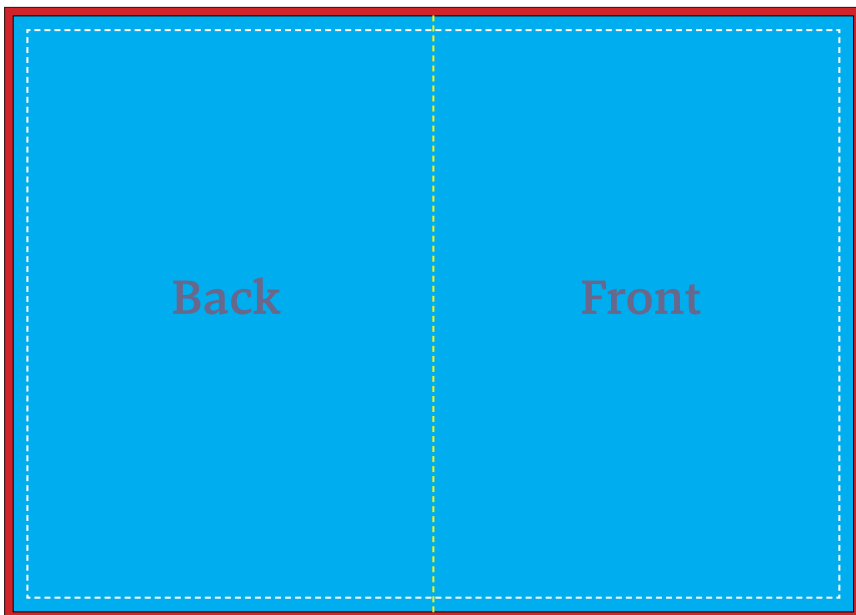
Height :

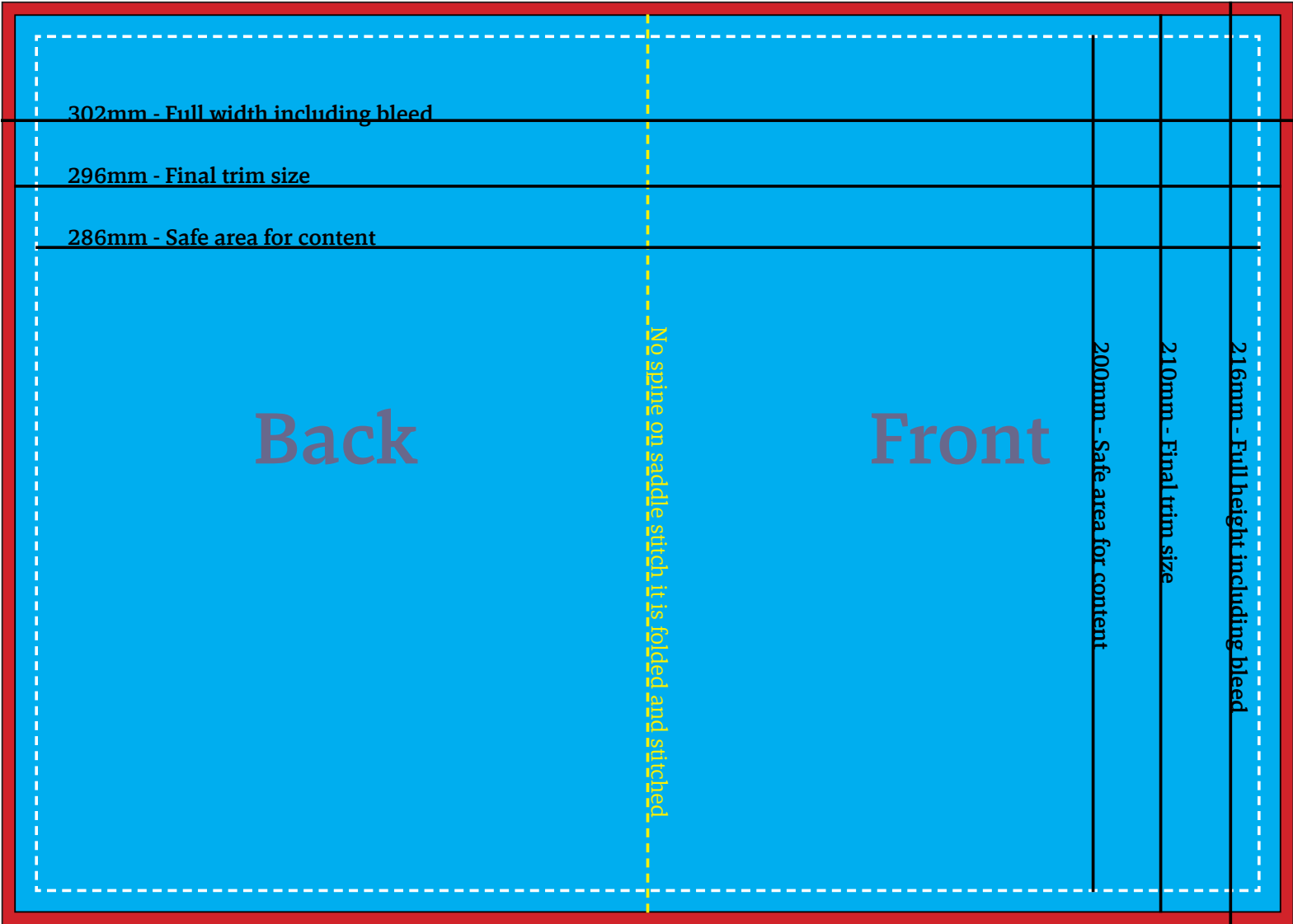
this is the height of the finished article size, 210mm + 3mm bleed on the top and +3mm bleed on the bottom. Total 216mm.

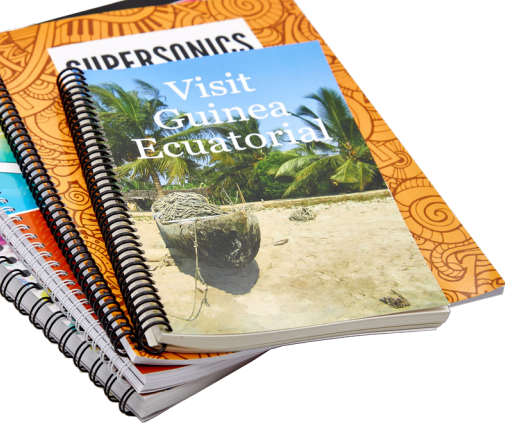
Width:

this is width of the final size x2, plus bleed. So $148 \times 2 = 296$. $296 + 3\text{mm}$ bleed for the left, 3mm bleed for the right. Total 302mm.

Be aware of content too close to the trim size, allow a safety margin of 5mm from the edge of this.







Wiro / Spiral Bound - Cover Setup

Below is a flat plan to explain the set up of the cover for a wiro / spiral bound book. For this example we will use an A5 size (210x148).

This is the only format that does not require a spread for the cover, this needs the covers as individual pages. If you are printing on the front and back there would be 2 pages, if it was printed on the front, inside front, inside back and back, it would require 4.

To calculate the full dimensions of this are:

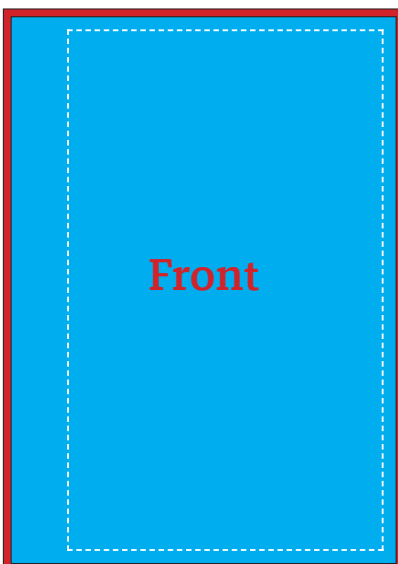
Height :

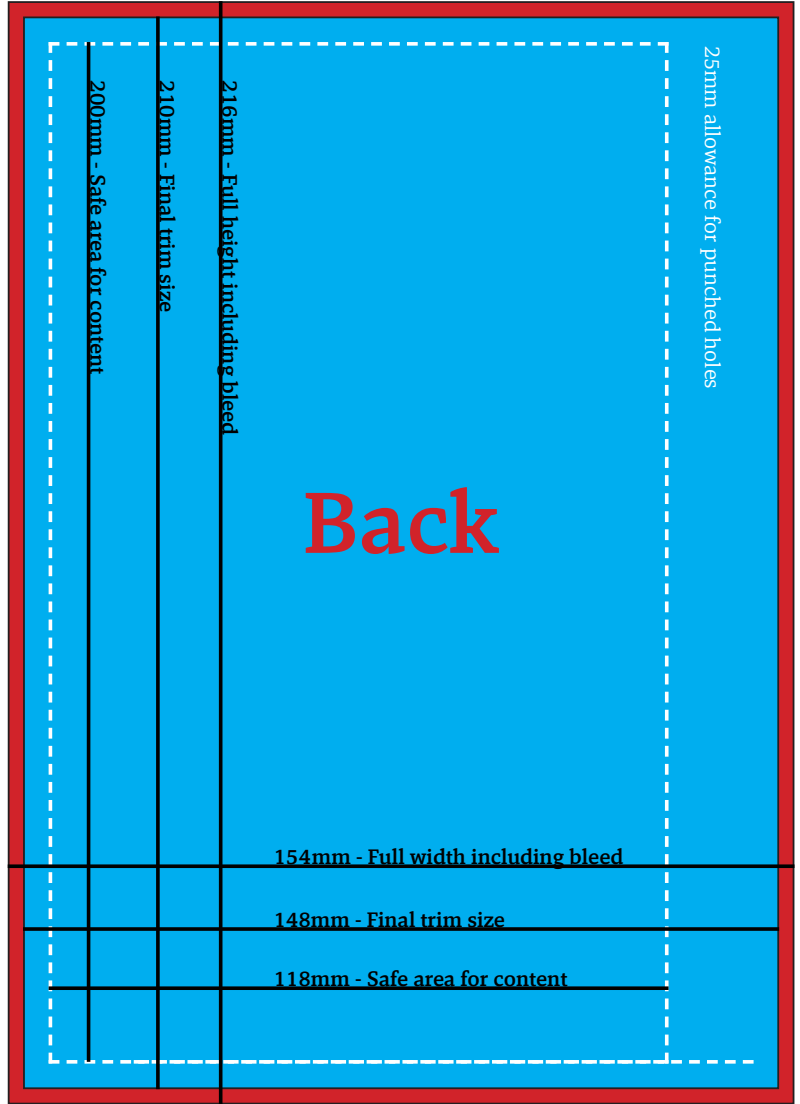
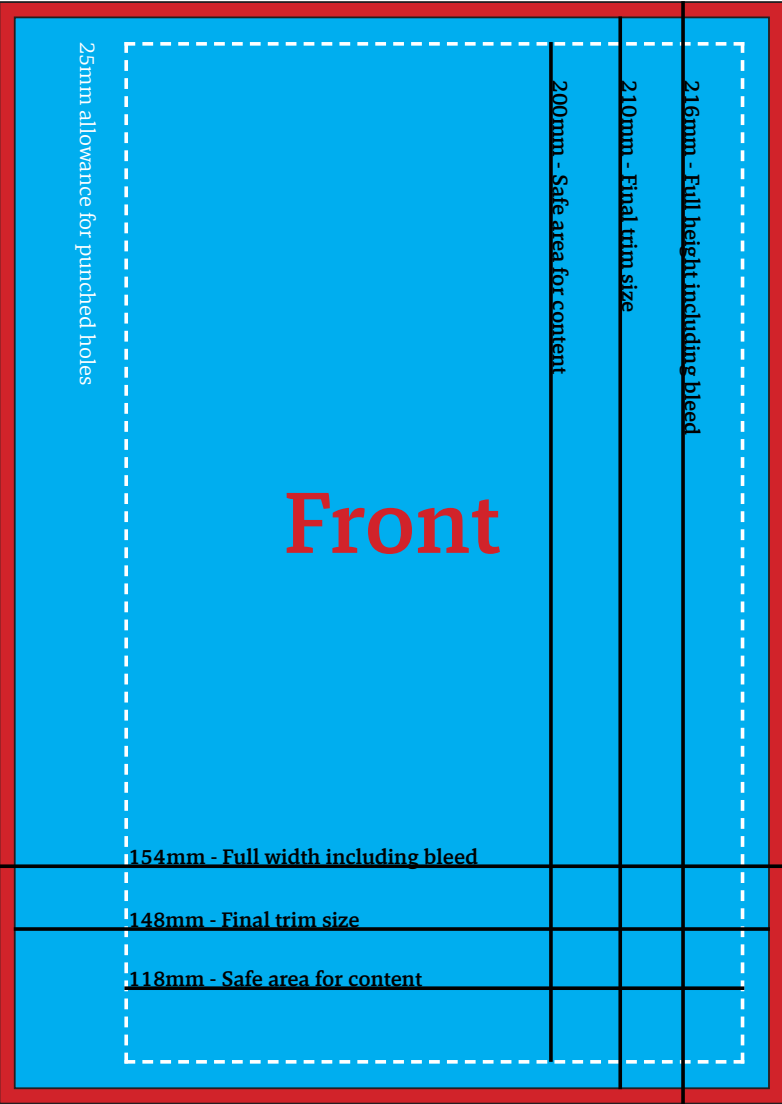
this is the height of the finished article size, 210mm + 3mm bleed on the top and +3mm bleed on the bottom. Total 216mm.

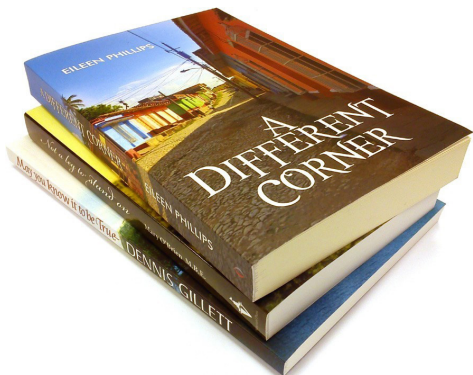
Width:

this is width of the final size plus bleed. So 148 +3mm bleed for the left, 3mm bleed for the right. Total 154mm.

Be aware that on the left hand side there will be the holes punched for spiral / wiro-binding, we suggest giving a margin of roughly 25mm.







Paperback Book - Cover Setup

Below is a flat plan to explain the set up of the cover for a paperback book. For this example we will use an A5 size (210x148).

First of all, you need to calculate the width of the spine, this can be done on our website, for this example, 100 pages on 80gsm bond. Go to our home page > Resources > Spine Width Calculator.

This indicates that the spine should be 5.8mm.

Use this to calculate the full dimensions of the cover:

Height :

This is the height of the finished article size, 210mm + 3mm bleed on the top and +3mm bleed on the bottom. Total 216mm.

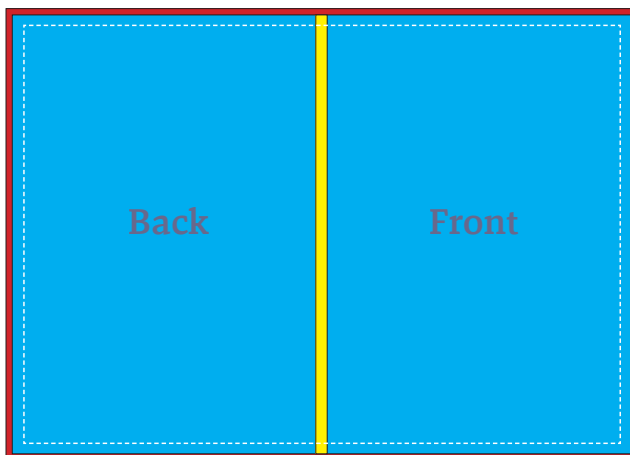
Width:

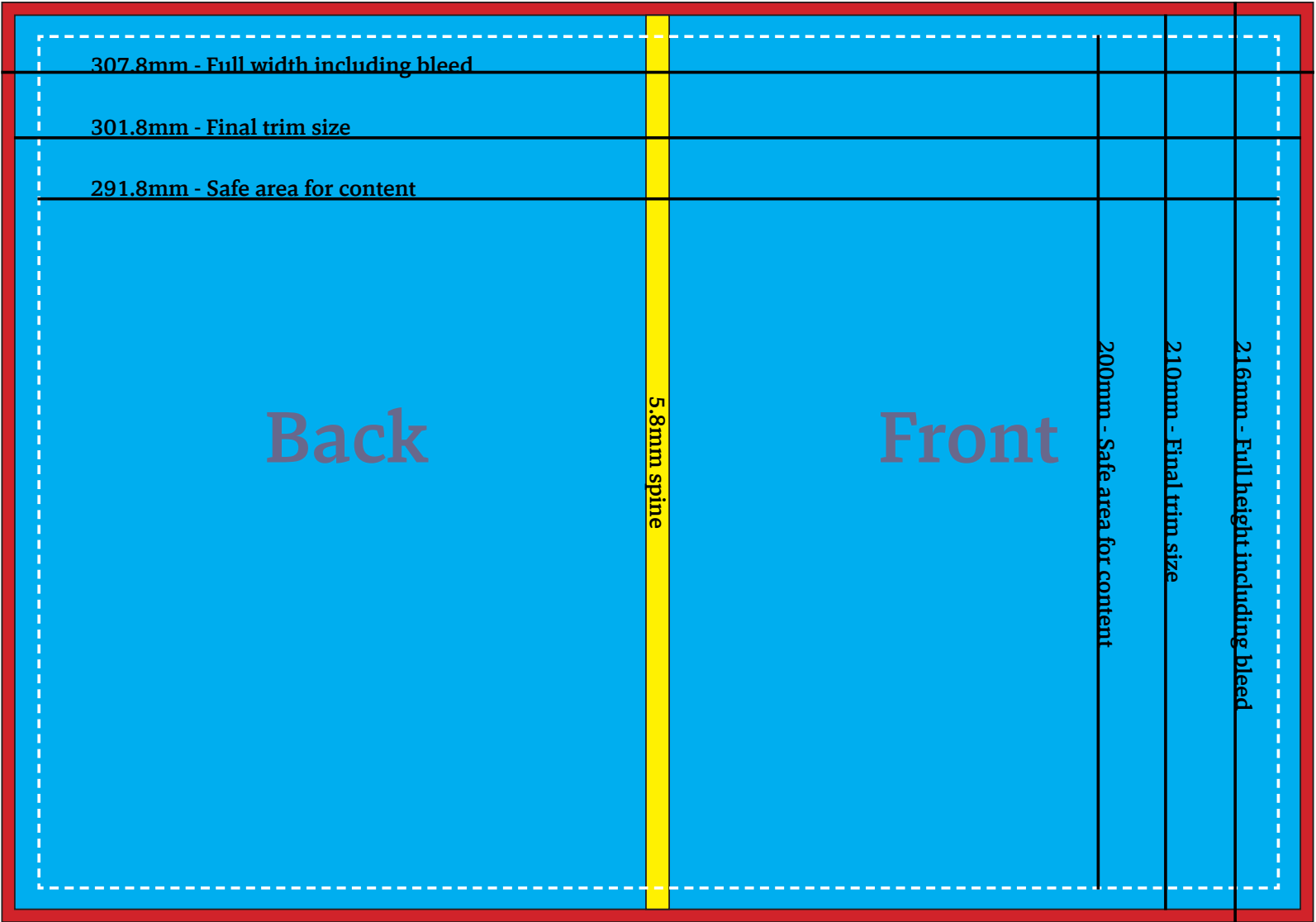
This is width of the final size x2, plus spine, plus bleed.

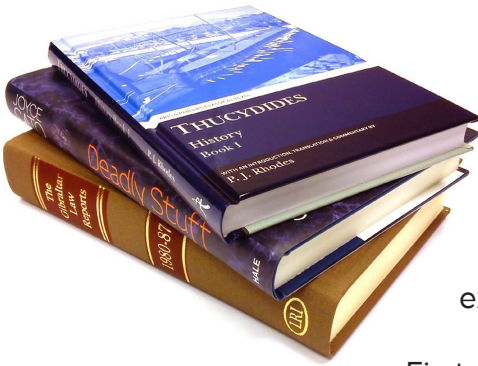
So $148 \times 2 = 296$. // $296 + 5.8\text{mm}$ for the spine.

$301.8\text{mm} + 3\text{mm}$ bleed left + 3mm bleed right. Total 307.8mm

Be aware of content too close to the trim size, allow a safety margin of 5mm from the edge of this. Also, if you are printing on the inside of the cover, you would need to allow for a blank area for the spine - 5mm each side of the spine. This is so that the glue will be able to stick better.







Hardback Book - Cover Setup

Below is a flat plan to explain the set up of the cover for a hardback book. For this example we will use an A5 size (210x148).

First of all, you need to calculate the width of the spine, this can be done on our website, for this example, 100 pages on 80gsm bond. Go to our home page > Resources > Spine Width Calculator.

This indicates that the spine should be 8.8mm. Use this to calculate the full dimensions of the cover:

Height :

Case Size = 210mm + 3mm top + 3mm bottom to account for the case

Full Size = 216mm + 20mm top + 20mm bottom to wrap around the case

Width :

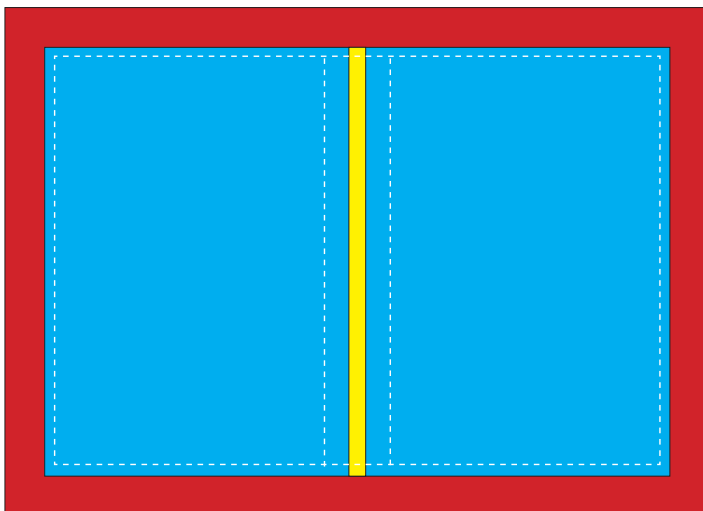
148mm x 2 for the front and back cover + 8.8mm spine

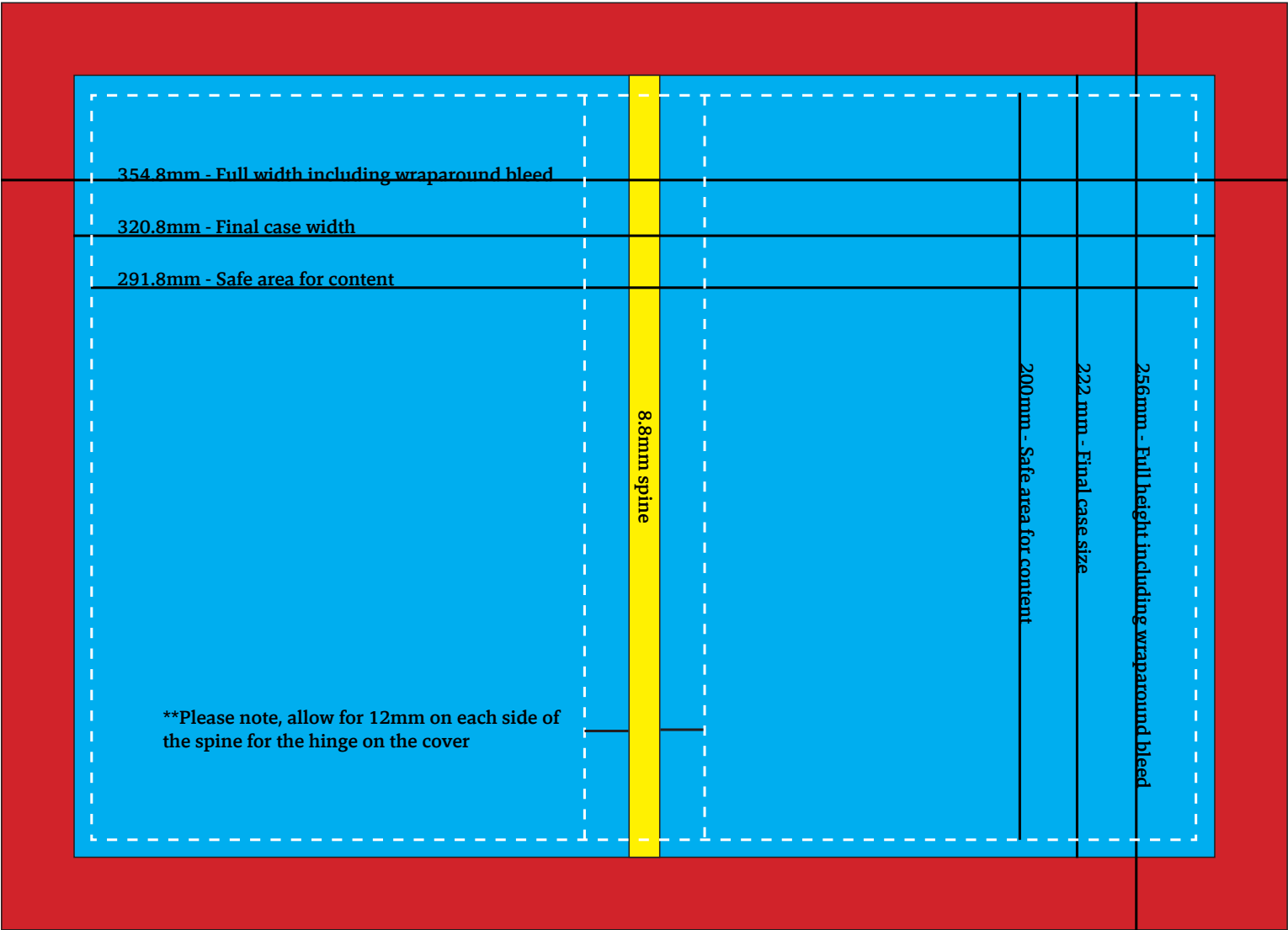
+ 3mm left + 3mm right to account for the case overhang

+ 2mm left + 2mm right to account for the inner edge spine card thickness

+ 20mm left + 20mm right to wrap around the case

Please leave 5mm margin for content to ensure they are not at the edge of the case. Please also note that 12mm either side of the spine will fall into the gutter / hinge.





Dust Jacket - Artwork Setup

Below is a flat plan to explain the set up of artwork for a dust jacket. For this example we will use an A5 book (210x148).

First of all, you need to calculate the width of the spine, this can be done on our website, for this example, 100 pages on 80gsm bond. Go to our home page > Resources > Spine Width Calculator.

This indicates that the spine should be 8.8mm.
Use this to calculate the full dimensions of the cover:

Height :

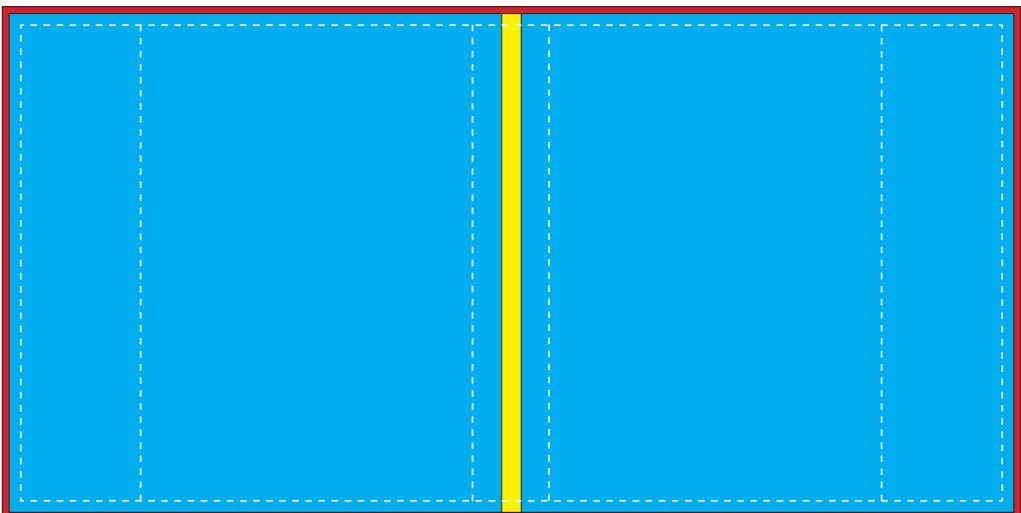
The case height is 6mm taller than the text block, 3mm overhang top and bottom. Case height = 216mm, we would require a further 3mm of bleed top and bottom - so a total of 222mm.

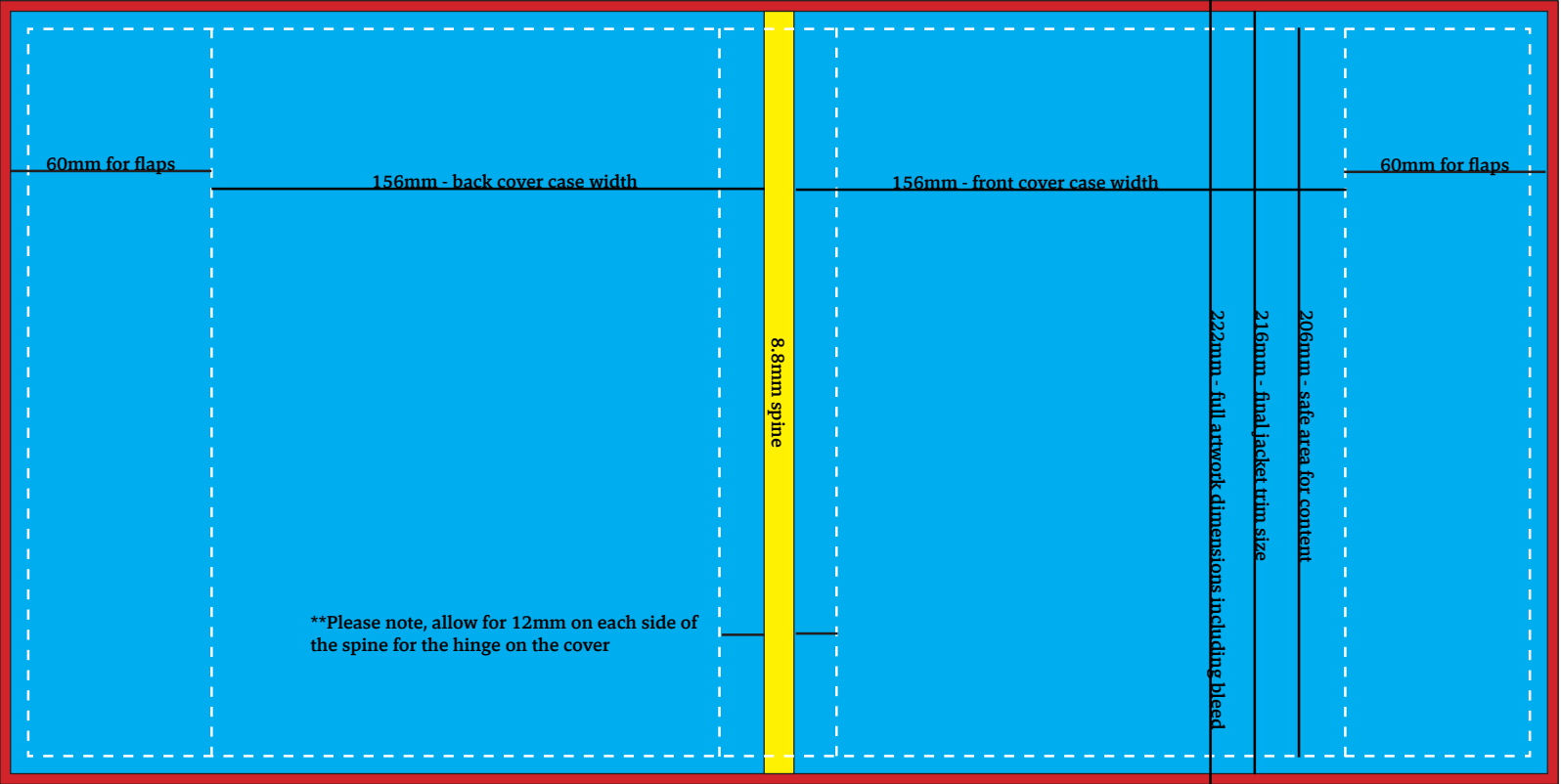
Width :

The jacket would be calculated similar to the PPC cover.

- 148mm x 2 for the front and back cover + 8.8mm spine.
- + 3mm left + 3mm right to account for the case over hang
- + 2mm left 2mm right to account for the inner edge spine card thickness
- + 3mm left + 3mm right for bleed to wrap around onto the inside flaps
- + 60mm left + 60mm right for the inside flaps that printed on.
- +3mm left + 3mm right for bleed on the inside flaps

Please leave 5mm margin for content to. Please also note that 12mm either side of the spine will fall into the gutter / hinge.





Foil Blocking

We have two different options of foil blocking, we have one machine with a specific font family that is very efficient and cost effective, but limited to the font and size we have. The other is much more flexible but costly, we can have a brass plate produced which is then stamped onto the book with the colour of foil you choose.

Daisy Wheel Blocking

This is the most cost effective and is the only offering we have on our Print On Demand service for single books. This font is 'Record Gothic' and the size that we have is 18pt. We have upper case, lower case, numbers and a standard set of symbols on offer. A file would not need to be supplied for this, we would just need an indication of what is to be added, and where.

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
1234567890!?!&

Foil Plate Blocking

In regards to the file artwork for this, it is quite simple and would need a PDF creating to the book size / spine size with contents to be foiled blocked in black only.

See the example to the side.

Please position this on the file where you would like the blocking to be done. If this is not indicated, our operators will match where possible to layout from text pages.

Please note that the artwork dimensions need to be within 220x150, otherwise additional costs for plate and production will be incurred.

=====
The
Gibraltar
Law
Reports
=====

=====
1980-87
=====

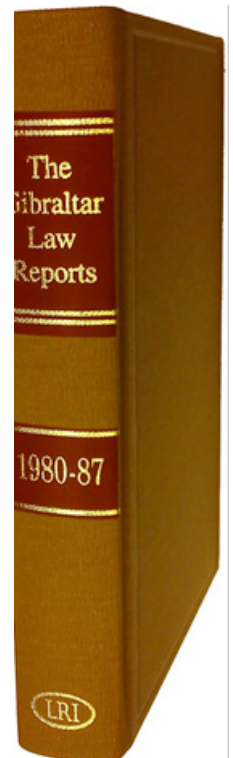


Image Resolution / DPI

DPI stands for dots per inch, which is used to measure the quality of an image by counting the amount of dots per inch, the more dots the higher the quality and sharpness of the image.

Below are 3 images with different DPI properties, which show the variance of quality.

72dpi - this is a standard dpi output for web graphics, this will not result in a great print production

150dpi - this is the minimum dpi that we would recommend for print production, simple diagrams / drawings should be okay with this.

300dpi - anything that is requiring a good quality print production, we would require it to be set as 300dpi

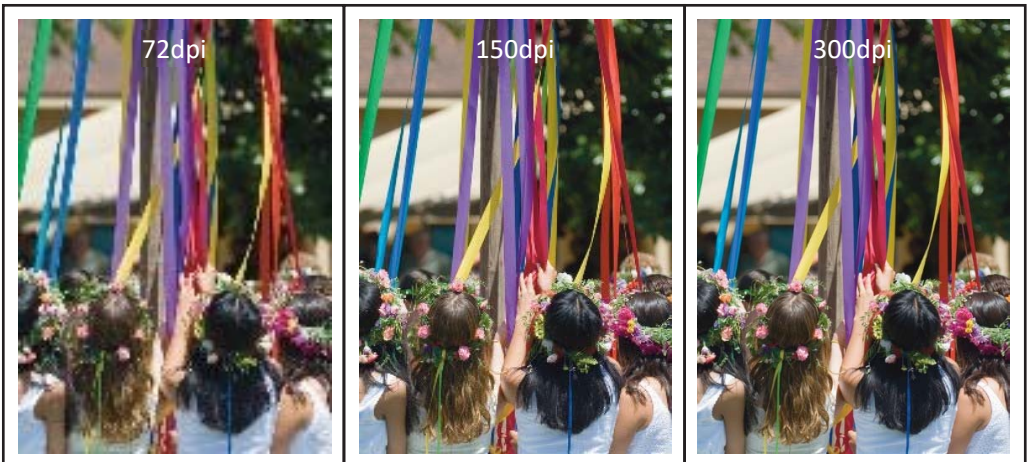


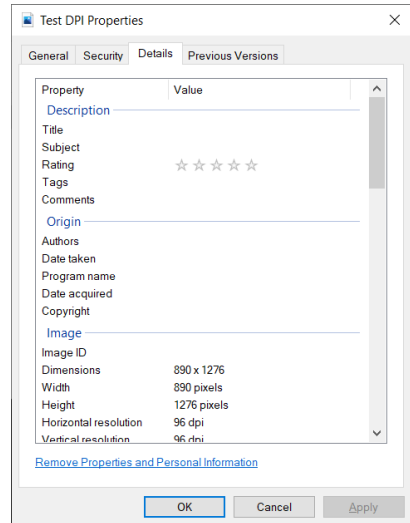
Image Resolution / DPI - Continued

How Do I Check The DPI Of An Image?

An easy way to find the dpi of an image is using file explorer.

Locate the image in the directory, right click and select properties, click the details tab and at the bottom under the 'Image' section, it will indicate the dpi of both the horizontal / vertical resolution.

Remember that by enlarging or reducing the image, its dpi is also affected. For example, a 200dpi image doubled in size will be reduced to 100dpi.



x2 →



What Is Bleed?

Bleed is artwork that is printed beyond the final trim size, to ensure artwork is right up to the edge of the book after trimming. As there is a degree of movement during the print process, the industry standard for bleed is 3mm. Supplying your job without bleed may result in white lines still being visible after being trimmed.

For example, a book that was A5 (210mm x 148mm) would need artwork supplied as 216mm x 154mm. Below are some examples of where bleed would be required. If any pages in your file are going to require bleed, the whole document should be set up in the same format.

No Bleed Required

IMAGE

>Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut sem nulla pharetra diam sit amet nisl suscipit. Fermentum iaculis eu non diam. Non pulvinar neque laoreet suspendisse interdum consectetur libero id faucibus. Eget magna fermentum iaculis eu non diam phasellus. Sit amet est placerat in egestas erat. In massa tempor nec feugiat nisl. Ornare massa eget egestas purus viverra. Ultrices sagittis orci a scelerisque purus semper eget duis at. Purus non enim praesent elementum facilisis leo vel fringilla est. Enim nulla aliquet porttitor lacus luctus accumsan tortor posuere ac. Nulla at volutpat diam ut venenatis tellus in metus vulputate. At elementum eu facilisis sed odio morbi quis. Eget nunc scelerisque viverra mauris in. Id volutpat lacus laoreet non curabitur gravida arcu ac tortor. Sit amet tellus cras adipiscing enim. Magna eget est lorem ipsum dolor sit. Ac tortor dignissim convallis aenean et tortor at risus.

Maecenas sed enim ut sem viverra aliquet eget sit. In ante metus dictum at tempor. Sem nulla pharetra diam sit. A diam sollicitudin tempor id. Facillisis magna etiam tempor orci eu lobortis. Porttitor leo a diam sollicitudin tempor. Id faucibus nisl tincidunt eget nullam non nisi est. Eget nullam non nisi est sit. Sollicitudin ac orci phasellus egestas tellus rutrum. Vel elit scelerisque mauris pellentesque pulvinar pellentesque habitant. Urna et pharetra pharetra massa. Semper viverra nam libero justo laoreet sit amet cursus sit. Egestas purus viverra accumsan in nisl nisi.

Aliquet lectus proin nibh nisl condimentum id venenatis. Nisi quis eleifend quam adipiscing vitae proin sagittis nisl. Lacus vel facilisis volutpat est velit

Bleed Required

IMAGE

>Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut sem nulla pharetra diam sit amet nisl suscipit. Fermentum iaculis eu non diam. Non pulvinar neque laoreet suspendisse interdum consectetur libero id faucibus. Eget magna fermentum iaculis eu non diam phasellus. Sit amet est placerat in egestas erat. In massa tempor nec feugiat nisl. Ornare massa eget egestas purus viverra. Ultrices sagittis orci a scelerisque purus semper eget duis at. Purus non enim praesent elementum facilisis leo vel fringilla est. Enim nulla aliquet porttitor lacus luctus accumsan tortor posuere ac. Nulla at volutpat diam ut venenatis tellus in metus vulputate. At elementum eu facilisis sed odio morbi quis. Eget nunc scelerisque viverra mauris in. Id volutpat lacus laoreet non curabitur gravida arcu ac tortor. Sit amet tellus cras adipiscing enim. Magna eget est lorem ipsum dolor sit. Ac tortor dignissim convallis aenean et tortor at risus.

Maecenas sed enim ut sem viverra aliquet eget sit. In ante metus dictum at tempor. Sem nulla pharetra diam sit. A diam sollicitudin tempor id. Facillisis magna etiam tempor orci eu lobortis. Porttitor leo a diam sollicitudin tempor. Id faucibus nisl tincidunt eget nullam non nisi est. Eget nullam non nisi est sit. Sollicitudin ac orci phasellus egestas tellus rutrum. Vel elit scelerisque mauris pellentesque pulvinar pellentesque habitant. Urna et pharetra pharetra massa. Semper viverra nam libero justo laoreet sit amet cursus sit. Egestas purus viverra accumsan in nisl nisi.

Aliquet lectus proin nibh nisl condimentum id venenatis. Nisi quis eleifend quam adipiscing vitae proin sagittis nisl. Lacus vel facilisis volutpat est velit

Bleed Required

>Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut sem nulla pharetra diam sit amet nisl suscipit. Fermentum iaculis eu non diam. Non pulvinar neque laoreet suspendisse interdum consectetur libero id faucibus. Eget magna fermentum iaculis eu non diam phasellus. Sit amet est placerat in egestas erat. In massa tempor nec feugiat nisl. Ornare massa eget egestas purus viverra. Ultrices sagittis orci a scelerisque purus semper eget duis at. Purus non enim praesent elementum facilisis leo vel fringilla est. Enim nulla aliquet porttitor lacus luctus accumsan tortor posuere ac. Nulla at volutpat diam ut venenatis tellus in metus vulputate. At elementum eu facilisis sed odio morbi quis. Eget nunc scelerisque viverra mauris in. Id volutpat lacus laoreet non curabitur gravida arcu ac tortor. Sit amet tellus cras adipiscing enim. Magna eget est lorem ipsum dolor sit. Ac tortor dignissim convallis aenean et tortor at risus.

Maecenas sed enim ut sem viverra aliquet eget sit. In ante metus dictum at tempor. Sem nulla pharetra diam sit. A diam sollicitudin tempor id. Facillisis magna etiam tempor orci eu lobortis. Porttitor leo a diam sollicitudin tempor. Id faucibus nisl tincidunt eget nullam non nisi est. Eget nullam non nisi est sit. Sollicitudin ac orci phasellus egestas tellus rutrum. Vel elit scelerisque mauris pellentesque pulvinar pellentesque habitant. Urna et pharetra pharetra massa. Semper viverra nam libero justo laoreet sit amet cursus sit. Egestas purus viverra accumsan in nisl nisi.

Aliquet lectus proin nibh nisl condimentum id venenatis. Nisi quis eleifend quam adipiscing vitae proin sagittis nisl. Lacus vel facilisis volutpat est velit egestas dui. Donec ultrices tincidunt arcu non sodales neque sodales ut. Pellentesque id nibh tortor id aliquet lectus proin nibh. Blandit cursus risus at ultrices mi. Consectetur adipiscing elit ut aliquam purus sit. Ultrices vitae auctor eu augue. Diam vulputate ut pharetra sit. Dignissim cras tincidunt lobortis feugiat vivamus. Consequat mauris nunc congue nisi vitae.

Gravida arcu ac tortor dignissim convallis aenean et. Erat pellentesque adipiscing commodo elit at imperdiet dui.

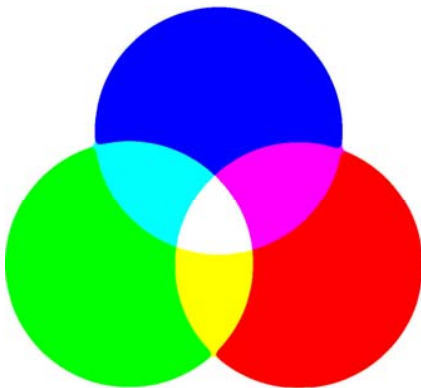
IMAGE

Colour Conversion / Profiles

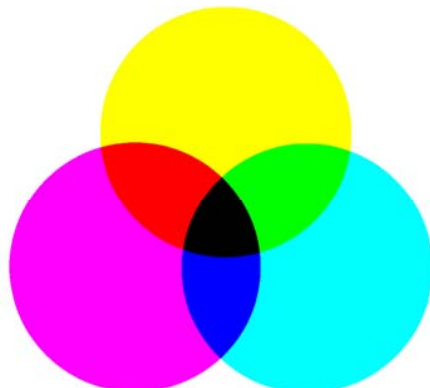
Because printing processes use CMYK (cyan, magenta, yellow, black) inks, and the artwork you see on screen is RGB (red, green, blue), there would be a slight difference between what you see on screen and what is printed.

If your software is capable of CMYK workflow, use CMYK based colours, and convert source images to CMYK (e.g. using Photoshop) before placing into your page layout program. For best colour conversion use a FOGRA colour profile if available.

Where this is not possible, we can accept RGB images, but please note that RGB will be converted to CMYK on the press, and the colour conversion may not be as good as the method described above. Most digital devices (such as digital cameras) tag the RGB image with a source colour profile, which makes the RGB conversion more accurate.



RGB



CMYK