

ARTWORK GUIDELINES/REQUIREMENTS:

We strongly recommend you work with a designer/production person who is familiar with preparing files for print. All the below is standard practice. Please ensure your files are saved to these requirements to avoid delays and /or extra costs. Please direct any questions to carol@mcrprinting.com

- Depending on the specifications of your order, we can provide templates for a range of items once an order is in place, into which you can place your artwork. This saves time for everyone so please check with us before submitting your final artwork.

- Ideally we prefer to have press ready PDFs supplied with all fonts/images embedded but you can also supply Indesign CS6 packaged files with all supporting links and fonts included. (Any newer versions of Indesign supplied MUST include an idml file).
- Save page files with all pages included as single pages (not spreads).
- Cover, pages and endsheet files should be saved as separate files and labelled accordingly.
- All images should be saved as high resolution 300dpi and sized correctly wherever used to avoid unnecessarily large files.
- No RGB images... ensure all colours are converted to CMYK when final PDF is saved. NO spot colours (unless quoted as such)
- Any spot colours or extra features like foil stamp, spot gloss uv, diecutting, heat burnishing, embossing or debossing should be saved in the file and clearly labelled as such, or each feature should be submitted as a separate 1 colour file sized and positioned correctly for final output (vector line art with fonts/graphics outlined).
- CMYK colour profile: Japan Color 2001 Coated
- For monochrome (1 colour black) printing, ensure your final files are converted to grayscale.
- Ensure files include crop marks (in the correct position indicating final trim size) + (at least) 1/8" bleeds all around" (if applicable).
- Ensure any critical copy or graphics are at least 1/8" (but preferably 1/4") in from edges/trim (type safety). Depending on binding method, additional clearance may be required at spine.
- Any score lines (if applicable) should be included in the file beyond the crop marks.
- Logos for imprinting should be supplied as vector line art with fonts outlined.
- Ensure your final files are compressed in a single file before upload and that the final compressed file is clearly labeled for easy identification with your quote number or company/name and project description.
- NOTE that in most instances (other than board books) book pages are printed in 4 page increments.
- Ensure "Printed in China" is included somewhere in your artwork (usually on the copyright page of books). As specified in our Condition of Sale, this is required. Products not bearing this marking may be denied entry into North America.

DESIGN TIPS/NOTES:

- 1) Standard black vs. rich black – Black that is printed as 1 colour (standard black) differs from black that is printed as 4 colour CMYK (rich black). Rich black uses more ink and is therefore best suited for large areas/images. 1 colour black can look washed out when used for larger areas and so rich black is recommended. When black is used in design for small type (anything less than 12 point) or fine lines, standard black should be used to avoid mis-registration on press. If small text/lines must be in a colour other than black (or a screen of it, consider using a Pantone spot colour).
- 2) Avoid using borders or solid colour breaks in your creative near trim edges or folds – this can result in trimming or folding being off position since there is always slight shift during production. Even the smallest variance of 1/16" may show on the finished product.
- 3) Counting pages (not including 4 page covers) – the first inside page of your book (page 1) always starts on the right side after the inside front cover (or endsheet). Each side of a sheet counts as one page. So page 2 will be on the left hand side when page 1 is turned over. In other words 1 sheet of paper = 2 pages, front and back. 100 sheets = 200 pages. The last inside page will always be on the left hand side before the endsheets or inside back cover of the book. Remember, blank pages need to be included in the overall page count of the book.
- 4) Endsheets (also called endpapers or endleaves) – these are the pages at the beginning and end of hardcover books that are glued to the inside covers and to the book block to attach them. An endsheet is 1 sheet of paper (double page spread width), usually uncoated, that is a bit heavier than the pages paper. The sheet is folded in half to create 4 sides (pages). 1 side is glued to the inside cover leaving 3 pages (this applies to each end of the book; front and back) that can be left blank or printed on. Keep in mind that the endsheets are glued to the first and last inside pages of the book, so approx. 10mm will be lost at the spine side on the back side of the fly sheet (the loose page that is part of the endsheet) and the first or last inside page.
- 5) Inside pages – for file setup/design purposes, keep in mind that the 1st inside page of a book is on the right side of a double page spread after the inside front cover (or after the front endsheets). The last inside page is on the left side of a double page spread before the inside back cover (or before the back endsheets).

You can upload your final artwork via our website:

<https://www.hightail.com/dropbox?dropbox=MCRL>

Please send a followup email to carol@mcrprinting.com and Mankit@mcrprinting.com once your files are uploaded.