



GUIDELINES FOR COVERS SUBMISSION

Format Required file submission format is composite PDF v1.3 (Acrobat 4.0 compatible). If possible, submitted files should conform to ISO 15930-1:2001 PDF/X-1a file format standard.

Sheridan requires 2001 PDF/X-1a as the standard file format as this will automatically flatten transparencies at the PDF creation stage. This allows the compositor to verify the flattening has not introduced undesirable layout changes prior to print submission.

If you choose to submit print PDFs with unflattened transparencies, please know the Prepress front-end software, Kodak Prinergy, will automatically flatten the transparencies. Because of this, we suggest checking your proofs carefully.

- Layout**
- Page size: must conform to specified publication trim size
 - Page bleed: must extend minimum 1/8" beyond trim for page head, foot, front
 - Safety margin: type and other non-bleed content must clear trim by minimum 1/4"

Spread method:

- Page assignment: page 1 of spread document must contain outside covers (front, spine, and back); page 2 of spread must contain inside covers.
 - blank pages should be included
 - when possible, ads should be placed to appropriate covers pages
 - outside/inside (front/back) cover alignment must be correct
- Spine bulk: for perfect bind method, spine bulk must accommodate specific issue requirements (based on text paper characteristics and page count)
- Page marks: registration/crop and center marks must be incorporated with minimum setback of 1/8" (9 points); setback of 12 points is preferred

Single-page method:

- Design must support single-page method: no wrapping text or other elements is possible (unless variation is absolutely horizontal)
- Page assignment: page 1 of document must contain outside front cover; page 2 inside front cover; page 3 inside back cover; page 4 outside back cover; page 5 must contain spine (perfect bind method)
 - blank pages should be included
 - ads can be provided as separate PDF page documents
- Spine page: spine text/elements must be placed relative to center of spine page; design elements should be extended horizontally to accommodate variable spine widths (spine bulk adjustment will be accomplished during imposition)
- Page marks: pages should not contain marks for single-page layout method

Issue Variables

- Issue updates: volume/issue, TOC, barcode and other issue-specific changes must have been completed for the submitted PDF; static (master) elements must remain fixed for each issue submission
- Versioning: unique PDF documents are required for each issue version; common elements must remain fixed for each version



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- Fonts**
- Font type: Type 1 fonts are recommended; avoid Type 3, Multiple Master, and composite/CID fonts; avoid Mac city fonts (Chicago, Geneva, etc.) and MS Outlook fonts (Tahoma, Impact, etc.)
 - Character styles: when possible, avoid menu-stylized fonts
 - Embedding: all fonts must be embedded; subsetting at 0% is recommended

- Text/Lines**
- Character size: recommended minimum for reverse or multi-color type is 6 points
 - Line/rule width:
 - minimum width for single-color line/rule is 0.25 point (0.0035")
 - minimum width for overprinting or multi-color rule is 0.33 point (0.004")
 - minimum width for reverse line/rule is 0.5 point (0.007")

- Images**
- Resolution: raster image resolution should conform to the following recommended specifications:
 - 266ppi for tones (either grayscale or color)
 - 500ppi-900ppi for combination tones (either grayscale or color)
 - 900ppi-1200ppi for monochrome (1-bit) images
 - Compression: Zip or JPEG compression methods are recommended for tones, CCITT Group 4 is recommended for monochrome images; compression methods should conform to PDF/X-1a standards
 - Embedding: high-resolution images must be embedded in the PDF; OPI image assignments are not acceptable

- Color**
- Color space: must conform to print specifications for the title—grayscale or CMYK space for process color printing, or appropriate spot color(s) for PANTONE color printing; RGB or LAB color spaces are unacceptable
 - Spot colors:
 - must be defined as PANTONE color, not randomly named (e.g., name as PANTONE 186 C, not as “spot red”)
 - must be defined unambiguously (same CMYK process color equivalent for PANTONE colors with same name)
 - spot color gradients/blends must have been created spot-to-spot (e.g., 5% PANTONE color to 100% PANTONE color)
 - Color management: files must be free of color functions, including PostScript color management, transfer curves, halftone screen assignments, and black generation functions; files should not include references to ICC profiles
 - Total Area Coverage (TAC) for black or dark elements or for black areas within color images should not exceed 300%; exception: TAC should not exceed 325% for small non-critical areas that carry no significant detail
 - Minimum tone: reproduction is not guaranteed for tone values less than 5%
 - Trapping:
 - white/reverse text and objects must be specified as knock-out
 - black text and lines must be specified to overprint
 - supplied files should not be trapped---trapping will be accomplished by Sheridan