



General Info

All text files **must be supplied as Press or Print Optimized PDF files.**

All covers, dustjackets, casewraps and stamping dies **must be supplied as Press or Print Optimized PDF files** -AND- in native application file format.

The first time we preflight your files, there is no charge, although subsequent preflights are billed at an hourly rate.

Data Submission

FTP: Visit our website, select FTP UPLOAD & send to "General, United Book Press"

- Please zip or stuff all files before sending, and remember to include your UBP job number in the file name.

EMAIL: Files can also be emailed to your Customer Service Representative

DISC: We also accept files on CD or DVD

HardCopy

Text Proofs: a complete, up-to-date set of single sided, composite lasers, printed at 100% should accompany your job. Supply a laser of a representative page with crop marks, in order to establish margins on your job.

Cover Proofs: should be supplied in composite form.

PDF Files

- PDF files should:

- include all blank pages
- be supplied as single pages
- have all fonts embedded
- be supplied at final trim size, without crop marks for non-bleed documents
- be supplied at final trim size, with crop marks offset 3/8" and 1/4" bleed for documents that will extend beyond the trim

Application Files

When supplying application files, *please include all images and fonts used in your documents.* This can be automated in Adobe InDesign by choosing "Package" located at the bottom of the "File" menu, or by choosing "Collect For Output", also under the "file" menu, in QuarkXpress.

Supported Native Application File formats:

- | | | |
|----------------------|---|-------------------|
| Adobe Illustrator CC | • | Adobe InDesign CC |
| Adobe Photoshop CC | • | QuarkXpress 9.3 |



- Rules should be .25 point or larger. **No hairline rules.**
- There should be no critical matter printing close to the final page trim. **Use 5/16" safety zone** from trim to live matter.
- **Bleeds** - Any image on a page that extends to the final trim must bleed at least 1/8" beyond final trim, (1/4" preferred).
- **Tabs** - The text in a bleed tab should be no closer than 1/4" to trim. Bleeds on tabs must extend at least 1/8", (1/4" preferred).
- **Use meaningful file names.** Instead of naming your document "Chapter_1.pdf", name your file with the page numbers, such as "125_132_Chapter1.pdf". When sorted by file name, the group of chapters should be in sequential page order. File names should not exceed 21 characters. Please do not include special characters in file names.
- Due to margins for hinge, flaps, etc., **please request a layout** drawn for your specific project before composing a dust-jacket, casewrap or stamping. Keep live copy away from hinge, turn areas and trim.
- Files should **not incorporate trapping** information; trapping will be done by UBP.

IMAGES

(Halftone and CMYK)

- Should be resolved at **300 dpi** when scaled to final size. Use this equation: (scanned resolution / reduction %) = final resolution. For example, a 72 dpi image scaled at 24% would actually resolve at 300 dpi, $(72/.24) = 300$, or, a 450 dpi image scaled at 150% resolves at 300 dpi, $(450/1.5) = 300$.
- Grayscale image should be **color corrected** for press gain.

Sheetfed press: 3% highlight
93% shadow

Web press: 3% highlight
86% shadow

(15% gain in midtones and 3/4 tones)

- Images embedded in PDF as **RGB will be converted** to either CMYK or grayscale using standard for U.S. SWOP, either sheetfed or web.
- In order for images to "pop", they should be **color corrected and sharpened**, if necessary.

BITMAPMED IMAGES

(Line Art)

- Must be resolved to **1200 dpi** scaled to final size.