



**Perfect Bound Book
File Creation Guide**



File Submission Notes

- Due to the complexity of processing and printing perfect bound books Applied Digital Imaging strongly recommends that digital files are submitted in print ready PDF file format. Not only can this save our customers money but it will ensure that no problems will be encountered during the production process.

B&W BOOK : TEXT REQUIREMENTS

- ALL fonts must be embedded in PDF file submissions. This can be confirmed when the PDF is open in Acrobat under the 'Properties' option under the 'File' menu. The fonts tab lists the names of all fonts used in the file: '(Embedded)' or '(Embedded Subset)' should appear next to every font listing. If the fonts tab does not show either of these tags next to the font, the font is not embedded. If a file is sent with unembedded fonts, it will be rejected and a corrected file will be requested of the publisher. Please do not use the 'Standard' default setting in Acrobat: It does not embed base 14 fonts, and will cause a file to be rejected.

- **If using Microsoft Word to layout text files:** please do not use the 'shortcut' button located in the toolbar to create a PDF. We recommend using the 'print' menu and choosing Adobe PDF as the print driver (instructional PDF on our website). The default conversion setting should be changed from 'Standard' to 'PDF/X-1a:2001' (recommended) or the 'High Quality Print' setting. This will help to ensure that ALL fonts are embedded including Base 14 fonts.

It is also important to change the PDF page size from 8.5"x 11" to the correct trim size you are using to print. If left at the default size of 'Letter', your text block will center from left to right, but not top to bottom—causing your proof to print incorrectly and produce delays in receiving a correct proof.

For instructions on creating your PDF from Word, please see page 7.

- It is recommended that you provide a minimum of 1/2" (0.5) margin on all sides of your text block. ADI allows for 1/16" variance in printing. If text/images are close to trim edges, it is possible they may be cut in the printing and binding processes.
- A 1/8" (0.125") gutter margin (no-ink area) is required on the bind side of all perfect bound color books. This is required as this bind type is bound using glue. The no-ink area is designated so glue can adhere to all pages; so the finished book will hold together correctly. Images/color intended to straddle a spread, or "crossover," may still be included in the file with the gutter/no-ink area placed in between where the images/color would normally meet.
- We do not guarantee bleed off any edge of the text page for black & white printing. Files submitted with bleed will not be rejected for a new file, however, using bleeds is not recommended as images, illustrations or rules that bleed off the edge of the page create a dark or spotted edge when the book is trimmed. This creates an unfinished and 'dirty' look to the edge of your book.

cont'd >

B&W BOOK : TEXT REQUIREMENTS, cont'd

- Please do not include crop marks or printer's marks in a file. These are not necessary for ADI's requirements and workflow. Marks included in a file could potentially show up in printed copies.
- We cannot accept files in 'spread' format (2-up per page). Files should be sent as one single-page PDF file. If submissions must be sent as multiple files instead of a single file, please name each file in the order they need to be placed. Incorrectly-named files could potentially process in the wrong sequential order, cause delays in receiving a correct proof and will increase final price.
- Please do not include Spot colors or ICC profiles in your file. Spot colors can produce unexpected results during the rip process. ICC profiles applied to 100% black text frequently convert to a shade/percentage of gray (less than 100% black) when processed through the rip. This may result in text in your proof that is not solid black. If text is intended to appear as solid black, please ensure that ICC profiles are not included before submitting PDF your file and text is set to 100% black. Including either Spot colors or ICC profiles can cause delays in receiving a correct proof.

B&W BOOK : TEXT QUICK REFERENCE

The following are recommendations and specifications that you should know when laying out **text** for a **black & white title**.

Resolution:	600 dpi for 1-bit black & white line art 300 dpi for 8-bit grayscale continuous tone images
Color Space:	Grayscale
LPI (lines per inch):	106
Preferred file format:	PDF (.pdf) file built to trim size
PDF producer:	Acrobat Distiller PDF/X-1a:2001 recommended or High Quality Print setting
Other accepted files:	PS (.ps) postscript
Accepted Application Files:	Adobe InDesign CS3 or earlier (all supporting files included: fonts, images, art, etc.)
Margins:	Recommended minimum 1/2" inch on all sides.
File naming:	Multiple file naming needs to number in ascending order; for example: book_001.pdf; book_002.pdf (for multiple files)



File Submission Notes

- Due to the complexity of processing and printing perfect bound books Applied Digital Imaging strongly recommends that digital files are submitted in print ready PDF file format. Not only can this save our customers money but it will ensure that no problems will be encountered during the production process.

B&W BOOK : COLOR COVER REQUIREMENTS

- Please send a file built to the correct bleed size, necessary spine calculation, crop/spine marks and all elements positioned as required (i.e. type safety observed, etc.). Please consult with our staff for spine width calculation.
- 1/4" (0.25) bleed is required on all four sides. Graphics, illustrations, and color intended to print to the edge of a cover should bleed a full 1/4" past the final trim size.
- Spine text is not recommended for books with page counts below 80.
- All text must be a minimum of 1/4" from final trim size (this applies to non-bleeding text & art)
- Graphics, illustrations, and color intended to print to the edge of a cover should bleed a full 1/4" past the final trim size.
- For best results regarding black on your cover, we recommend using a rich black where the CMYK values are 60% Cyan, 40% Magenta, 40% Yellow, and 100% Black. CMYK total value should not exceed 240%. Black elements should not be built in 'Registration' Black (or 100% of all colors). For best results regarding 'body text' (text that is 24 pt. or below), please use 100% black only.
- Please convert all spot colors to CMYK, including those in supporting .eps files. *Note: RGB files received will be converted to CMYK before printing. RGB files may produce unexpected color results when printing.
- ALL fonts must be embedded in PDF file submissions. This can be confirmed when the PDF is open in Acrobat under the 'Properties' option under the 'File' menu. The fonts tab lists the names of all fonts used in the file: '(Embedded)' or '(Embedded Subset)' should appear next to every font listing. If the fonts tab does not show either of these tags next to the font, the font is not embedded. If a file is sent with unembedded fonts, it will be rejected and a corrected file will be requested of the publisher. Please do not use the 'Standard' default setting in Acrobat. It does not embed base 14 fonts and will cause a file to be rejected.
- All layers in a TIF file should be flattened before submission.

B&W BOOK : COLOR COVER QUICK REFERENCE

The following are recommendations and specifications that you should know when laying out a **color cover** for a **black & white title**.

Resolution: 300 dpi

Color Space: CMYK

LPI (lines per inch): 180

Preferred file format: PDF (.pdf) file built with bleeds and crops

PDF producer: Acrobat Distiller
PDF/X-1a:2001 recommended or
High Quality Print setting

Other accepted files: TIF (.tiff) tagged image file format
PS (.ps) postscript

Accepted Application Files: Adobe InDesign CS3 or earlier
(all supporting files included: fonts, images, art, etc.)

Bleed: 1/4" (0.25") all sides

Type Safety: 1/4" (0.25") all sides



PDF Notes

PDF/X-1a:2001

PDF/X-1a:2001 file format is recommended for black & white file submissions (both cover and text files). Some of the reasons this setting is the most efficient to use when creating PDF files for print:

- Requires all fonts to be embedded. With PDF/X-1a:2001: if a font cannot be embedded, the PDF file will fail to create (unless default preferences have been altered). This should immediately tell the creator that the first issue to check is fonts (and the log should list the reason as well). A common reason a font will not embed using PDF/X-1a:2001 is due to licensing restrictions with the font.
- Converts RGB images/page items to CMYK. This is a critical check. RGB is how monitors handle color, but it is not intended for printing. If a file is sent as RGB, and is printed as is, the shift that it goes through during the rip process may be significant enough to cause the customer to be dissatisfied with the final output—creating extra time and costs in the book to print satisfactorily. A CMYK file will result in a truer representation of the color BEFORE a file is submitted.
- ‘Transparency’ will be flattened (no live transparency). Layering/special effects such as drop shadows should be rendered correctly so that there are no unexpected results when a file goes through the rip process, e.g. a drop shadow turning black when the desired effect was a gray drop shadow.



PDF Notes

ADOBE ACROBAT & ACROBAT DISTILLER

ADI recommends and supports submission of PDF files that are created using the Adobe Acrobat Distiller program. Other PDF creators are not guaranteed and any additional charges or revision submissions resulting from the use of other PDF-creator programs will be the responsibility of the publisher.

The PDF file type was created by Adobe Systems. As such we have found their software to be the most consistent and reliable in creating not only PDF files in general, but PDF files that are stable for printing. It would be impossible for us to support all or even a small portion of the PDF producers that are available on the market. These 3rd party companies use different code and software to create PDF files, and these are not always reliable for print-ready files. Adobe Acrobat Distiller is the only PDF producer that has proven to provide consistent and stable PDF files for printing with our processes.

Alternately, we have had successful experiences with customers using the free application PrimoPDF (www.primopdf.com).

One example of issues that can be seen are font encoding errors with text. In these cases, the PDF will appear correctly when viewed on various machines, but when the file reaches various rip processes or printers, the unseen issue with the file will manifest at this time causing fonts/characters to be replaced with unreadable symbols.

Another example is in regard to cover files: we have seen transparency issues where drop shadows and other effects do not render correctly at the rip process. These are just two of the common examples we have experienced when 3rd party PDF producers were used. *Please note: Exporting from InDesign creates PDF files using PDF Library (different than Distiller), and has caused the above issues with some files.

We cannot make it a practice to alter/edit files as this can produce unexpected results. Since we are not the creators of the original document, it is impossible for us to discern if a PDF has retained its layout/specifics as it was originally created. Because these errors can often be overlooked, we cannot be held responsible at a later time for the PDF not having been interpreted and printed correctly.

All PDF submissions (cover & text)

Please preview ALL PDF files before submission to ADI. It is a common error to only proofread and preflight the application files for errors (i.e. InDesign). Please view the PDF in detail after it's created: proofreading/preflighting for errors. More errors can often be caught before submission to us (on the front end) and will save time in producing a correct proof.



Microsoft Word PDF Instructions

Microsoft Word

1) Follow instructions on Page 8. This will create a PDF from Microsoft Word.

Adobe Acrobat Professional*

2) Follow the appropriate instructions on Pages 9 through 11. This will help you verify that your fonts are embedded.

Adobe Acrobat Distiller Professional*

3) If any of the fonts are not embedded, follow instructions on Pages 12 through 14. This will guide you through the process of saving a PostScript file that will be converted back into a PDF using Adobe Acrobat Distiller Professional Version 6 or higher*. This process should embed all of your fonts.

** Note: Use of Adobe Acrobat Professional Version 6 or higher required*

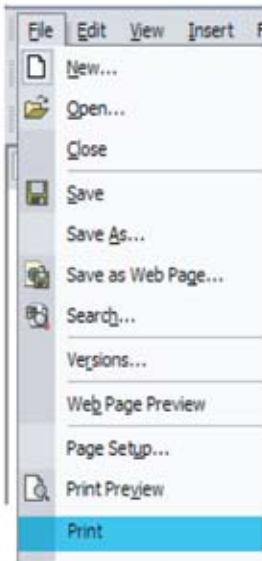


Microsoft Word (Windows)

How to Create a PDF

Acrobat Professional Ver. 6 or Higher

Select pull down: **File**
 Select: **Print**



Printer
 Name: **Adobe PDF or Acrobat Distiller**

Page Range: **All**
 Copies:
 Number of copies: **1**
 Collate: **Selected**

Print what: **Document**
 Print: **All pages in range**

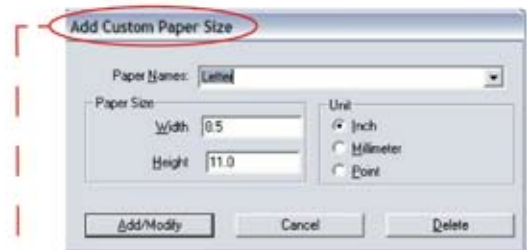
Zoom
 Pages per sheet: **1 page**
 Scale to paper size: **No Scaling**



Select "**Properties**" button

Adobe PDF Settings Tab

Page size: **Add Custom Page**
 (Create a Custom Page Name)
 (Enter the Custom Page Size)
 (Select Add/Modify)
 (Find/Select Proper Custom Page Size)

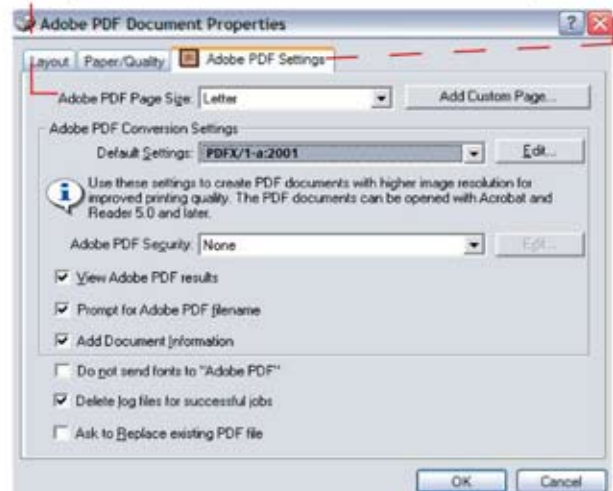


Adobe PDF Conversion Settings

Default Settings: **Acrobat Distiller 8 (PDF/X-1a:2001)**
Acrobat Distiller 7 (PDF/X-1a:2001)
Acrobat Distiller 6 (PDF/X-1a)

Adobe PDF Security: **None**

Do not send fonts to "Adobe PDF": **Not Selected**

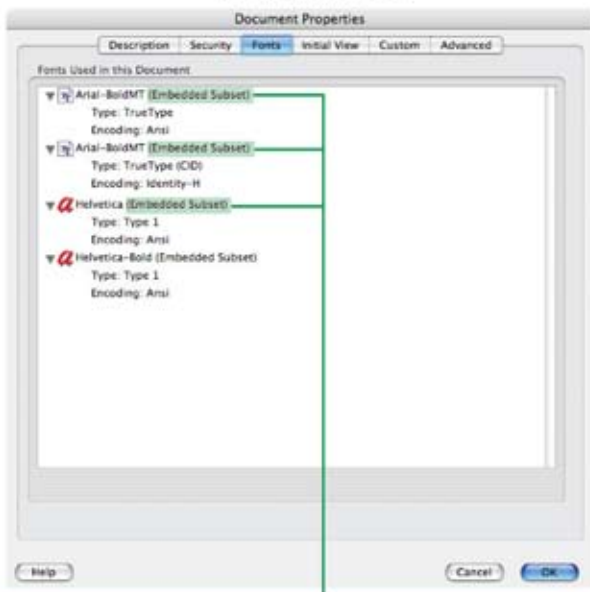




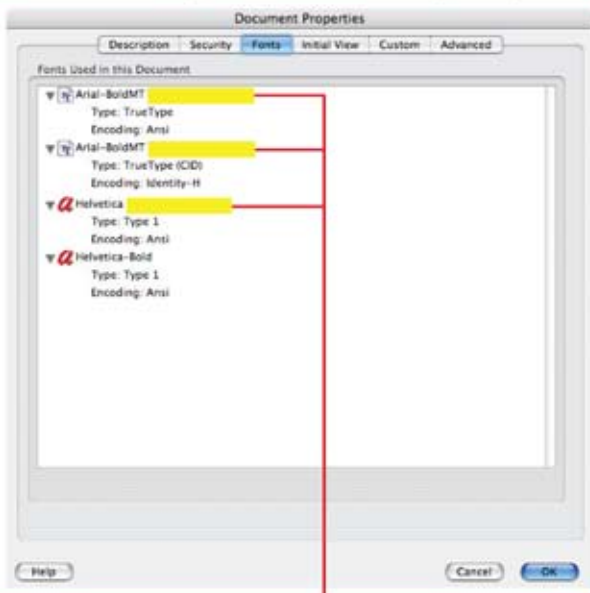
How to Verify Fonts are Embedded in PDF Adobe Acrobat 8

- After creating a PDF, open the file in Adobe Acrobat or Adobe Acrobat Reader.
- In the menu bar, go down under “File” to “Document Properties” then Choose “Fonts”. One of the following windows will open.
- Each font should have the words “(Embedded Subset)” or “(Embedded)” next to the font name.
- If “(Embedded Subset)” or “(Embedded)” is not listed beside the font name, that font is not embedded and ADI will not be able to process your file.

Macintosh

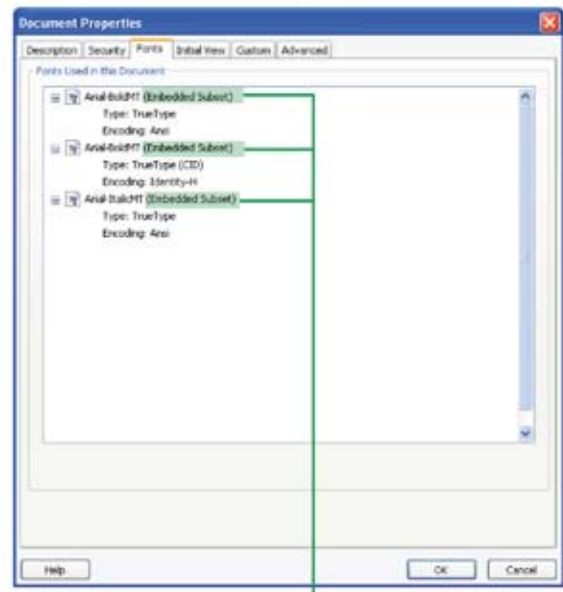


Correctly Embedded Fonts (above)

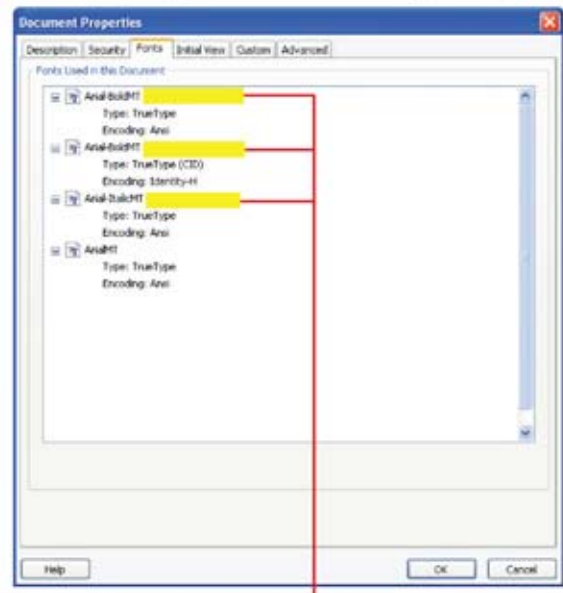


Incorrectly Embedded Fonts (above)

PC



Correctly Embedded Fonts (above)



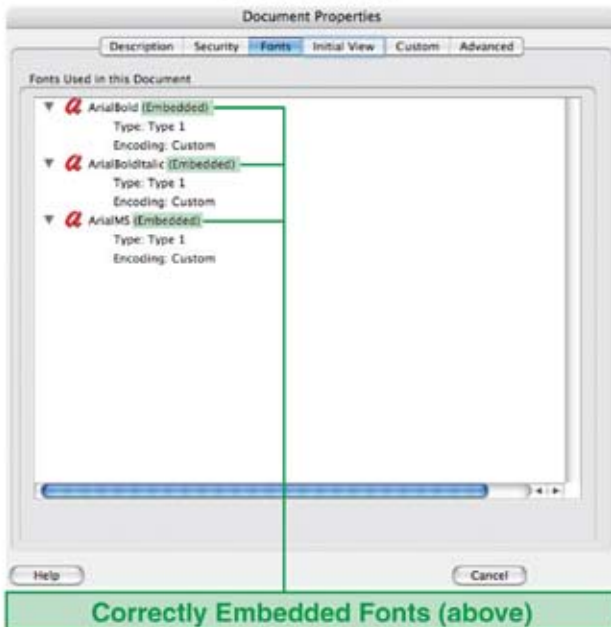
Incorrectly Embedded Fonts (above)



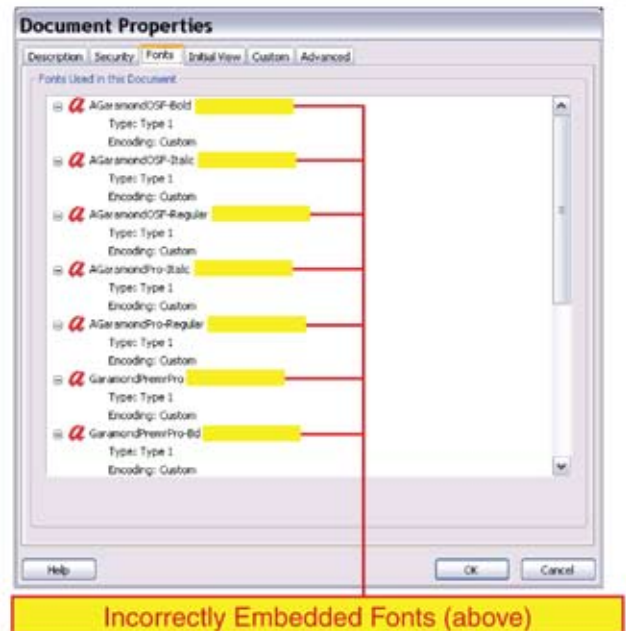
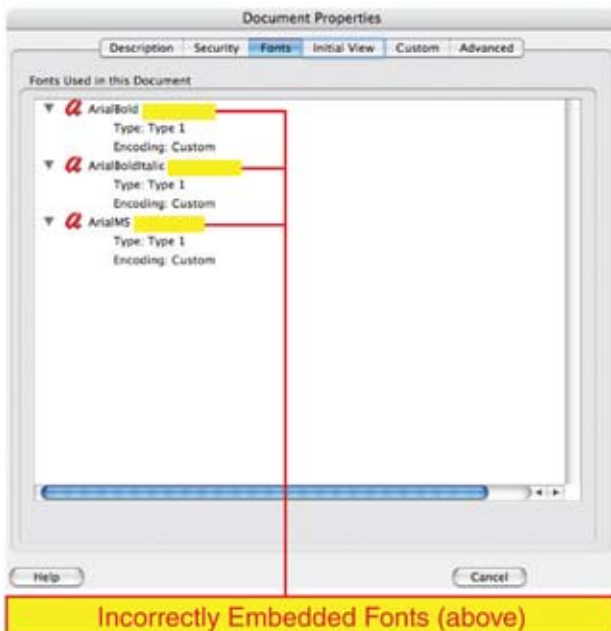
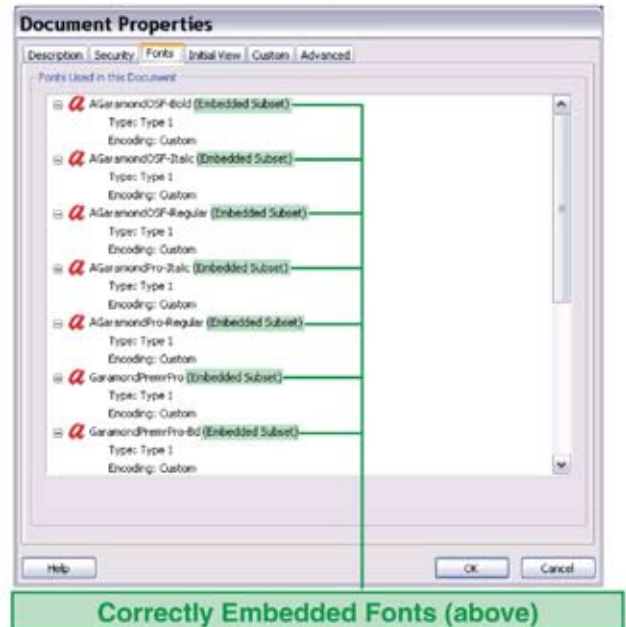
How to Verify Fonts are Embedded in PDF Adobe Acrobat 7

- After creating a PDF, open the file in Adobe Acrobat or Adobe Acrobat Reader.
- In the menu bar, go down under “File” to “Document Properties” then Choose “Fonts”. One of the following windows will open.
- Each font should have the words “(Embedded Subset)” or “(Embedded)” next to the font name.
- If “(Embedded Subset)” or “(Embedded)” is not listed beside the font name, that font is not embedded and ADI will not be able to process your file.

Macintosh



PC



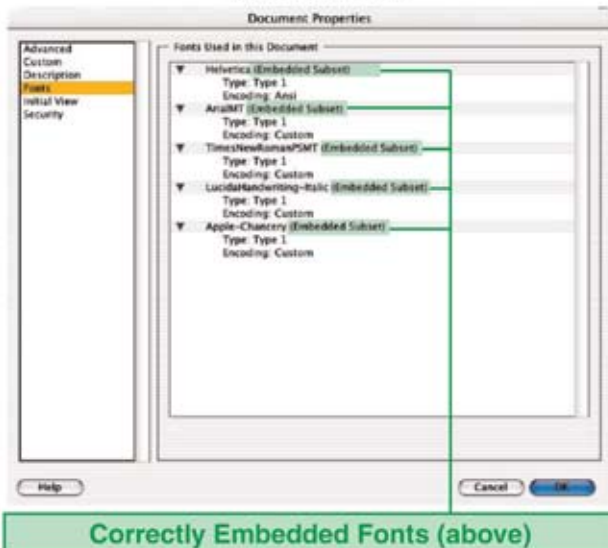


How to Verify Fonts are Embedded in PDF

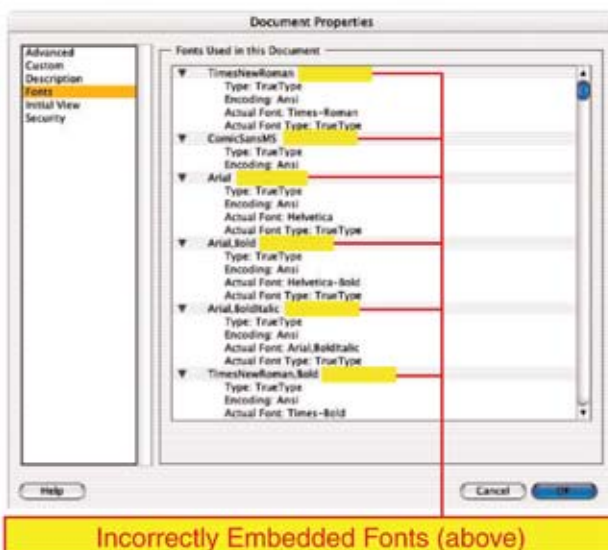
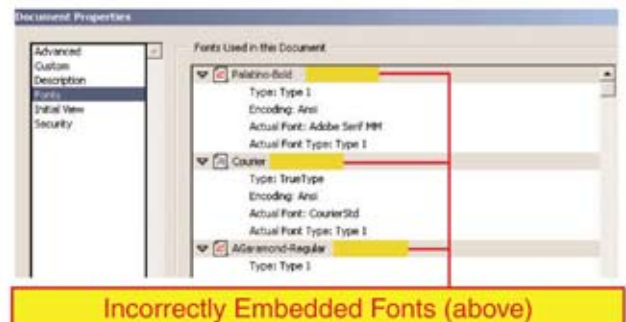
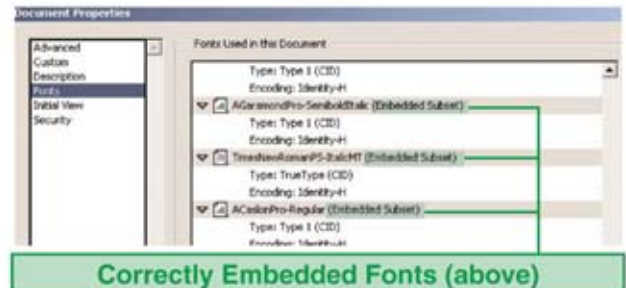
Adobe Acrobat 6

- After creating a PDF, open the file in Adobe Acrobat or Adobe Acrobat Reader.
- In the menu bar, go down under “File” to “Document Properties” then Choose “Fonts”. One of the following windows will open.
- Each font should have the words “(Embedded Subset)” or “(Embedded)” next to the font name.
- If “(Embedded Subset)” or “(Embedded)” is not listed beside the font name, that font is not embedded and ADI will not be able to process your file.

Macintosh



PC





If your fonts are not properly embedded:

- 1) Open the PDF in Adobe Acrobat Professional Version 6 or higher.
- 2) Under File, go down to “Save as . . .”
- 3) Change “Format” to “PostScript”
- 4) Choose the destination (Browse) for your PostScript.
- 5) This will save a PostScript (.ps) file to the chosen destination.
- 6) Open Adobe Acrobat Distiller Version 6 or higher.
- 7) Process the PostScript file that you just created using the correct settings on Pages 13 and 14.



Requirements for Supplied PDF's

Files that do not meet these requirements may delay the production process and will add additional time and expense to your project.

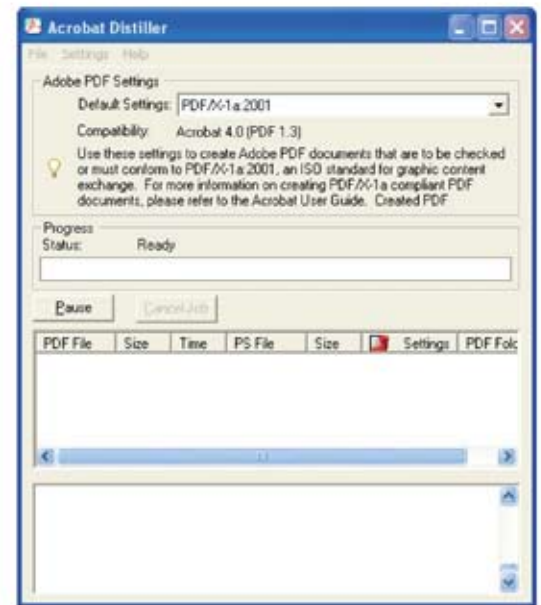
- **The PDF version should be Acrobat Professional Version 6 or Higher and meet PDF/X-1a:2001 standards.** Older versions may not meet PDF/X-1a:2001 criteria.
- **PDFs should be generated using Acrobat Distiller.** Older versions of Acrobat and applications that create PDFs often encounter problems with fonts and graphics.
- **PDF security must be set to “No Security.”** If we receive secured PDFs from you, the project may be delayed as we will need to contact you for unsecured files.

Adobe Acrobat 8 Distiller Settings

Use:
“PDF/X-1a:2001”
Default Setting



Macintosh



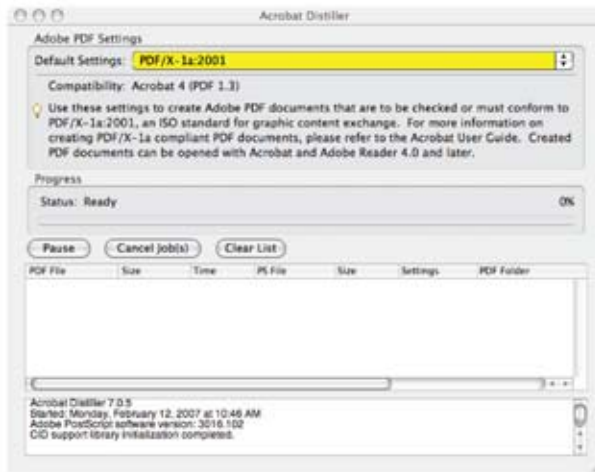
PC



Requirements for Supplied PDF's

Adobe Acrobat 7 Distiller Settings

Use:
"PDF/X-1a:2001"
Default Setting



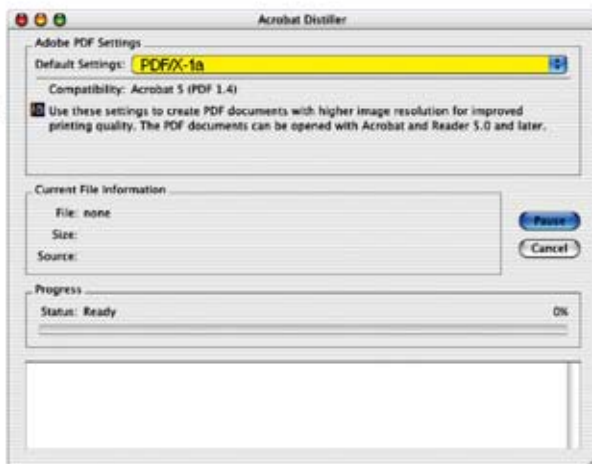
Macintosh



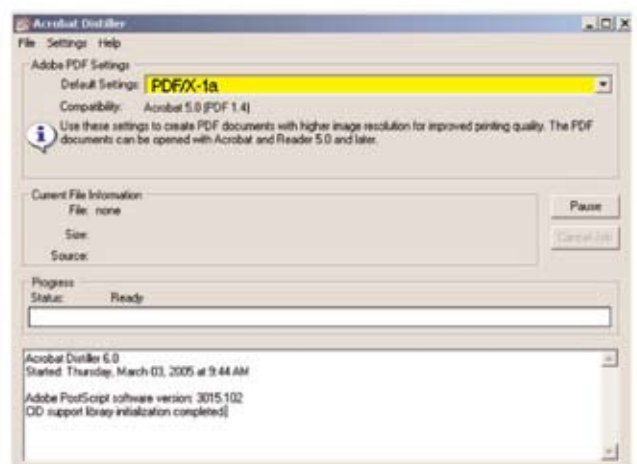
PC

Adobe Acrobat 6 Distiller Settings

Use:
"PDF/X-1a"
Default Setting



Macintosh



PC



B&W Interior Layout Example

The image shows two side-by-side page layouts. The left layout is labeled 'RECOMMENDED' and the right is 'NOT RECOMMENDED'. Both pages have a pink dashed line representing a .5 inch margin. On the left page, the header, text, and image are all within the margin. On the right page, the header, text, and image all extend past the margin. Red circles with numbers 1, 2, and 3 point to the header, text, and image elements respectively. Red ovals highlight 'Header 001' and 'Footer 001'.

RECOMMENDED
All elements adhere to .5" margin

NOT RECOMMENDED
Elements no adhering to .5" margin

Applied Digital Imaging recommends that all Text, Images, Rules, Titles, Headings, Backgrounds, and Illustrations be at least .5" from the edge of final trim size.

This includes headers and footers which are often used for page numbers and chapter title.

ADI does not guarantee bleed off the edge of any page. 'Bleed' is the term used for any element that you wish to print up to the edge of the page after the book is trimmed. If .5" margin is adhered to, then bleed should not be a factor.

Why does LSI recommend no bleed elements?
Images, illustrations or rules that bleed off the edge of the page create a dark or spotted edge when the book is trimmed.

- — Pink dashed line represents the .5" margin.
- 1 Header-recommended to be at least .5" from trim edge of page.
- 2 Body of text (including headings and titles) recommended to be at least .5" from trim edge of page.
- 3 Pictures, illustrations, and backgrounds recommended to not extend past the .5" margin.
- 4 Footers should be at least .5" from trim edge of page.