



**Publishing Company, Inc.**

## Digital File Overview for Covers Using Adobe InDesign

ELAN provides this guide to creating content that will yield the best possible results. By providing better communication and assistance to you, we eliminate many technical and quality issues. **Pages 2–3** give specifics about preparing your cover using **InDesign**.

### Acceptable Document Applications:

**In Addition to InDesign we use and accept the following applications:‡**

- Adobe Illustrator (CS3 and lower)
- Adobe Photoshop (CS3 and lower)
- Quark XPress (6.5 and lower)
- Pagemaker (7 and lower)
- Microsoft Word

‡ Ask your customer service rep about exceptions to this list.

Please use our pre-formatted templates for any of these, which your marketing representative will email to you, to create your handbook cover. It contains labeled guides for the bleed and punch areas, and is set up specifically to help you produce your book's cover.

### How To Send Your File:

Macintosh or Windows (IBM-PC)

**Cover files may be sent any of the following ways (please include the layout document plus all graphics, pictures, and fonts used):**

- eMail (for files 10 MB or less)
- CD or Zip media
- While we can accept email attachments larger than 10 MB, problems in transmission can occur, so we generally recommend using FTP instead.
- We suggest you create all covers (outside front, inside front, etc.) in one file, but if there are multiple files, please name them according to if they are front or back, inside or outside.
- Gather all your files into one folder and zip or compress the folder.

### Please Provide:

(with your document)

- A "press-optimized" .pdf of your cover file(s); this ensures consistency.
- Pantone (PMS) color numbers (if you know them) that you wish us to use or match.
- **All graphic files and fonts used, even if they are embedded into the document,** along with a list of these items.
- A hard copy is recommended, but the .pdf will suffice.

### Images Requirements:

(tif, jpg, eps, bmp, gif, pict, png)

- Images should be at least 150 dpi (300 dpi is preferred).
- jpeg compressed files should be set to the "highest quality/lowest compression."
- We recommend color graphics be converted into cmyk if possible.
- Web graphics should not be used unless absolutely necessary. Web graphics are lower quality and will most likely appear pixelated when printed.

### Margin Setup Requirements:

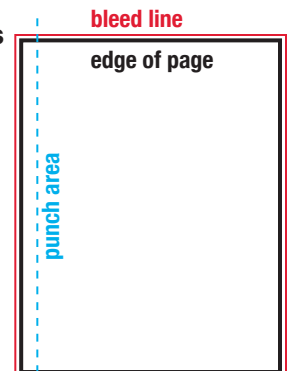
**Most covers bleed (the design extends to the cover's edge); therefore the design must actually be larger than the finished size (by .125") and then trimmed. Our templates account for this, as well as the area in which the book will be punched.**

#### Wire-O or coil binding

Inside margin: at least 3/8" or .375"

#### 3-hole drilled or saddle stitched

Inside margin: at least 3/4" or .75"

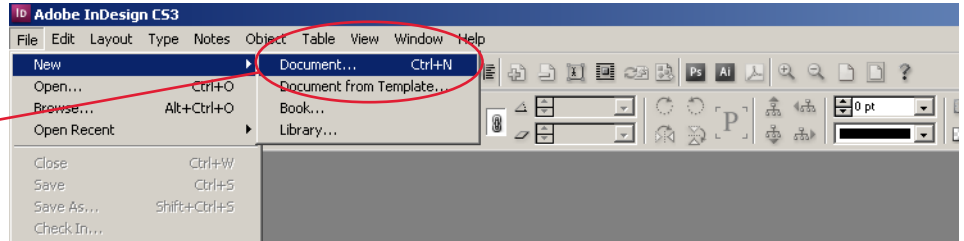


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ELAN recommends using our InDesign template that is already set up to create a cover. This allows you to skip steps 1–3.

## 1 Create a New Document

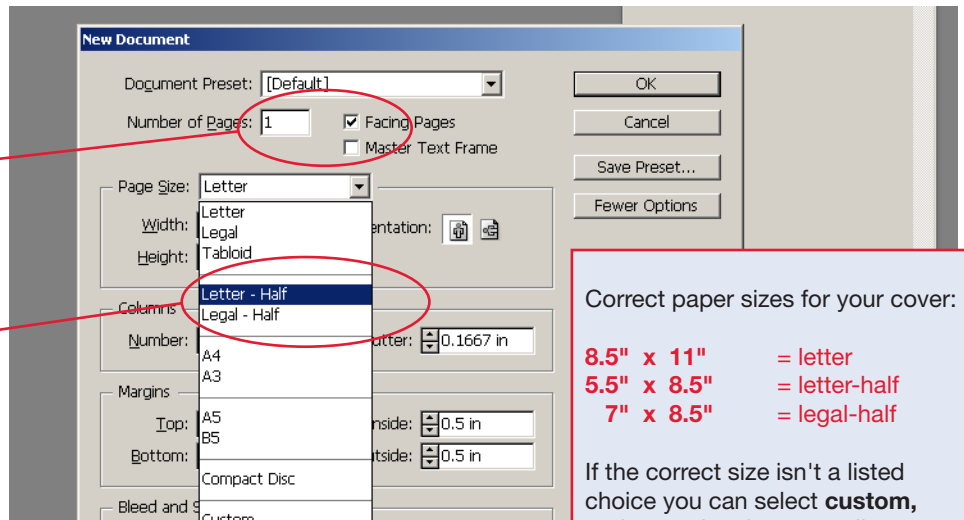
From the **File** menu, select **New** then **Document**.



## 2 Select the desired page size

First change the **Number of Pages** to represent how many will be in your cover document. If you are only creating an outside front cover the number will be one. If there are outside and inside covers it's four.

Now adjust the Page size for **Letter-Half**, or if that setting isn't already available in the list, select **Custom** and enter the correct values.



Correct paper sizes for your cover:

- 8.5" x 11"** = letter
- 5.5" x 8.5"** = letter-half
- 7" x 8.5"** = legal-half

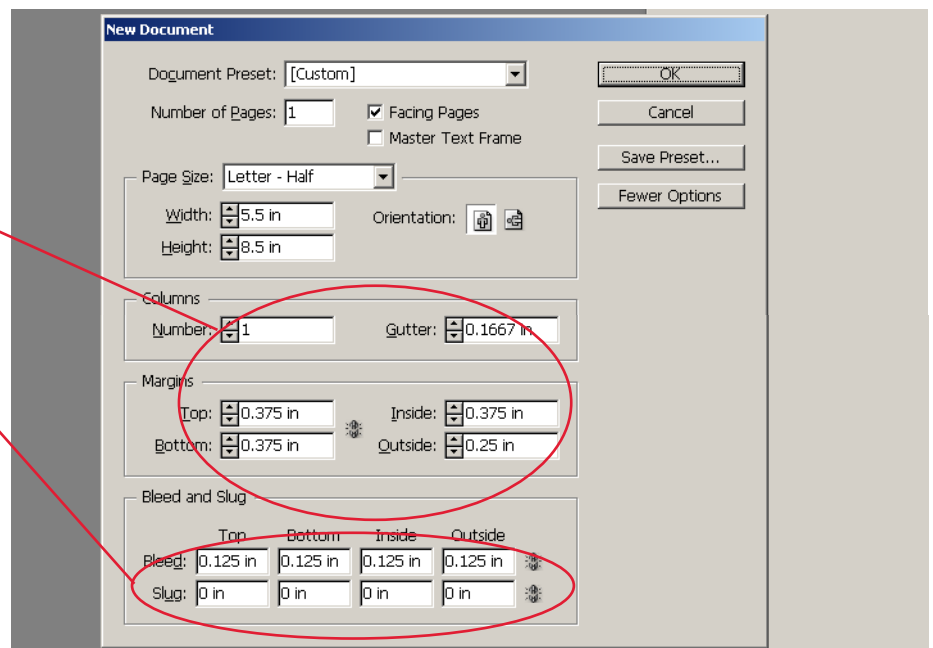
If the correct size isn't a listed choice you can select **custom**, and enter the size manually.

## 3 Set the page margins

The values for margins aren't important for the cover, **with the exception of the Inside, make sure it's at least .375** to accommodate the punch. **Try to keep important parts of the design outside the punch area.**

If the values for **bleed and slug** are visible below the margin values, make sure the **bleed** is set to **0.125**. The slug should remain 0. The bleed line will be a **red outline** beyond the edge of the page to which the design should extend; the cover will eventually get trimmed to the final size.

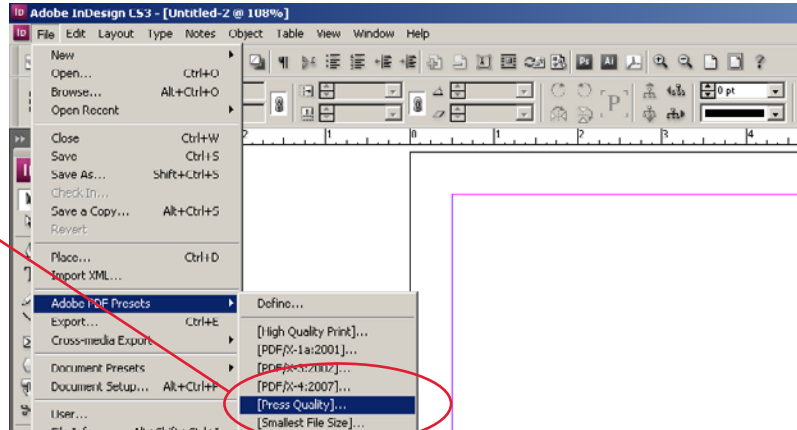
If the values are not visible, clicking the options button will reveal these settings so they can be checked.



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### Select the correct PDF export preset

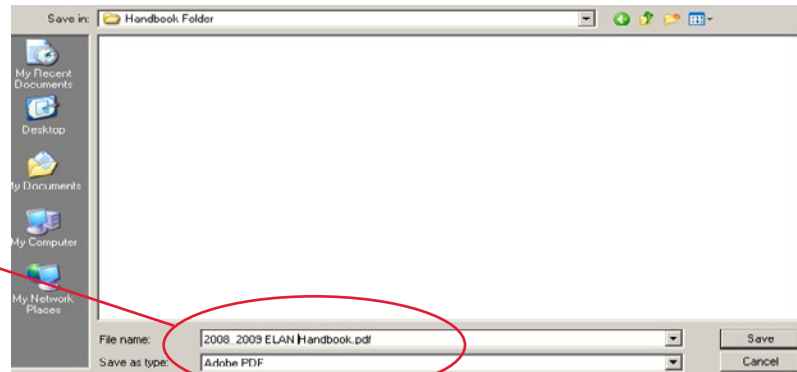
From the File menu, select **Adobe PDF Presets** and choose **Press Quality** from the list.



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### Name your PDF File

A dialog box similar to this one will pop up asking you to name the PDF. It's a good idea to **use a name that is unique to your school or organization (and perhaps include the year)** to avoid confusion. Substitute it for ELAN's name in the example. Since it's a cover you might want to include that in the name too.

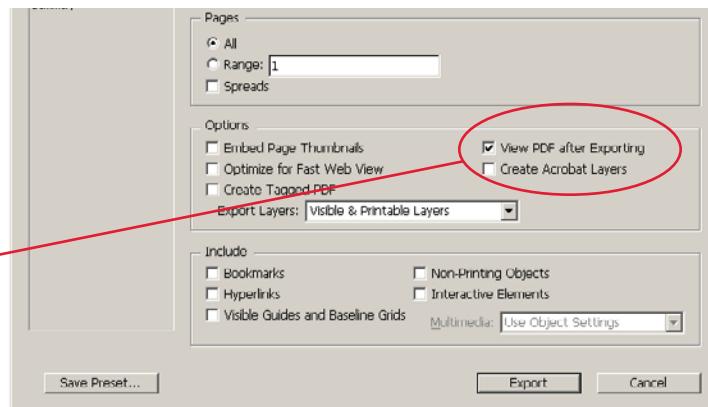


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### Checking the PDF settings

By specifying the Press Quality preset, **all the necessary settings are set for you and shouldn't need to be changed** unless there's a special circumstance.

**View PDF after Exporting** doesn't need to remain checked, but it comes in handy if you'd like to check out your handiwork.



**One final note: please don't include any of the marks;** while they may look professional, they don't actually help us. Deselect any that are checked.

Conversely, you do want to make sure the **Document Bleed Setting is checked** so that will be included in the file; the resulting pdf will be .25" larger than the finished size.

