

## Digital File Overview for Covers

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.

### Acceptable Document Applications:

We use and accept the following applications:‡

- Adobe InDesign (CS3 and lower)
- 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.

**Note for Vista Users:** Please save your document as an earlier Word format (.doc) instead of Vista's default .docx format (select Save As and choose .doc from list).

### 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
- Upload to our FTP site (File Transfer Protocol)
- 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.

### Image 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"

