



Publishing Company, Inc.

Digital File Overview for Text documents 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 specific instructions for creating your file with **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*
- Any other word processor** (see below)

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

* Please use our pre-formatted template, which your marketing representative will email to you, to create your handbook and school events files when starting from scratch. If reusing previously prepared documents, please change your page size and margins to match those in our margin set up section.

** Any other word processor can be used as long as the file is sent as a .txt or .rtf file (text, rich text). Create the document or save as a .rtf or .txt early on, thus eliminating possible formatting issues.

How To Send Your File:

Macintosh or Windows (IBM-PC)

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
- 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 gather all your files into one folder and zip or compress the folder.

Please Provide:

(with your document)

- A “press-optimized” .pdf of your complete document with all fonts embedded; this ensures consistency.
- All graphic files and fonts used, even if they are embedded into the document, along with a list of these items.
- A hard copy of your document 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”
- 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:

Space for binding and trimming of your book must be taken into consideration when creating your document. Margins for the correct binding type are listed below.

Wire-O and Coil binding

Top margin: at least 3/8" or .375"
 Bottom margin: at least 3/8" or .375"
 Inside margin: at least 3/8" or .375"
 Outside margin: at least 1/4" or .25"

3-hole drilled or saddle stitched

Top margin: at least 3/8" or .375"
 Bottom margin: at least 3/8" or .375"
 Inside margin: at least 3/4" or .75"
 Outside margin: at least 1/4" or .25"

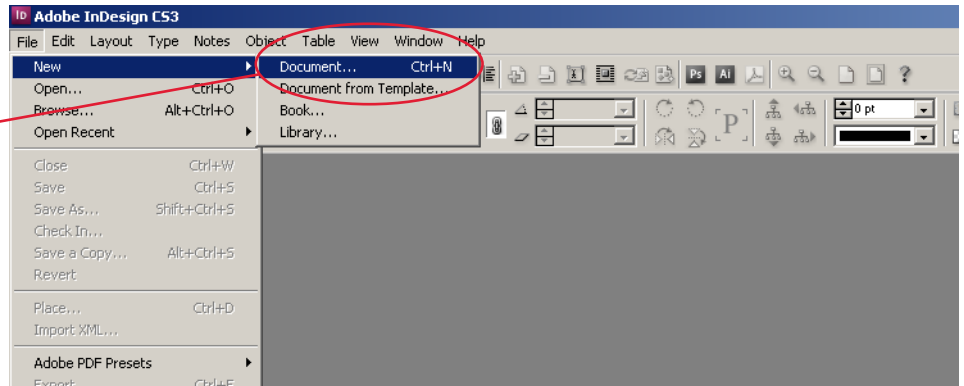
A Special Note about Covers:

We print covers for books separately from their contents, then bind them together. Please send separate files.

1

Create a New Document

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

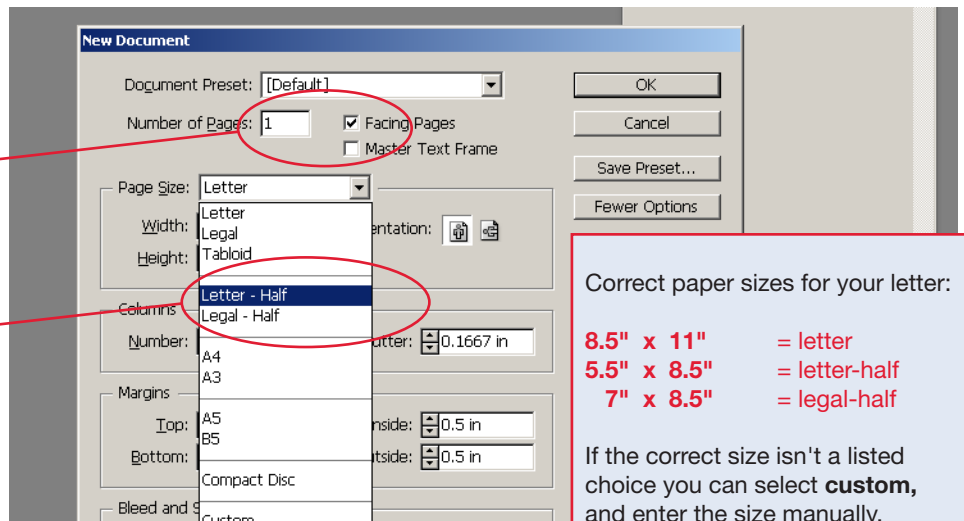


2

Select the desired page size

First change the **Number of Pages** to represent how many will be in your document. Pages can be added or removed later while creating the document.

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 letter:

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

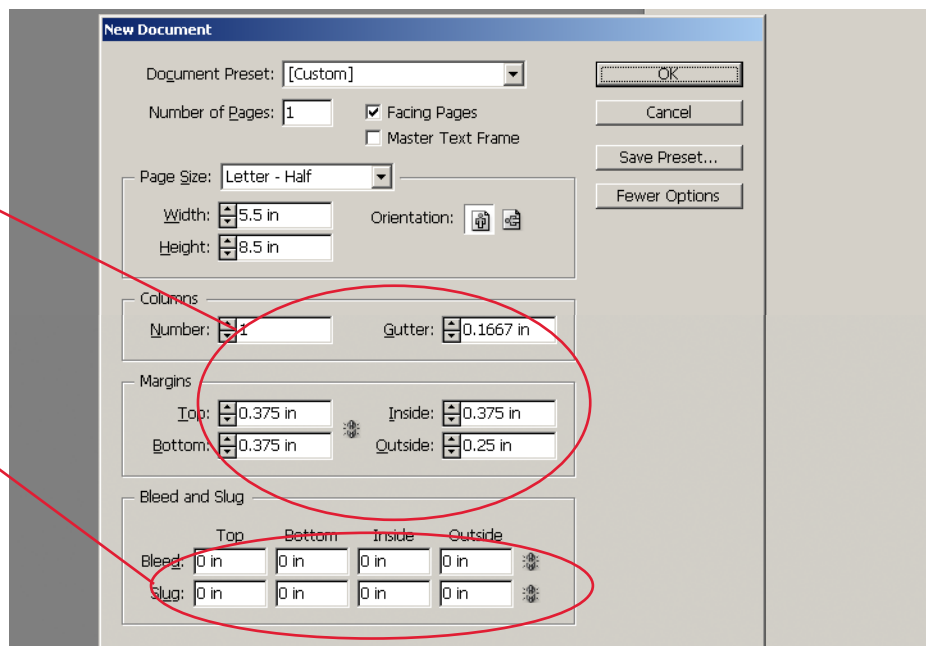
If the correct size isn't a listed choice you can select **custom**, and enter the size manually.

3

Set the page margins

Enter the values shown here for each margin. The margins can be larger if desired; these are **required minimums** for the book's contents.

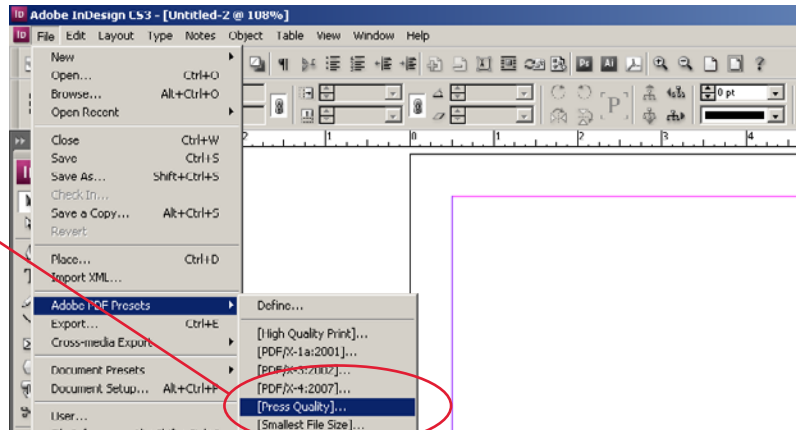
If the values for **bleed and slug** are visible below the margin values, make sure these are **all set to 0 for contents pages**. If the values are not visible, clicking the options button will reveal these settings so they can be checked.



4

Select the correct PDF export preset

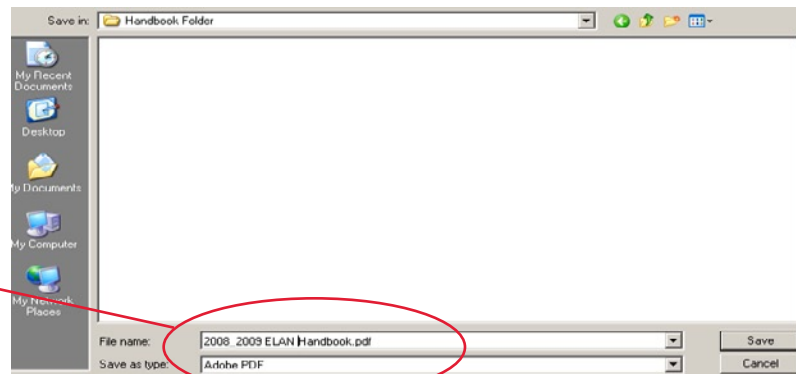
From the File menu, select **Adobe PDF Presets** and choose **Press Quality** from the list.



5

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.

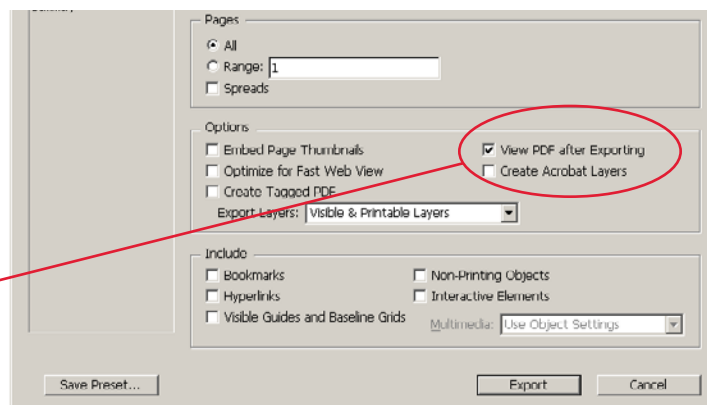


6

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 specific range of pages being output or some other 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.

