



**Publishing Company, Inc.**

## Digital File Overview for Microsoft Word Text Documents

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 2–4** give specific instructions for **Microsoft Word** documents.

### Acceptable Document Applications:

In addition to Word, we use and accept the following applications:<sup>‡</sup>

- 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)
- Any other word processor\* (see below)

<sup>‡</sup> 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.

**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)

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

- Upload to our FTP site (File Transfer Protocol)

### 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.
- Please send graphics separately, not embedded in Word files.

### 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:

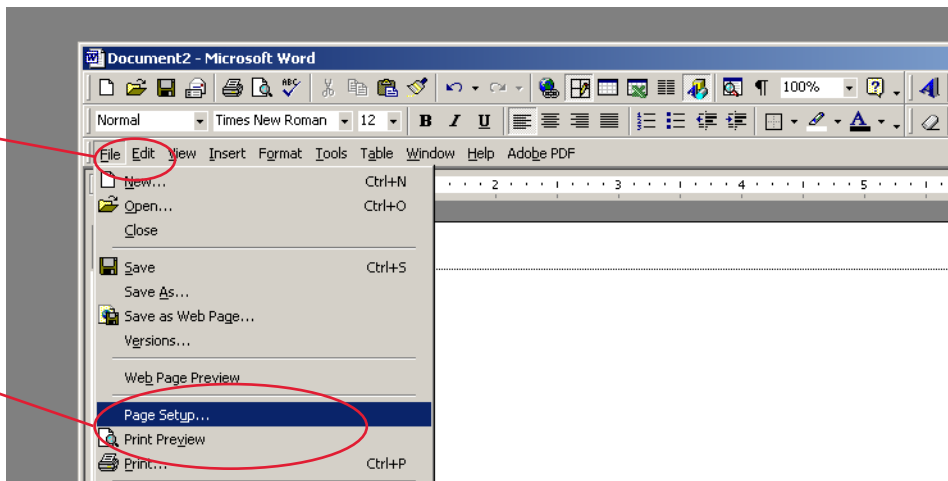
We print covers for books separately from their contents, then bind them together. Please send separate files.

**1**

### Setting up your document:

Select **File** from the top toolbar.

Select **Page Setup** from the File drop down menu.



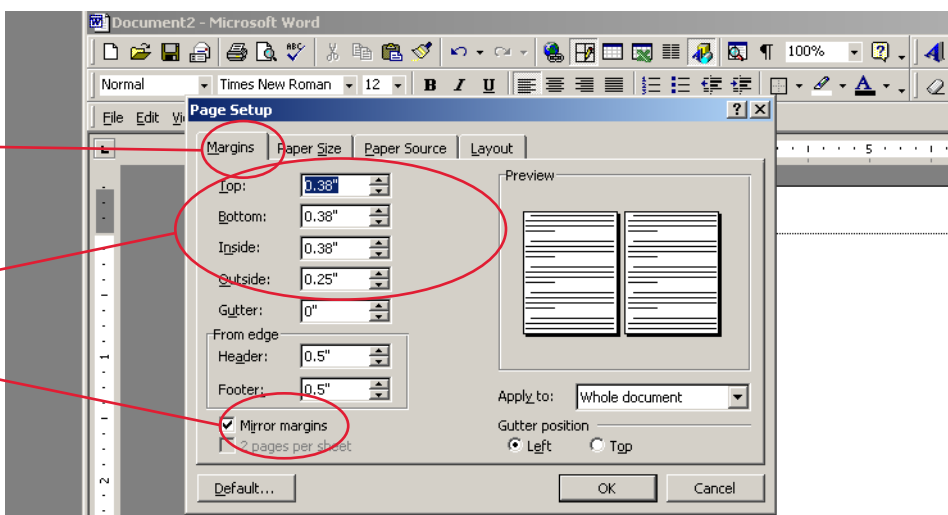
**2**

### Margin Setup

In the Page Setup window, select the **Margins** tab.

Using the figures from the margin Setup Requirements on the main sheet, **enter your margin sizes.**

Check the **Mirror Margins** check box.



**3**

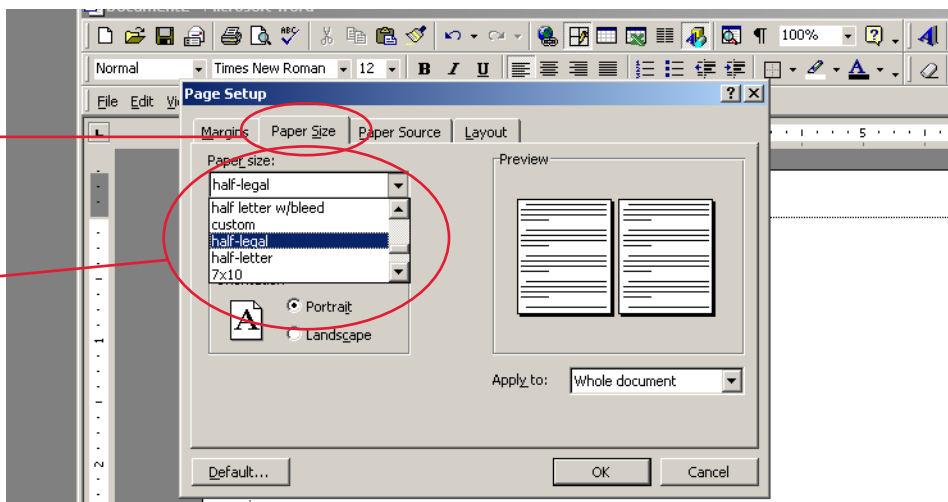
### Page Size Setup

In the same Page Setup window, select the **Paper Size** tab.

Select the correct paper size for your book.

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

If those are not listed, you can select **custom**, and enter your page size manually.

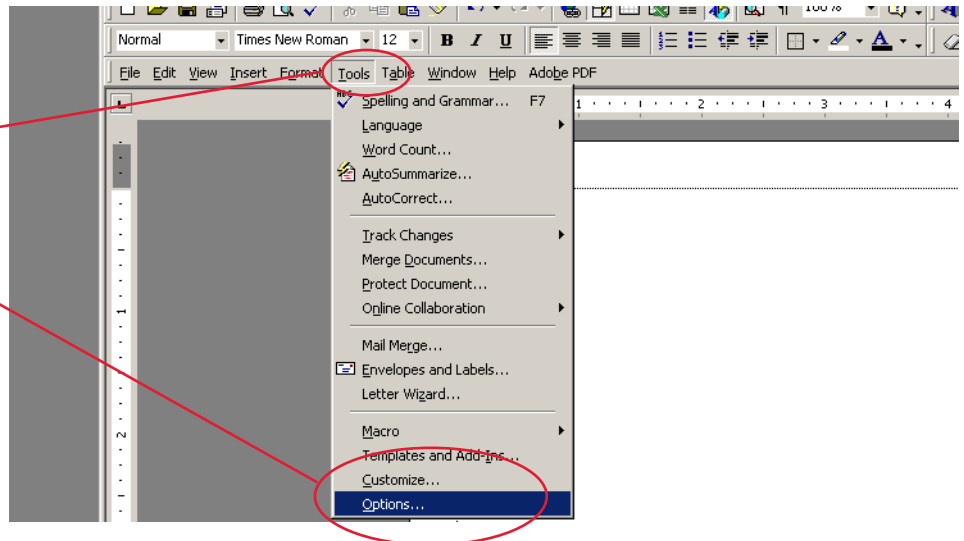


**Create your document or review your newly reformatted document for layout problems.**

Once the new document is created or the reformatted document has had any layout problems with tables or tabs corrected, it's time to make a PDF to send to ELAN.

### 4 Embedding Fonts

Under **Tools**, select **Options**.

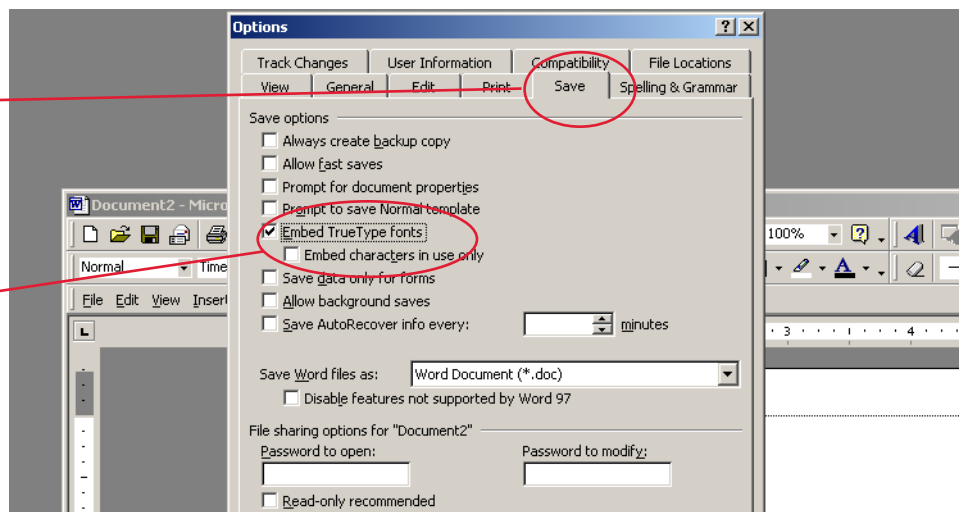


### 5 Options Window

Select the **Save** tab.

Check off **Embed TrueType**.

**Do not** check Embed characters in use only.

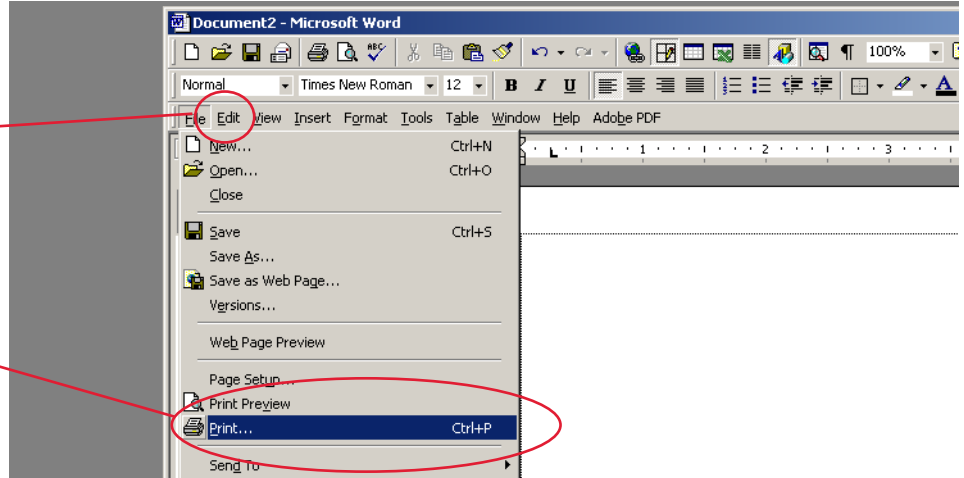


(continues)

### 6 Create the PDF

Select the **File** from the top toolbar.

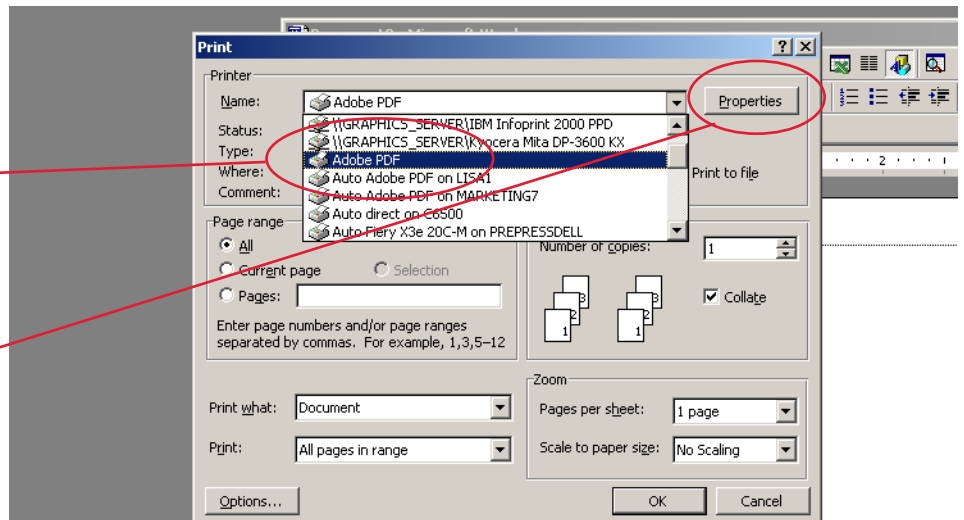
Select **Print** from the File drop down menu.



### 7 Selecting The Correct Driver

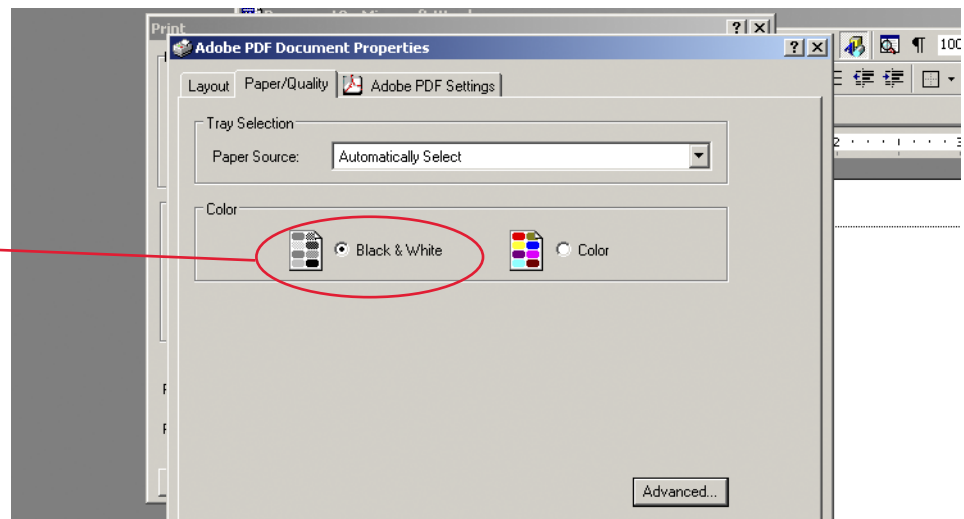
In the Print window, select the **Adobe PDF**, located in the Printer Name drop down menu, The number of choices and specifics will vary.

Click **Properties**.



### 8 Changing the Quality Setting

After clicking the Properties button a new window will pop up that has three tabs. Select the middle tab for **Paper/Quality** and change the setting to **Black & White**.



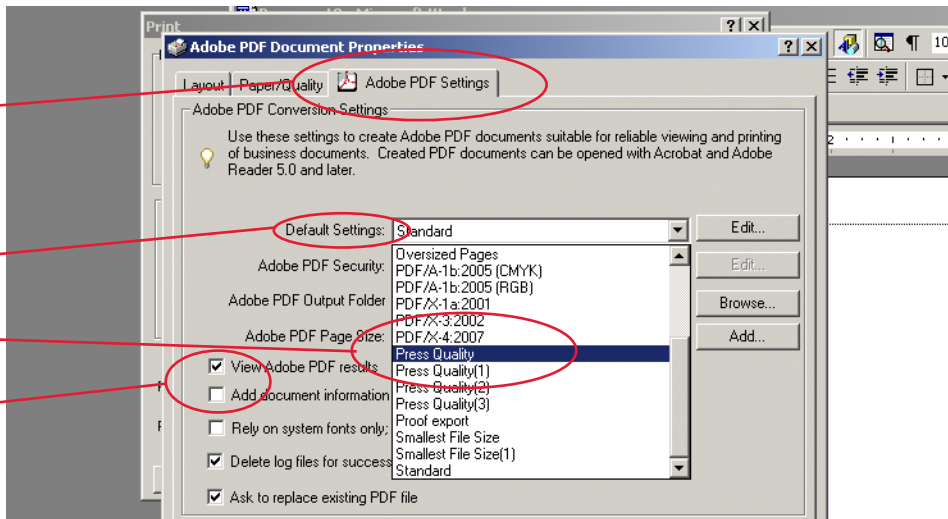
(continues)

**9**  
**Properties Window**

Select the **Adobe PDF Settings** tab.

In **Default Settings**, select **Press Quality**.

Keeping the **View Adobe PDF results** option selected is strictly optional; it just means that the new PDF will attempt to open after it's created. Make sure that the **Add document information** box is *not* selected.

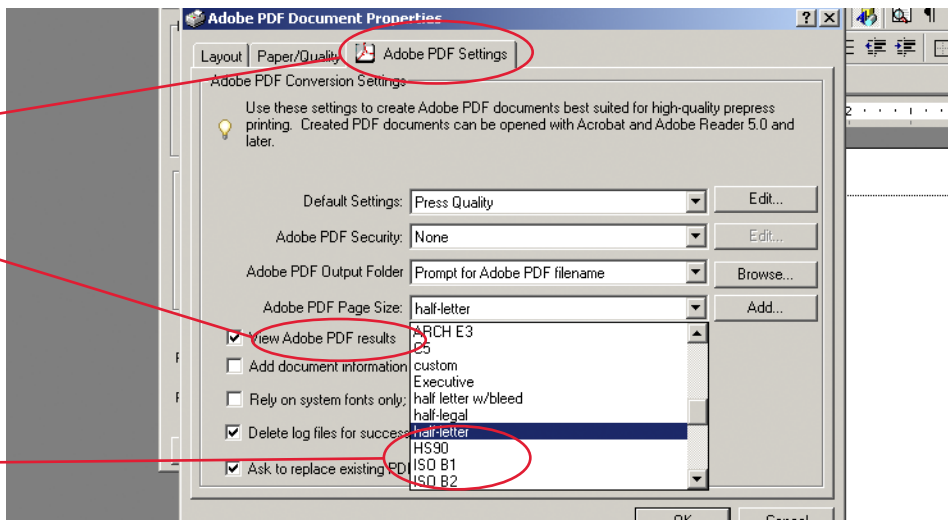


**10**  
**Select Correct Paper Size**

In the same Adobe PDF Settings tab, select the page size from the **Adobe PDF Page Size** drop down menu.

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

If those are not listed, you can select **custom**, and enter your page size manually.



**Clicking Ok will begin the process of creating the pdf file to send with your original document.**