GASCH PRINTING

PERFECT BIND TEXT SAMPLE
Guidelines

Print ready PDF must meet the following criteria to ensure your book prints without problems:

- One PDF file containing multiple-pages. File must consist of an **even number** of single pages (not spreads) running from the first page to the last page, including blank pages as needed.

- Fonts must be embedded *(preferred)* or converted to outlines.

- Black text should be 100% of black only and not a CMYK "rich black" mix.

- White text should be set to knockout, not as an overprint.

- Black Pages - elements should be supplied as Grayscale/Black not as CMYK or RGB.

- Color Pages - supplied as four-color process **CMYK** *(preferred)* or RGB color model. *****

  * *Avoid using mix color models of within a page when objects have a transparency. RGB elements will translate to CMYK at press, note some variation of the color can occur.*

- Solid black areas we recommend <u>100% black and set to knockout</u>.

- Light Tints: tints under 10% for a single tint color or for a combined ink percentage of a color build is NOT recommend.

- Avoid using color builds or images with total ink values greater than 280.

- Recommended minimum image resolution of color or grayscale photographs is 300 dpi and 600 dpi for line work at 100% of the final image.

- Safe Areas: Your artwork can extend over into these areas but should not contain any important logos, charts or text information.
  - ‣ **Face Trim Safe Area** we prefer 0.375" (at least 0.25") ‣ **Head and Foot Trim Safe Area** at least 0.25"
  - ‣ **Binding Side Safe Area** we prefer 0.4375". (at least 0.375") *****As the page count increases it does help readability to increase the bind safety area. (*see next page*) However, the overall book size will affect the amount that can be allotted to the bind area. An estimated guideline to use is... 0.375" for up to 350 pages | 0.5" for 351-700 pages | 0.625" for 701-1000 pages | 0.75" for 1001-1300 pages | 0.875" for 1301+

- Page numbering placement recommendations:

  Odd Pages (front): Odd Page numbers should be on the <u>right side</u> of the sheet or in the center of the page.

  Even Pages (back): Even Page numbers should be on the <u>left side</u> of the sheet or in the center of the page.

- If elements like photos, illustrations, tints or graphics are on or close to the trim, please extend the elements an extra 0.125" beyond the trim edge. This is considered bleed. Supply files with an extra 0.125" (1/8 inch) added to all sides to include the bleed area. (Exp, 6 x 9 with bleeds is 6.25 x 9.25)

- If trim marks are indicated, please keep them outside the live (trim & bleed) print area.

- Recommended Compression settings:
  - ‣ "Do Not Downsample" set to "NONE" or "ZIP" for books with a moderate amount of Images.
  - ‣ "<u>Do Not Downsample</u>" set to "<u>JPEG</u>" with "<u>MAX Image Quality</u>" for book with heavy coverage of Images creating a large data file. Example, 800+ megabyte Yearbook text file.
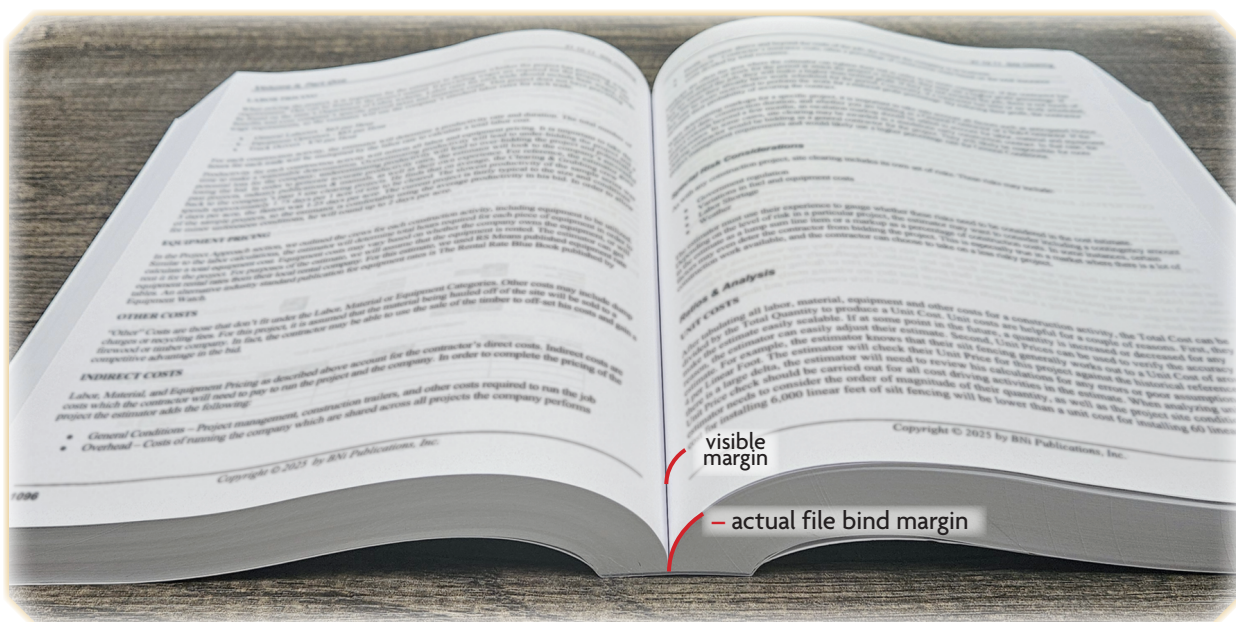
We hope this helps, if you have any other questions, please don't hesitate to contact us at **301.362.0700**

Not all design concepts will translate from a web view to the printed product. Few examples are tight borders, small copy or very light tints.

(LAYOUT NOT TO SIZE)

(LAYOUT NOT TO SIZE)

Margins serve a practical purpose in books. They provide space for the reader to hold the book without covering the text. Novels have narrower margins while academic texts and manuals have wider margins to allow space for notes or illustrations.

Book margins are not uniform. They consist of the top (head trim), bottom (foot trim), outside (face trim), and inside margins (binding or gutter area). The inner binding margin needs to be a little bigger. Since pages tend to curl near the binding and let less light in. Increasing the inside bind margin area will make the book easier to read.

The safety area numbers listed on the first page are the minimal recommendations for each margin area. Please allow as much space as you can in the margins while keeping a balanced design.

visible margin

– actual file bind margin

In the above image the copy is nearing the bind curl. While the book is readable the bind margin area could be increased. However, this in turn can increase the page count and the cost to print.

The distance between the visible margin and the actual file bind margin amount can fluctuate depending on the book's binding style and the page count. As a consideration, the estimated bind margin lost on a bound book could be about 0.125" to 0.25".

FACE TRIM SAFE AREA 0.375"

MINIMUM RECOMMENDED BINDING & SAFE AREA IS 0.4375"
BINDING SIDE