

**United Book Press, Inc.**

1807 Whitehead Rd., Baltimore, MD 21207 • 410-944-4044

# Digital Output Requirements

## General Info

Unless specified otherwise, book covers, dustjackets, casewraps and stamping dies must be supplied in application file format, and text must be supplied in either PDF or postscript format. The first time we preflight your files, there is no charge, although subsequent preflights are billed at an hourly rate.

## Data Submission

**ACCEPTED MEDIA:** DVD, CD-ROM or via ftp. Please zip or stuff all files before sending via ftp, and remember to include your UBP job number in the file name.

**FTP:\*** ftp.unitedbookpress.com <user id>prepress <password> prepress

**email:\*** gmiller@unitedbookpress.com

## HardCopy

**Text Proofs-** a complete, up-to-date set of single-sided, composite lasers, printed at 100% must accompany your job. Supply a laser of a representative page with crop marks, in order to establish margins on your job.

**Cover Proofs-**should be supplied in both composite and separated form.

**UNITED BOOK PRESS WILL NOT BE RESPONSIBLE FOR ERRORS IF SUPPLIED HARDCOPY IS NOT THE SAME SIZE AS THE PRINTED IMAGE.**

## Postscript Files

and

## PDF Files

**PostScript files should be supplied:**

- at a resolution of 1800 dpi.

**PDF files should be:**

- created with "press optimized" Distiller settings.

**Both postscript and PDF\*:**

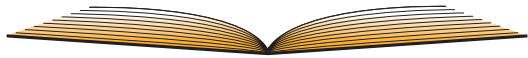
- include all blank pages,
- have all fonts embedded,
- supply at final trim size and without crop marks for non-bleed documents,
- bleed pages should have image extend 1/4" past the final trim size and may include crop marks, offset at least 3/8" from final trim.

\*appropriate high resolution printer description files (ppds) should be selected when writing postscript files. Instructions for installation of ppds and application specific postscripting help can be obtained from your customer service representative.

## Application Files

Application files may be collected manually or with preflighting software and should include all fonts, (both screen and printer fonts) and all images (saved tif or eps format only). **Do not embed images in your application files.**

Lists of supported applications, cover templates and list of design considerations can be obtained from your customer service representative.



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# Design Considerations

## Supported Native Application Files Formats (Mac or PC)

Adobe Photoshop CS4

Adobe Illustrator CS4

Pagemaker 7.0

Adobe InDesign CS4

Adobe Framemaker 6.0

Adobe Acrobat 9.0

Quark Xpress 8.0

Quark XpressPassport 7.3

Macromedia Freehand 10.0

Microsoft Word 2007

Corel Draw 12

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- Rules should be .25 point or larger, **no hairline rules**.
  - There should be no critical matter printing close to final trim. **Use 1/4 inch as a "safety zone"** around the page.
  - Any image on a page that extends to final trim must **bleed at least 1/8 inch** beyond final trim. The **text** in a **bleed tab** should be no closer than **5/16 inch** to trim; bleed on a tab must be at least 1/8 inch, 1/4 inch preferably.
  - For consistency, **use "Master Pages"** for common elements such as running heads, folios and tabs.
  - **Use meaningful file names.** Instead of simply naming your document "Chapter\_1.qxd", name your file with the page numbers, such as "129\_145 Chapt1.qxd" this way when you print out a directory of your files, they will appear in numerical order! **File names should not exceed 21 alpha numeric characters**, (please **do not include special characters** in file names).
  - Due to margins for hinge and bleeds, **please request a layout** drawn for your specific project before composing a **dust jacket or case wrap**. Keep live copy away from hinge, turn areas and trim. Allow at least 1/8" bleed (3/8" preferred).
  - Files should not incorporate trapping information; trapping will be incorporated by UBP.

## GREYSCALE IMAGES (HALFTONES AND CMYK)

- **Must be resolved at 300 dpi scaled to final size.** Use this equation: (scanned resolution /reduction %)=final resolution. For example a 72 dpi image scaled at 24% would actually resolve at 300 dpi, ( $72/.24=300$ ), or a 450 dpi image scaled at 150% resolves at 300 dpi, ( $450/1.5=300$ ).

- **Grey images should be color corrected for press gain.**

Sheetfed press: 3% highlight  
93% shadow

Web press: 3% highlight  
86% shadow

(15% gain in midtones & 3/4 tones)

- **Save images as tif or eps only;** do not use lzw compression. If you will be colorizing a greyscale image in an application program, save it as a tif; if you have created a clipping path for silhouetting, save the image as an eps, with a flatness of 4.

## BITMAPPED IMAGES (LINE ART)

- **Must be resolved at 1200 dpi scaled to final size.**

- **Save images as tif or eps only,** and do not use lzw compression. If you will be colorizing a bitmapped image in an application program, save it as a tif; if you want a black image with transparent whites, save as an eps.