5.5" x 8.5"

Cover Artwork Guidelines

This template is actual size. For best results, follow the dimensions given when creating your cover.
When designing the back cover, this template should be flipped.

Cover Specifications:

- If your design goes all the way to the edge, we need a file with bleed at **5.75" x 8.75".** The printed cover will then be trimmed to 5.5" x 8.5". *We may add a border to the design if no bleeds are included.*

- Allow **.5"** (1/2") on the inside edge for the binding.

- Allow **.25"** (1/4") on the outside edges for any images or text not intended to bleed.

- If you create and submit the front and back covers as one spread, include a **.25"** (1/4") bleed between front and back covers.

Whole Page Designs

- Designers should set up the file at **5.75" x 8.75"** at **300 dpi**. You can't begin with a low-resolution file and increase it.

- Preferred file types are .pdf, .tif, .psd (Photoshop), .ai (Illustrator), .eps or .jpg.

- Low quality images, such as those saved from a website, will not reproduce well in print, even if the resolution is increased.

- Computer artwork and all images contained in the artwork should be saved as CMYK (not RGB) color.

- Any imperfections in the submitted artwork will be present in the finished cover design.

Logos and Photos

- Artwork should be at least **300 dpi** resolution and sized to the approximate dimensions it will be used.

- Increasing resolution will not increase the quality. Therefore, low quality images, such as from a website, will not reproduce well in print even if the resolution is increased.

- If you are unable to provide a digital image file, mail us a printed version of the artwork. We will scan the artwork at the correct resolution for use on the cover.

- School Datebooks cannot accept files placed into Word, WordPerfect, PowerPoint, etc. These programs compress images, knocking down the resolution. Upload the image file without placing it into a Word file.

- When taking photos, set your digital camera to the highest setting.

- If you have a printed photo, we can scan it to ensure best quality.

- It's best not to crop photographs; leave some margin to work with. You can always submit a second cropped version for reference.

Reminders

- Cover artwork is due 14 weeks before your desired delivery date.

- Upload files to The Zone™ at www.schooldatebooks.com.

Mailing Artwork?

School Datebooks
2880 U.S. Hwy 231 S.
Lafayette, IN 47909

YOUR ARTWORK SHOULD BE 5.75" TO ALLOW FOR BLEED

ACTUAL COVER IS 5.5"

ALLOW .25" (1/4") ON NON-BINDING EDGES FOR ANY IMAGES NOT INTENDED TO BLEED

ALLOW .25" (1/4") ON NON-BINDING EDGES FOR ANY IMAGES NOT INTENDED TO BLEED

ACTUAL COVER IS 8.5"

YOUR ARTWORK SHOULD BE 8.75" TO ALLOW FOR BLEED

WE RECOMMEND KEEPING IMPORTANT ELEMENTS OF YOUR DESIGN .5" (1/2") FROM THE INSIDE EDGE TO AVOID THE BINDING.

Back Cover Template

This Back Cover Template is the same as the front, just flipped horizontally.

It is actual size.

For best results, follow the dimensions given when creating your back cover.

File Requirements

If you are submitting cover design files, we will need the following:

- The native file (from Publisher, PhotoShop, PageMaker, Quark XPress, etc.) Please delete unused layers.
- All fonts. If possible, please change all text to paths (outlines), but still send a copy of the fonts. We will need both the printer and screen fonts used in the document, as well as all fonts used in any linked .EPS or .TIF files. Avoid using attributes to stylize your fonts— use only correct screen fonts for the desired effect.
- All images used in the file.

Mailing Flash Drives

We prefer you upload files to the Zone™. However, we also accept files saved to a Flash Drive.

- Include a composite color print out. It should match the digital file exactly and be printed at 100% of size.
- Prepare clean and accurate flash drive.
- Delete any unnecessary files.
- Name your files logically (for example "FrontCoverLogo.jpg").
- Ensure that all linked files match the files saved. If you rename a file, re-link it and re-save the document.

Uploading Digital Files

- Login to your Zone™ account at www.schooldatebooks.com.
- Visit the Cover section of The Zone™ to upload and submit your cover file(s).
- After you have submitted your information, Production will review the files and your Customer Service Representative will contact you with any concerns.
- Once all cover files are received, a cover proof will be posted on The Zone™ for your approval.

Hard Copy Artwork

- Freehand cover artwork that needs to be scanned should be carefully packaged for mailing.
- Artwork should be done in color on smooth, nonabsorbent paper. Bold, rather than light, colors will produce the best results when the cover is printed.
- Ensure that the artwork is clean. Any imperfections in the original artwork will be present on the finished cover design.
- Do not fold, tape, or staple artwork to be scanned.
- Label all artwork clearly (for example "Front Cover Logo").
- We suggest using Priority Mail, UPS, FedEx or any other traceable shipping method.

Questions? Contact your Customer Service Representative at 800.705.7526.

Cover Artwork Guidelines Continued

Selecting Your Photo

- Consider the orientation, proportion, focal point and extra space within the photo.

- Vertical photos work better for image spaces with "portrait" orientation; horizontal photos for "landscape" image spaces.

- Keep in mind that our cover templates will crop your photo in some way. Be sure to plan for the crop when taking the picture!

- Feel free to submit multiple photos using various angles, zoom and orientations. We'll then select the best picture for your chosen design.

- Don't forget your online cover proof! Be sure to check the colors used and that the photograph works for you. If you have any questions, contact your customer service representative.

General Tips

- Have a strong focal point.

- Experiment with placing the focal subject off-center.

- Select a location with good lighting. If you're shooting outdoors, wait until the sun is behind you for best results.

- Hold the camera steady. Many cameras take a few seconds after you press the button for the shutter to open and close.

- Take vertical photos for cover images with "portrait" orientation, horizontal for "landscape" pictures.

- Vary your angle and distance from the focal point — get close, move back. Multiple angles and zoom will give you more options when selecting the right picture.

- Utilize the "white balance" button on your digital camera to ensure that colors will be vivid and balanced.

- Consider the proportion and image size when selecting your photo.
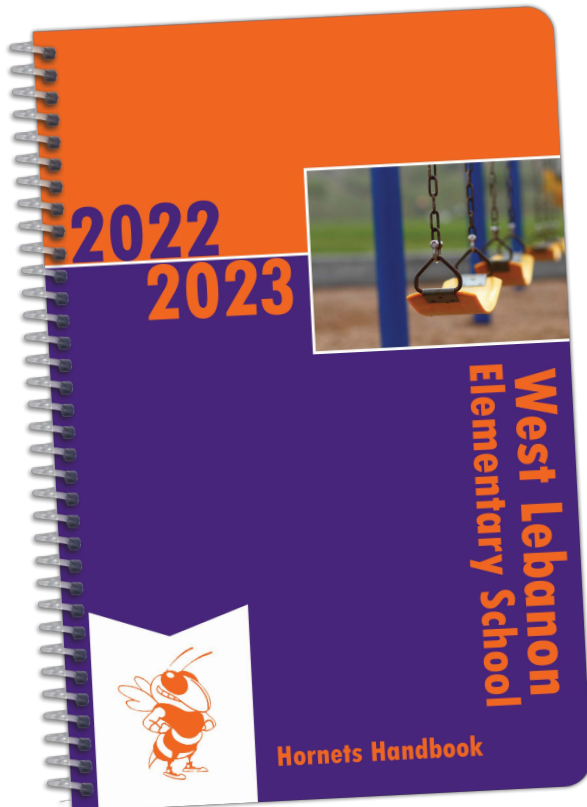
Consider proportion and image size when selecting the photo for your cover.

- In this case, the vertical photo (center) might work well on this cover, but the horizontal (right) would not.

- Remember that our templates will crop your photo, as the example shows. Keep this in mind when selecting the focal point of your photograph.