

Folder Artwork Guidelines

Front/Back Folder Artwork Guidelines

Front/Back Folder Template

- The template on this page is not actual size, however the dimensions given are accurate and should be followed when creating your front and/or back folder.

Front/Back Folder Specs: 9.5" x 11.75"

- If your design goes all the way to the edge, we need a file with bleed at **9.5" x 11.75" at 300 dpi**. The folder will then be trimmed to 9.5" x 11.625". *We may add a border to the design if text and graphics are in danger of being trimmed off of the top edge.*

Safe Area:

- Allow **.375"** on the top edge for the trimming of the folder.
- Allow **.25"** for any images or text on the right, left, and bottom fold edges.

Helpful Information

General

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

Quality and Resolution

- 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 or a screenshot, will not reproduce well in print – even if the resolution, or size, is increased.
- Computer artwork and all images in the artwork should be CMYK (not RGB) color.


- Any imperfections in the submitted artwork will be present in the finished folder design.
- If emailing images, send the largest, actual size file; don't send a smaller, compressed version.

Submitting Native Files

- We have templates available for Adobe Creative Suite. Let us know if you need one of the following design files: Photoshop, InDesign, or Illustrator.
- If you are submitting folder design files, we will need the following:
 - The native file (from Photoshop, InDesign, Illustrator, PageMaker). Please delete unused layers.
 - All fonts. If possible, please change all to text 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, .psd, 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.

Uploading Files

- Folder artwork is due 10 weeks before your desired delivery date.
- Log in to your Zone™ account at www.schooldatebooks.com.
- Visit the Folder section of The Zone™ to upload and submit your folder 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 folder files are received, a folder proof will be posted on The Zone™ for your approval.

see page 2 for more info 

Questions? Contact your Customer Service Representative at 800.705.7526.

Cont'd

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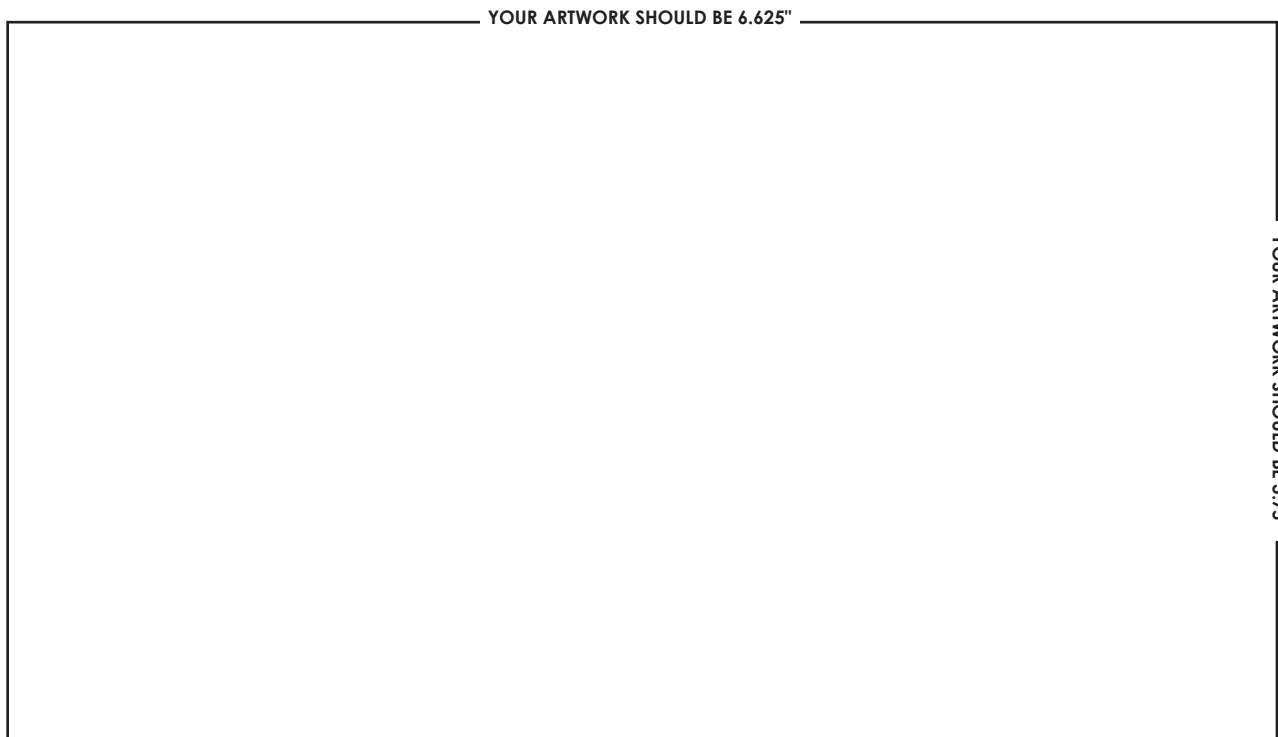
Pocket Artwork Guidelines

Left/Right Pocket Template

- This template is actual size, and the dimensions given should be followed when creating your left and/or right folder pocket(s).

Pocket Specs: 6.625" x 3.75"

- Designers should set up the file at **6.625" x 3.75"** at **300 dpi**. You can't begin with a low-resolution file and increase it.



Hard Copy Artwork Guidelines

General

- If scanning in artwork: before you scan, adjust resolution setting to **scan in at 300-600 dpi**. Then save using the highest image/pdf quality setting.
- Artwork should be done in color on smooth, nonabsorbent paper. Bold, rather than light, colors will produce the best results when the folder is printed.
- Ensure that the artwork is clean. Any imperfections in the original artwork will be present on the finished cover design.

Mailing Artwork?

- If you are unable to scan or take a picture of your artwork, carefully package it and mail to us for scanning.
- Do not fold, tape, or staple artwork to be scanned.
- Label all artwork clearly (for example, "Folder-Front").
- We suggest using Priority Mail, UPS, FedEx, or any other traceable shipping method.
- Mail to:
School Datebooks
2880 U.S. Hwy 231 S.
Lafayette, IN 47909

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