

Cover Guidelines

Cover artwork is due 14 weeks before your Desired Delivery Date.

Mascot Tips

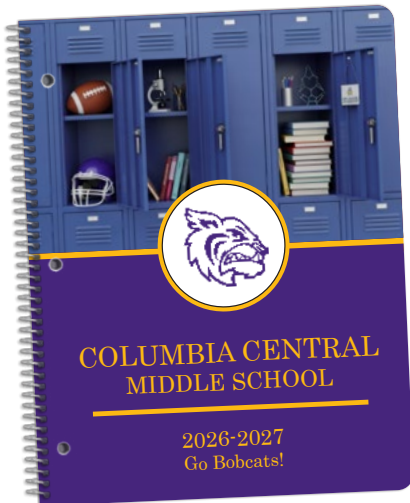


- Mascots should be at least 300dpi resolution at the size they will be printed, preferably in .AI, .EPS, .PNG, .JPEG, .PDF, .TIF, or .PSD format.
- Images copied from a website are typically only 72dpi, and will not reproduce well in print even if the resolution or size is increased. Submit the original file.
- School Datebooks cannot accept files placed into Word or PowerPoint, etc. These programs compress images, knocking down the resolution. Upload the image file without placing it into a Word file.

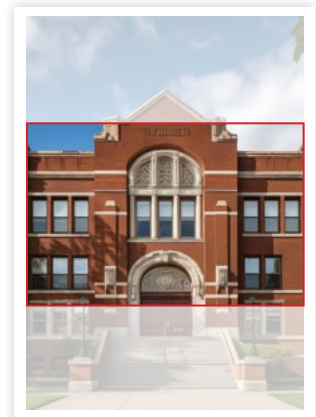
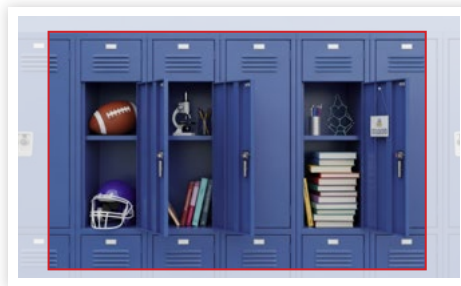
Photo Tips



- Photos should be at least 300dpi resolution at the size it will be printed.
- Images copied from a website are typically only 72dpi, and will not reproduce well in print even if the resolution or size is increased. Submit the original photo file.
- It's best not to crop photographs; leave some margin for us to work with. You can always submit a second cropped version for reference.
- Keep in mind that our cover templates will crop your photo in some way. Vertical photos work better for image spaces with "portrait" orientation, horizontal photos for "landscape" image spaces.



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



Uploading Files



- Login to your Zone™ account at www.schooldatebooks.com
- Click on the Cover icon in The Zone™ and follow the steps to upload all of your cover file(s) and submit them to School Datebooks.
- After you have submitted your information, Production will review the files and your Account Manager will contact you with any concerns.
- Once all cover files are received, a cover proof will be posted on The Zone™ for your approval.

Small Cover Specs 5.75" x 8.75"

Printed cover will be trimmed to 5.5" x 8.5". We may add a border to the design if no bleeds are included.

Design Your Own Cover



- Preferred file types are .PDF, .TIF, .PSD, .INDD, .AI, .EPS, or .JPG.
- Designers should set up the file at 5.75" x 8.75" at 300dpi. You can't begin with a low-resolution file and increase it.
 - Allow .5" on the binding edge for the coil binding.
 - Allow .25" on other edges for any images or text not intended to bleed.
 - If you create the front and back covers as one spread, include a .25" bleed between front and back covers.
 - Avoid compression when saving or exporting; deselect any "compress" or "reduce size" options.
- We prefer .PDF files for print, however if you are submitting native files, we will need:
 - The native file (from Photoshop, Illustrator, etc.).
 - All fonts. If possible, please change all text to outlines, but still send a copy of the fonts.
 - All images (linked files) used in the file.
 - For InDesign files, be sure to PACKAGE your files to include fonts, images, and other linked files. These can be submitted as a .ZIP folder.
- Low-quality images, such as from a website, will not reproduce well in print even if the resolution or size is increased.
- Digital artwork and all images in the artwork should be CMYK (not RGB) color.
- Online Adobe InDesign, Photoshop, and Illustrator templates are available, based on the size of cover you have ordered, on the Resources Submission Guides page here: www.schooldatebooks.com

? QUESTIONS? Contact your Account Manager at 800.705.7526

Hand-drawn Artwork



- See next page for a printable cover template. Artwork should extend to the outermost dashed line, but keep important text and elements inside the dotted guide.
- If scanning your artwork: Before you scan, adjust the resolution setting to scan in at 300-600dpi. Then save/export as a .PDF or .JPEG using the Highest Image/Press Quality setting.
- If you are unable to scan, a high-resolution photo taken with a smartphone is acceptable.
- If you are unable to provide a digital image file, mail us the original version of the artwork.
 - We will scan the artwork at the correct resolution for use on the cover and return the artwork (if requested).

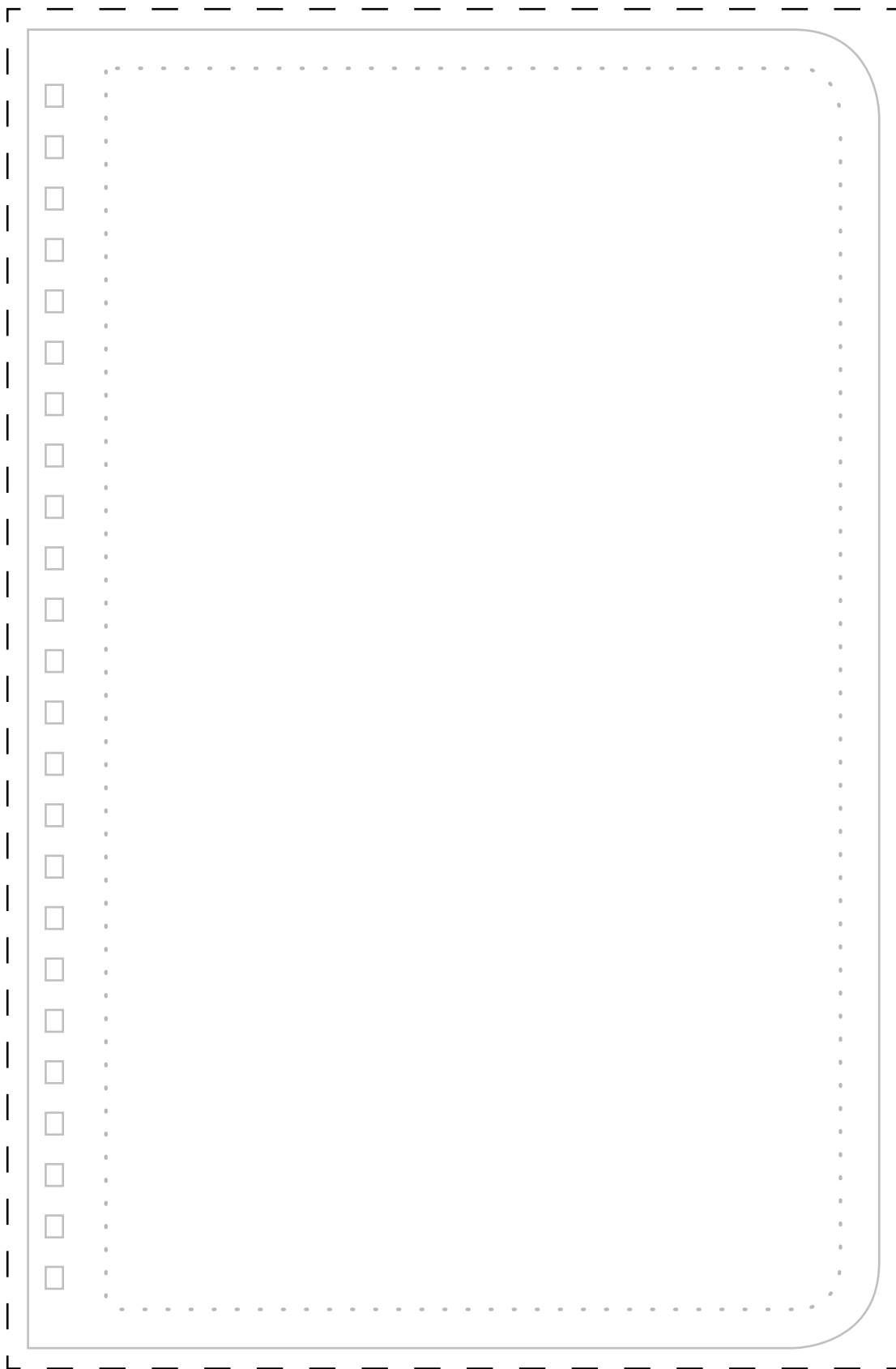
Mailing Artwork?



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

Small Cover

Bleed (artwork should extend out to this guide) 5.75"x8.75" = black dashed line — — — —
Trim (size of final trimmed cover) 5.5"x 8.5" = gray solid line —————
Safe area (keep important text and graphics inside) = gray dotted line



When designing a back cover, the template should be rotated 180° so the binding is on the right.