PolyFusion™

COVER ARTWORK GUIDELINES

School Datebooks

REMINDERS>>
ALL COVER ARTWORK IS DUE 14 WEEKS BEFORE YOUR DESIRED DELIVERY DATE. WHEN YOU'RE READY TO SUBMIT YOUR ARTWORK, YOU CAN UPLOAD IT ON THE ZONE™ AT WWW.THEZONELIVE.COM.

MASCOTS, LOGOS & CRESTS

- All artwork should be at least **300 dpi resolution** and sized to the approximate dimensions it will be used, preferably in .TIF, .JPEG, .PDF or .PSD (Photoshop file) format.

- Increasing the resolution of a previously saved image will not increase the quality. Therefore, any low quality images, such as images saved off a website, will not reproduce well in print, even if the resolution is increased.

- If you are unable to provide a digital image file, we recommend submitting an official printed version of the artwork to be scanned (ex. letterhead). We will then scan the artwork at the correct resolution for use on the cover.

- Image files must be submitted independently. School Datebooks cannot accept an image file that has been placed in Word, WordPerfect, PowerPoint, etc.

PHOTOGRAPHS

- When taking photographs with a digital camera, be sure to set your camera to the highest quality setting. Photographs taken at lower settings may not meet the required standards for cover printing.

- If you have a photograph developed from negatives (not a digital camera) that you would like to use for your artwork, you may mail the picture to us. We can adjust the image settings when we scan the photo to ensure the best quality.

- Do not crop photographs. If you prefer, a second cropped version can be submitted for our reference.

WHOLE PAGE DESIGNS

- The finished document should be at least **300 dpi resolution** and sized to the approximate dimensions it will be used, preferably in .TIF, .JPEG, .PDF or .PSD (Photoshop file) format. If you are planning on using another file format, please check with us before submitting the artwork to guarantee that we can use the file(s).

- Increasing the resolution of a previously saved image will not increase the quality. Therefore, any low quality images, such as images saved off 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.

- Freehand 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.

REMEMBER: ANY IMPERFECTIONS IN THE SUBMITTED ARTWORK (DIGITAL OR FREEHAND) WILL BE PRESENT IN THE FINISHED COVER DESIGN.

Additional Specifications

- **The finished trim size of the cover is 6.625" x 9". Size of image with bleeds is 6.875" x 9.25".**

- Allow 0.75" (3/4") margin on the binding edge for binding and three-hole punching.

- Allow 0.5" (1/2") margin for any images or text not intended to bleed.

- Extend any objects intended to bleed to 0.125" (1/8") outside of trim area.

  * We may add a border to the design if no bleeds are included.*

- If you create and submit the front and back covers as one spread, you must include a .25" bleed between front and back covers.
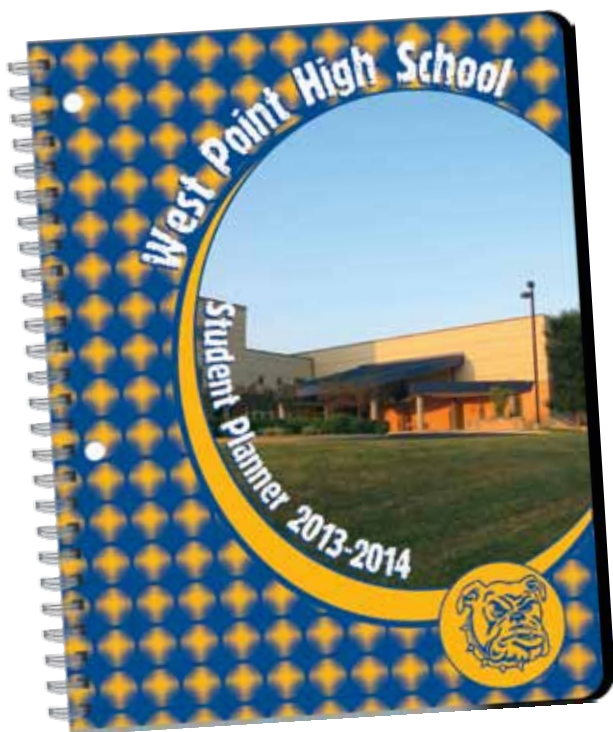
SELECTING YOUR PHOTO

- 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

- If using a digital camera, set the camera to the highest quality setting.
- 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.
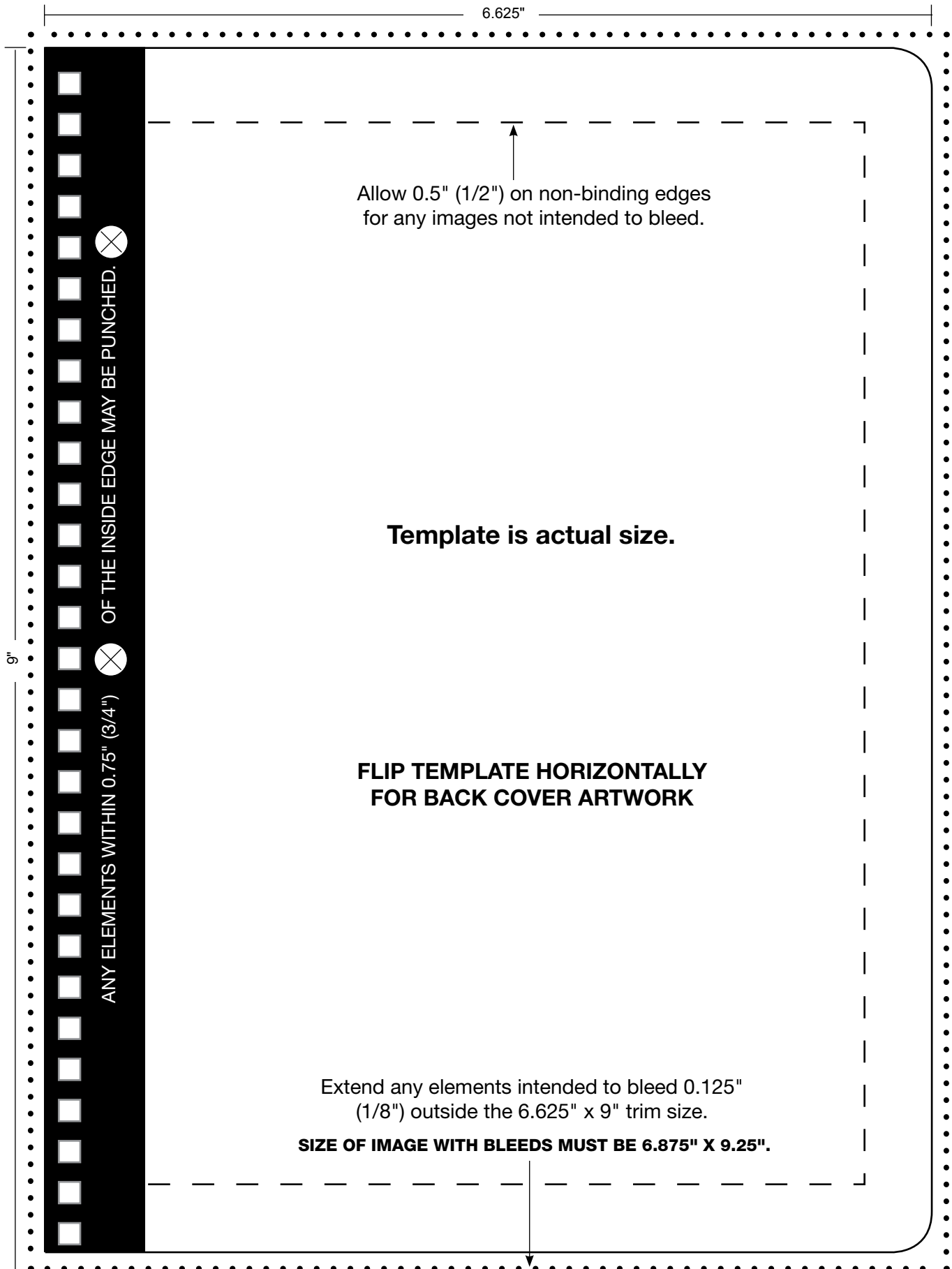
1 >> CONSIDER PROPORTION AND IMAGE SIZE WHEN SELECTING THE PHOTO FOR YOUR POLYFUSION™ COVER.

2 >> IN THIS CASE, THE VERTICAL PHOTO (ABOVE RIGHT) MIGHT WORK WELL ON THIS COVER, BUT THE HORIZONTAL (RIGHT) WOULD NOT.

3 >> REMEMBER THAT OUR TEMPLATES WILL CROP YOUR PHOTO, AS THE EXAMPLE SHOWS. KEEP THIS IN MIND WHEN SELECTING THE FOCAL POINT OF YOUR PHOTOGRAPH.

Front Cover Template

6.625"

9"

ANY ELEMENTS WITHIN 0.75" (3/4") OF THE INSIDE EDGE MAY BE PUNCHED.

Allow 0.5" (1/2") on non-binding edges for any images not intended to bleed.

Template is actual size.

FLIP TEMPLATE HORIZONTALLY FOR BACK COVER ARTWORK

Extend any elements intended to bleed 0.125" (1/8") outside the 6.625" x 9" trim size.

SIZE OF IMAGE WITH BLEEDS MUST BE 6.875" X 9.25".

FILE REQUIREMENTS

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

- Native design file (Publisher, PhotoShop, PageMaker, Quark XPress, etc.) **Please delete unused layers.**
- All fonts. If possible, please change all text to paths (outlines), but still send us 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.

UPLOADING DIGITAL FILES

1. Log in to your Zone™ administrator account at **www.schooldatebooks.com.**
2. Click the "Cover Files" button on the Zone™ 'To-do' list.
3. Click the "Add New File" link.
4. Click "Browse" to select the file you would like to upload. You can only upload one file at a time.
5. Once the file has been selected, enter a description for the file, such as "Logo for front cover" or "School map for back cover."
6. Use the drop-down menu to indicate whether the file is to be used for the front cover or the back cover.
7. Click "Upload" to upload the file. A message will appear at the top of the page indicating that the file has been uploaded successfully. All uploaded files will be listed on the screen. Continue this process to upload all cover files.
8. Review the list of uploaded files before submitting your cover information. Any unnecessary files can be deleted at this time.
9. Click the "Submit Cover" button on the Zone™ 'To-do' list once all files have been uploaded. After you have submitted your information you will not be able to upload any more files.
10. Production will review files and your CSR will contact you with any concerns regarding the cover files.
11. Once all cover files are received, a cover proof will be posted on the Zone™ for your approval.

QUESTIONS? >> CONTACT YOUR CUSTOMER SERVICE REPRESENTATIVE AT 800.705.7526.

MAILING DISKS/CDS

We prefer if you submit files by uploading them to the Zone™. However, we also accept files saved to a disk or CD.

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

HARD COPY ARTWORK

- Any freehand cover artwork that needs to be scanned should be carefully packaged for mailing.
- Ensure that the artwork is clean. Any imperfections in the original artwork will be present on the finished cover design.
- DO NOT FOLD artwork to be scanned.
- DO NOT TAPE OR STAPLE any artwork to be scanned.
- Label all artwork clearly (ex. Front Cover Logo).
- We suggest using Priority Mail, UPS, FedEx or any other shipping method that guarantees delivery.

SCHOOL DATEBOOKS
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