

# printondemand

 -WORLDWIDE.COM

## Artwork Preparation Guidelines



### Important

Please note due to the implementation of our new binding machinery to improve turn-a-round times and keep our pricing competitive for you, if a book has an odd page count (e.g.49) extra blank pages will be added at the time of binding. These will range between 1 and 3 depending on the overall size. If you have any queries regarding this please contact your account manager to discuss.

## **File Preparation Guidelines**

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The only files we use for printing are pdf format. Please save yours to the standard PDF/X-1a:2001 ensuring that all fonts are embedded.

However if you can't supply print-ready pdf files, we can convert documents for you from most industry standard applications, but additional charges will apply.

The most standard file types for books we accept are:

- Adobe PDF
- Microsoft Word/Publisher
- Adobe InDesign

We accept PC formats, as well as hard-copy books for scanning, and we can even lay out, design and create your book from scratch!

Below you will find a summary of the key points involved in file creation. However if you have any application-specific questions that are not covered here, please feel free to talk to our customer service staff.

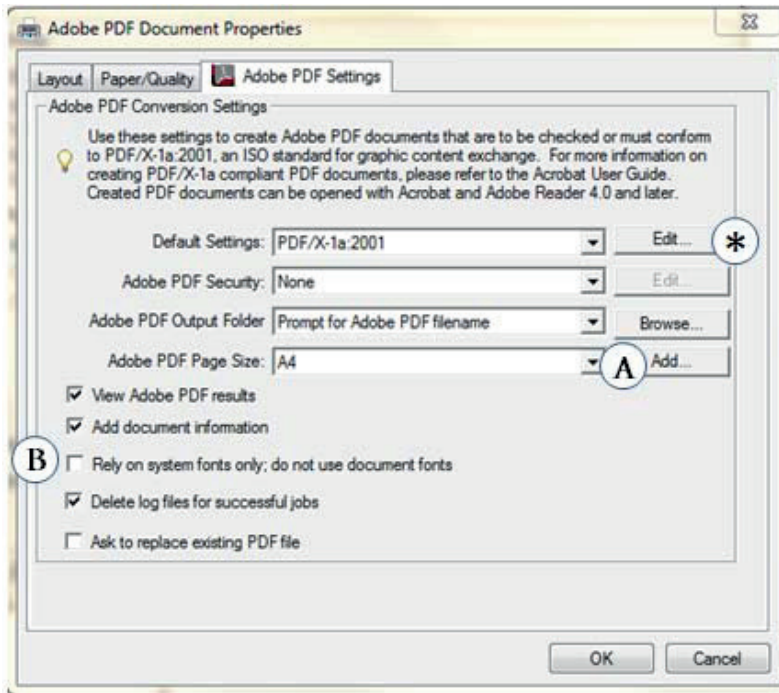
## **Creating PDF files**

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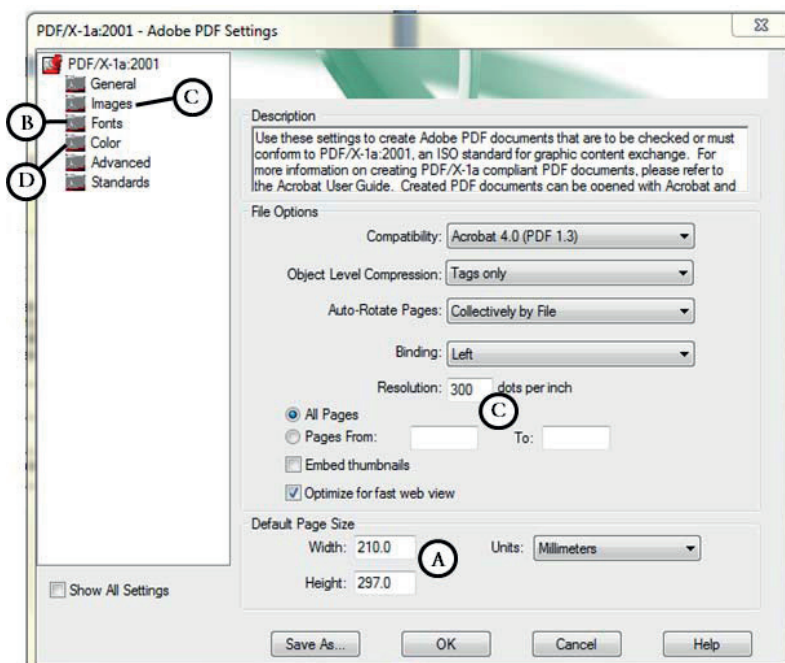
- There are many free pdf programs available on the internet, however most will not create compatible files. Create your pdf files using Adobe Distiller, Adobe PDF Converter or Adobe InDesign.

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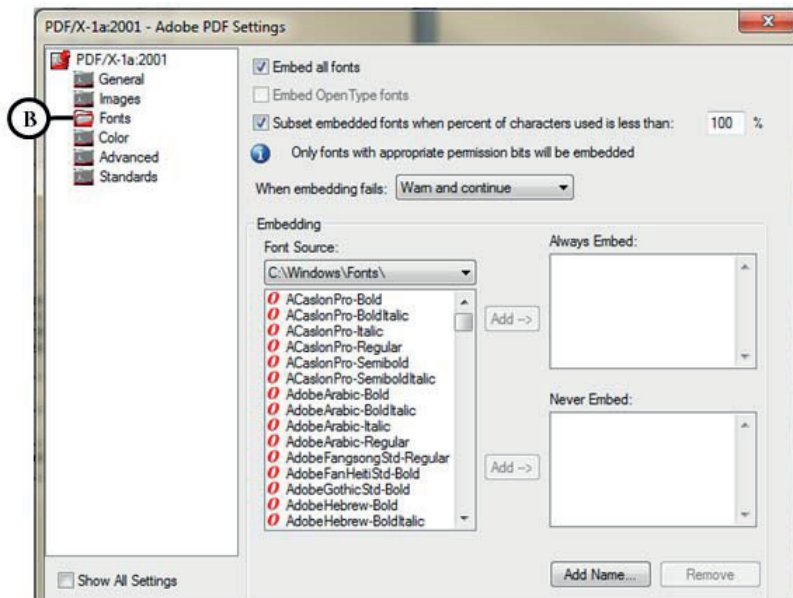
- Ensure your pdf creation settings are correct. The most common issues, which will result in an unprintable file, are:
  - Page size doesn't match finished book size
  - Fonts not embedded
  - Colour space/image quality incorrect or poor
- **Page size** – if you want an A4 book (210mm x 297mm) then ensure that software is not setup by default as US Letter (216mm x 280mm). Equally check through the pdf creation settings to ensure your page size is correct. See [A] in the following diagrams.
- **Fonts not embedded** – ensure that fonts are sent to the pdf creation software. See [B] below and in the following diagrams.
- To edit the colour space, and to ensure the page size and font issues are resolved, you will need to create a new settings file. Click [\*] on the following screen to edit the 'Standard' settings.



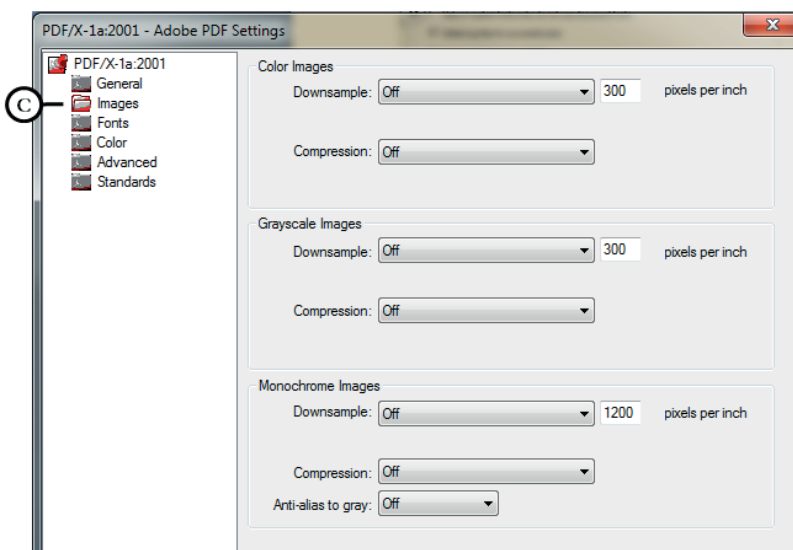
- The following screen will open: ensure the page size is set, the fonts are embedded, the image resolution is set at 300dpi (see [C] below) and by clicking [D] we can modify the colour setting.



- Tick 'Embed Fonts', ensure subset fonts is 100%, and remove fonts from the 'Never Embed' box.



- To obtain optimum image quality, use the settings shown below.



## Other File Preparation Tips

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- Resolution for black and white printing should be 300dpi, ideally saved as greyscale or bitmap.
- For high quality, crisp diagrams within the body of the book, create vector graphics using Adobe Illustrator, ensuring that you only use black, and that you convert all text to outlines.
- Resolution for colour printing should be 300dpi, saved as CMYK.
- Spot colours should be converted to CMYK.
- To obtain areas of solid black (not including text), use CMYK settings of 100% Cyan, 100% Magenta, 100% Yellow and 100% Black.
- If supplying files other than PDF ensure that you provide all linked images as well as all fonts used in the document.
- If colour accuracy is essential, please ask for a full production proof. This comes as standard with most print orders.
- If in doubt, please contact the pre-press department before beginning to create your files.