

Digital Photos and Artwork

The following are worldwide standard specifications for all digital photos or scans to be used for offset printing. Offset printing standards differ greatly from those for photographic printing and computer display, and files prepared for one medium do not usually reproduce well in another. Digital photos and artwork for offset printing should be prepared by someone familiar with this medium.

We *always* prefer to work from "original art," be it a drawing, a digital photo, or an old snapshot. For best color reproduction of physical artwork (paintings, etc.), we still prefer 4 x 5 color transparencies with color bar included.

We work with what we get, of course, but in the end all digital artwork must be made to conform to the following specs.

Please contact us anytime with questions.

I. PHOTOS AND OTHER HALFTONE ART

Size/Resolution

300 pixels per inch (or higher) at finish size (or larger).

Please ask for finish size. Please ask for spine width if cover art is to wrap around.

Do not re-sample image from lower resolution or smaller size. We cannot enlarge images that have insufficient size and resolution.

Bleed

All edges that are to bleed must have 1/8" extra image (to be trimmed off).

Full-cover images usually bleed at the top, right, and bottom; the spine edge need not bleed.

Color Mode

For color images: CMYK (not RGB). Total inks not to exceed 300%

Embedded ICC Profile: U.S. Web Coated (SWOP) v2.

Please be aware of any color shift that may occur when converting RGB images to CMYK. We cannot guarantee color match for images submitted in RGB mode or without embedded ICC profiles.

For black-and-white images: 8-bit Grayscale. Embedded ICC Profile: 20% Dot Gain.

CMYK or RGB is also okay, and can even help us adjust grayscale values.

Highlights & Shadows

For covers: Highlights at least 4%. Shadows up to 93% for paperbacks, 95% for dust jackets.

For interior illos: Highlights at least 4%. Shadows up to 90%.

Proof

If color match is important, please include an accurate hardcopy color proof at 100% size, and/or include calibration bars in the photo or scan.

Proof must be of the CMYK file (not RGB).

Format and Compression

TIFF (with or without LZW compression), EPS, or PDF; Photoshop or Illustrator documents.

JPEG with minimum or no compression is acceptable for digital cameras only (not for scans).

II. LINE ART (DRAWINGS, ETCHINGS, LOGOS, ETC.)

Size/Resolution

1200 pixels per inch (or higher) at finish size (or larger).

Please ask for finish size. Please ask for spine width if cover art is to wrap around.

Do not re-sample image from lower resolution or smaller size. We cannot enlarge images that have insufficient size and resolution.

Bleed

All edges that are to bleed must have 1/8" extra image (to be trimmed off).

Full-cover images usually bleed at the top, right, and bottom; the spine edge need not bleed.

Color Mode

Bitmap (or grayscale). ICC Profile not required for bitmap images.

Proof

Laser proof at 100% size

Format and Compression

TIFF (with or without LZW compression); Photoshop or Illustrator documents.

JPEG is not suitable for line art.