

Designers Reference and File Preparation Guidelines

Accepted Formats:

QuarkExpress-qxd

Don't link text boxes; Don't use Facing Pages

InDesign:- .indd

Don't thread text frames, Don't use Facing Pages

Photoshop-.tif,.eps,.psd 1200 dpi for line art (Bitmap)

300 ppi for Grayscale, Duotone, or CMYK (No RGB)

Illustrator-.eps

Include all imported graphics

Freehand-.eps

Include all imported graphics

THESE FORMATS ARE NOT ACCEPTED:

CorelDraw, Microsoft-Word, Publisher, Paint or Excel

These applications do not produce press-ready files, and must be converted (before submitting) to one of our accepted formats. **Note: PDF Files are not accepted!**

FONTS:

All fonts must be compatible with Macintosh OS X

Include all fonts used in graphic files and page layout documents

Graphics:

NEED ORIGINAL VECTOR ART FOR LOGOS!

Do not send us hard copy for us to scan

Layout:

Make document EXACT size of unfolded product: PRINTER SPREADS

Do not link text boxes, do not use facing pages. Do Not Use Master Pages

All copy must have a minimum 1 pica (12pt) margin from trim and fold

Include all graphic links

Bleed = 1 pica (12 pt.)

Placement of Logo:

When customizing journals always state placement, front or back and foil/ink color choices.

Proofs:

Mock-ups (paper proofs) will be mailed, or emailed for proof approval.

Submitting Digital Artwork & Hard Copy.

Samples & Templates (QuarkXpress & InDesign) are available free of charge

Pocket Reference Journals, Inc.

9850 Lewis Avenue. Fountain Valley, Ca. 92708

Phone: 714.914.2565

Email: bonnie@pocketreferencejournals.com