

Supplying text files for print

The following information has been put together to give you an explanation of pre-press preparation and guide you through preparing your text files for print.

Margins and Bleeds

On your text pages, we would recommend a minimum margin of 6mm of white space between any text (including page numbers) and trimmed edge or gutter, on all four sides. We don't recommend bleeds but they can be accommodated for, however this may incur additional costs.

Crop Marks

When you supply your PDF, in order to make sure that it is set to the correct format, you will need to add crop marks so that we know that is where the edge of the page sits.

Please [click here](#) to see an illustrated example of B format text page with bleed, margin and trim marks.

Extent

Our presses print in sections of 16 and therefore the extent needs to be divisible by 16. If your book for example was 388pp we will round it to the closest multiple of 16, which in this case would be 400pp, and your book will have a small selection of blank pages at the back. Please include these blanks within your final PDF file. These additional pages could effect the spine width of your book, so it is essential to re-calculate spine widths if there has been any change to the extent.

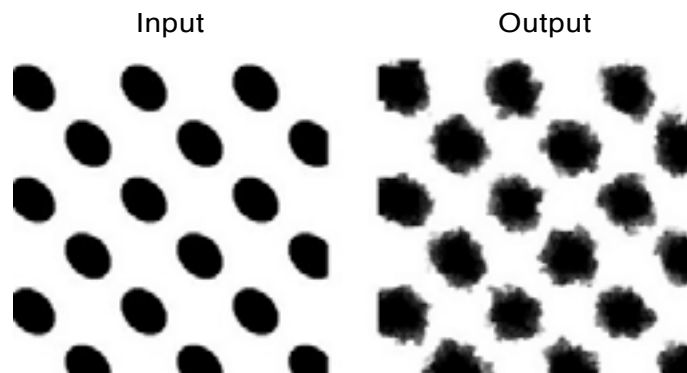
Files with Integrated Illustrations

If there are integrated illustrations within the text, then there are additional things that you will need to take into consideration. We can print both line based illustrations, known as bitmap images, and tonal images, known as half tones. For bled pages, where the image runs off the page, the typesetter must set up the page size and include an allowance of 5mm all round. Bleeding text files will incur additional costs.

Dot Gain

Dot Gain

There are variables in the printing process that will effect the printing of the image. “Dot gain” is the term that is used to describe the difference between the requested tone value in the original application file and the resulting apparent final tone value on the paper. The tonal value of an image will increase during the printing process, causing the printed image to look darker than expected. In order to compensate for this please ensure that all black areas on your images are no more than 70-80%.



** Please note that these images are magnified and for illustrative purposes only. Images do not appear blurry when printed*

Printing will typically add 20-25% dot gain and therefore 75% will print as a solid black. An image that has not been adjusted to account for dot gain will appear too dark when printed and could obscure details. Mechanical diagram tints should be a minimum of 7%, going up in steps of 10%, to maximum of 70%, in order to show tonal variations.

Set-off

Set-off is the transfer of ink from printed images onto adjacent pages. Set-off is worse when an image is placed adjacent to a blank white page.

- Avoid, where possible, including halftones in the first or last section of the book

- With hardback titles, if the illustration is particularly dark or if the illustration is facing the title page or a blank page, set-off is likely due to the binding process and you should speak with your account controller to discuss.

By following the rules above with ink percentages and strategically placing images adjacent to text filled pages, it will help to reduce the risk of set-off.

Resolution

Quality

The higher the resolution of the image, the higher the quality printing that we can achieve. Half tone images should have a minimum resolution of 300dpi or above and their colour profiles should be set to black and white and not colour. Bitmap or line-work images should have a minimum of 550dpi.

Low resolution



High Resolution



Final Checks: Putting the Files Together

- Provide files as PDF's* using logical file names
- Use suitable fonts and embed them within the PDF
- Use high resolution images in the PDF file and ensure that they are black and white images and not colour

- Supply no more than one component per PDF file e.g. supply text files separate to cover files

**The reason that we use PDF files for printing is because we can view and print them independently of the application used to create them. They help to avoid errors and minimise the need for pre-flighting and other pre-press work*

- You may have previously printed your book with an online printing company as a POD title. It is a legal requirement to have the current printers details on the imprint page of your book. Please insert the details below:

Printed and bound in Great Britain by Clays Ltd, Elcograf S.p.A.

- Ensure blank pages are blank
- Use multi-page files, providing pages in consecutive order
- Supply pages as they will visually appear on the printed page e.g. if portrait, the files should be supplied portrait
- Always save as single and never double page spreads.
- All pages should be the same size
- For bled pages the typesetter must set-up the page size and include an allowance of 5mm around all 4 edges of the page.
- Make all corrections before submitting the final PDF

Please [click here](#) to see an example of how a final PDF should look for a B format book 198mm x 129mm, including trim marks and suitable margins. Please note that it is entirely your decision on the size of the margin as long as it is withdrawn 6mm from all edges.



6mm

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bleed marks

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