



# Press-Ready Cookbook Page Guidelines

## table of contents

**These instructions are for all pages of your cookbook: Title Page, Special Pages, Table of Contents, Dividers, Recipe Pages, etc.**

Submitting Pages as Press-Ready Files . . . . .	2-3
Typesetting Specifications . . . . .	4
Preparing Artwork . . . . .	5
Preparing Photos . . . . .	6
Tips for Using A Digital Camera . . . . .	7
Collecting & Submitting Fonts . . . . .	8-9

### WHAT IS PRESS-READY?

*Press-ready material requires no alterations and is ready to print.*

### A PRESS-READY COOKBOOK

A Press Ready cookbook is submitted as **digital files** ready to be printed, with no manipulation required by us. Put the entire book, except the Dividers, in one file (i.e., your main file will contain the Title Page, Special Pages, Table of Contents, Recipe Pages, Index, etc.). Put the Dividers in a separate file. See pages 2-3 for more specific requirements.

**Material not press-ready includes:** color printouts, digital files that don't follow our specifications, or pages created with wrong image area and margins. If this material is submitted, additional time and charges may be applied to the project.

### HOW TO SUBMIT YOUR FILES

- Upload your files via Cookbook Publishers' website, or copy all files onto a CD or USB drive and mail to Cookbook Publishers.
- A hard copy of the entire book (printed from the file submitted) must be sent via snail mail for proofing purposes. Please make sure it is a current copy that matches the digital file being submitted.

### PROOFS

A free pdf proof will be created for approval when press-ready pages are submitted. It is your responsibility to proofread and approve all aspects of the job. Production will continue when the proof has been approved.



# Submitting Pages as Press-Ready Files

## ACCEPTED SOFTWARE & MATERIAL

Press-ready files will be accepted in one of the following two formats:

### Adobe InDesign™ (version CC 2017 or earlier)

- Include all fonts (in a **Fonts Folder**) and linked graphics (in a **Links Folder**).
- Graphics can be submitted in either grayscale, RGB or CMYK color modes, and saved in either tif, eps or pdf format. Be aware that including color images in your cookbook incurs extra charges. *See page 5 for more guidelines on preparing graphics.*
- Alternatively you can export your InDesign document as a high-resolution pdf (**with fonts embedded**) and submit just the pdf (font and graphics files are not needed when submitting pdfs).

### PDF (portable document format)

- We cannot accept Microsoft Word, Publisher, or other program's native files. Please save or export these files as high-resolution pdf documents.
- Be sure to **embed your fonts** in the pdf.

## PAGE SETTINGS & MARGINS

- When setting up your documents, page size should be 5.5" width x 8.5" height. Choose Facing Pages or Mirror Margins and set the top, bottom, and outside margins at .375" (3/8"). Inside margins must be set at .625" (5/8"), to accommodate the binding.
- All text (including page numbers), artwork, and photos must stay within these margins. The exception is color bleeds on Dividers.
- **Bleeds** are permitted on color Dividers (but not on grayscale Dividers). A bleed is required if you intend to have art or photos print to the edge of the page. A little bit of image must "bleed" off the edge of the page to accommodate the manufacturing process. Extend the image 1/8" beyond the edge of the page in your layout document. Then, if you will be submitting the page files as a pdf, choose settings that include a 1/8" bleed on all edges of your pages when exporting your pdf. When creating a bleed, bear in mind that any part of the image near the edge may be trimmed off in the manufacturing process, so don't put anyone's face 1/8" from the edge of the page, for example.

**It is essential that these policies and procedures are followed closely; failure to do so may delay the production of your order.**

*And remember, we're always just a phone call away if you have a question or need assistance.*



# Submitting Pages as Press-Ready Files *(Continued)*

**It is essential that these policies and procedures are followed closely; failure to do so may delay the production of your order.**

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- Page numbers must be in the same vertical location on every page. We recommend using automatic footers on master pages for page numbers so that placement is consistent throughout. All margins should be uniform from page to page and all pages, except Dividers, must be numbered.
- **All recipe sections must begin with an odd-numbered page** to accommodate the Dividers. If necessary, add blank pages to make this happen. For example, if Appetizers, Beverages ends on page 17, insert a blank page on page 18. Thus the next section will begin on page 19. (Dividers are not numbered.)
- The index must begin on an odd-numbered page.

## DOCUMENT SPECIFICATIONS

- Include **all pages** of your cookbook **except the Dividers** in one file: e.g., Title Page, Special Pages, Table of Contents, Recipe Pages, Index, etc. **DO NOT** place each section in a separate document.
- **Please DO keep Dividers in a separate file**, do not include them with the main file.
- All text, art, and photos in the Table of Contents, Recipe Pages and Index should be in black (or grayscale) and must stay within page margins. (See **Page Settings & Margins**, *previous page*.)
- Color can be included on the Title Page other Special Pages, and the Dividers, with bleeds allowed on color Dividers (bleeds are not allowed on Special Pages). (See **Page Settings & Margins**, *previous page*.) Contact our Customer Service Team about extra charges for including color in your cookbook.
- Photos and artwork should be scanned and saved at the size they will be used. Picture box specifications should show all artwork at 100%.
- Do not rotate or flip artwork in the application, but rather in the graphic software it was created in, such as Photoshop™. (See *pages 5 and 6 for more guidelines on preparing graphics*.)
- Do not apply a "style" to type. Select the actual typestyle from the font menu.
- Rules, keylines and strokes should have a weight of 0.5 point or greater, otherwise they may be too faint and not print.
- A hard copy must accompany your files (for proofing purposes only).



# Typesetting Specifications

## FIGURE A.

### Justified text:

This text is justified (flush left and flush right) so all lines are uniform. This text is justified (flush left and flush right)

### Flush left text:

This text is flush left and ragged right. This text is flush left and ragged right. This text is flush left and

### Flush right text:

This text is flush right and ragged left. This text is flush right and ragged left. This text is flush left and

## FIGURE B.

### Suggested caption sizes:

7 point  
8 point  
9 point

### Suggested recipe text sizes:

10 point  
11 point  
12 point  
13 point

### Suggested title, headings & subheads sizes:

14 point  
15 point  
16 point  
17 point  
18 point

## WHEN WORKING WITH TYPE:

- Justify text for a professional look. See **Figure A**.
- Set recipe text in 10 to 13 point type. Text smaller than 10 point should be limited to captions or small bodies of text. See **Figure B**.
- Set recipe titles in a larger point size than the ingredient list and instructions. This also applies to headings and subheadings in special pages. See **Figure B**.
- To add emphasis, make text bold or italic; **do not** underline.  
**Caution:** overuse of bold or italic text will cause it to lose its effectiveness. Also, too many lines of italic text is hard to read.
- **DO NOT** use too many typestyles. Typically, use one typeface for ingredients and directions and the same or a different typeface in a larger point size for recipe titles, headings, and subheadings. For samples of recipe pages, go to our website.
- **DO NOT** use script fonts in all caps, as they are difficult to read. They are elegant for headings and are most easily read in upper and lowercase. See **Figure C**.
- **DO NOT** use typestyles with very fine lines. When printed, the fine lines may fill with ink or drop out completely. See **Figure D**.
- **DO NOT** submit black bars or boxes with areas with reversed type (white type on a black background). They are difficult to print with consistent ink coverage. See **Figures E** and **F**.
- **DO NOT** put screened artwork or boxes behind type or use screened (gray) type. Use 100% black type. See **Figures G** and **H**.
- **DO NOT** use typestyles that are thick and heavy, especially in a larger point size. They are difficult to print with consistent ink coverage. See **Figure I**.

## FIGURE C.

*DO NOT USE  
SCRIPT FONT IN  
ALL CAPITAL  
LETTERS.*

## FIGURE D.

Very Fine Liner

## FIGURE E.

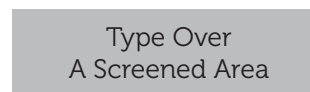


black boxes or bars

## FIGURE F.



## FIGURE G.



## FIGURE H.

Screened (Gray) Type

## FIGURE I.

**HEAVY  
TYPESTYLES**

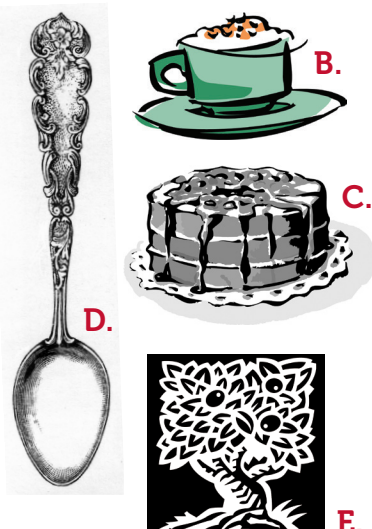


# Preparing Artwork

**Figure A.**  
Clipart that prints well.



**Figures B-E.**  
Clipart that won't print well.



## ARTWORK GUIDELINES:

- Artwork that prints best is made entirely from black solid lines. This type of artwork is generally referred to as **"line art."** Good examples are sharp inked drawings that do not contain grays, screens (shading), or any color. (see **Figure A**).
- Line art (see definition above) should be scanned at 600 dpi and saved as bitmap (1-bit) files.
- Place artwork at the correct size in your layout (not scaled, but placed at 100%). Size and crop all artwork in a photo editing software (i.e. Photoshop™) rather than in your layout.
- Rotate or flip all artwork in a photo editing software (i.e. Photoshop™), rather than in your layout program.
- Photoshop™ and Illustrator™ files are preferred, but we accept any tiff, eps or pdf files. Gif and png files are not acceptable.
- If creating line art using software such as Illustrator™, Photoshop™ or InDesign™, line strokes should be a minimum of 0.5 point, or they may be too faint and not print.
- If you are submitting layout files to us, all linked graphics should be included in a **Links folder**. If you are submitting press-ready pdfs, we do not need your linked graphics.
- **Copyright art:** we will need a written, signed release from the copyright owner giving permission for its use. Generally, all artwork is copyrighted unless you are using royalty-free clipart, you own the images, or you paid someone to create artwork. Copyrighted images may include artwork from portrait studios, magazines, newspapers, books, greeting cards, Google images, websites, etc.

## ARTWORK THAT WON'T PRINT WELL:

We cannot guarantee quality results with the following type of artwork:

- Colored clipart (see **Figure B**) or clipart with grayscale tones (**Figure C**).
- Pencil drawings with shading.
- Artwork with fine detail, especially if it is reduced to fit onto your pages. This detail will fill in or drop out when printed (see **Figure D**).
- Artwork with large solid black areas. This includes black boxes or bars (see **Figure E**).
- Art borders around the edges of an entire page.





# Preparing Photos

**It is essential that these policies and procedures are followed closely; failure to do so may delay the production of your order.**

*And remember, we're always just a phone call away if you have a question or need assistance.*

**One black and white (also called "grayscale") photo may be included free on your Special Pages; additional photos are allowed for an extra charge (see "Designer Options" price chart.)** Additional photos, including color images, may be placed on custom Dividers (**custom Dividers incur extra charges**). Recipe pages with photos on them are considered Special Pages at "Designer Option" pricing.

## PHOTO GUIDELINES

- Photos on Special Pages will be printed in grayscale, not full-color, unless otherwise requested.
- Scan photos with a 300 dpi resolution and at the size they will be placed on your page.
- **Images downloaded from websites are usually 72 dpi and are not acceptable quality for printing. We cannot use PNG or GIF files.**
- Scan images in grayscale, RGB or CMYK color modes.
- Save photos as tiff, eps or pdf files.
- If taking photos with a digital camera, set the resolution on the camera to the highest quality. (See **Tips for Using a Digital Camera**, next page.)
- In general, a good photo will make a good print. A poor-looking photo will print poorly.
- Make any adjustments (such as sizing, rotation, cropping, flipping) in a photo editing software (i.e. Photoshop™).
- Place all photos at 100% size in your layout file. Don't size, rotate, flip or crop images in your layout file.
- Bleed is allowed on color images on Dividers (see **Page Settings & Margins**, page 2).
- All photos should be submitted in a **Links folder**.
- If you cannot scan photos, send originals and we will scan and place them for you. Indicate on your hard copy where we should place them.
- **Copyright images:** we will need a written, signed release from the copyright owner giving permission for its use. Generally, all photos are copyrighted unless you are using royalty-free images, you own the images, or you paid someone to take the photos. Copyrighted images may include photos from portrait studios, magazines, newspapers, books, greeting cards, Google images, websites, etc.

## UNACCEPTABLE PHOTOS:

- Photos with large solid black areas.
- Low resolution photos (under 220 dpi).
- Photos downloaded from the internet ( 72 dpi), including .png and .gif files.
- Photos from a photocopier, color copier, color inkjet or color laser printer.
- Photos with paper clips or tape.
- Newspaper or magazine photos.
- Copyrighted photos without a release (see above).



# Tips for Using A Digital Camera

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**Yes, you can take photos with your digital camera and use them in your cookbook!** With current digital technology, it is possible to take photos of acceptable quality for offset printing. There are three factors that determine whether your digital photos will be suitable for printing: **compression**, **resolution** and **file format**.

**Compression** affects image quality and destroys image data. If your camera supports uncompressed image data such as tiff or "raw," you should use those settings. If these are not available, use the highest quality jpeg compression ratio setting.

**Resolution** determines the overall quality of your digital photos. Resolution is expressed in megapixels or pixels in width and height. Your camera's manual should list how many pixels, in width and height, it is capable of taking at full resolution. Convert megapixels to printable size by dividing each axis by 300. The result is the maximum dimension (in inches) that the photo can be printed with quality results. For example, a photo with full resolution at 2048 x 1536 pixels would result in a 6.826" x 5.12" maximum print size (each axis divided by 300). However, a 640 x 480 megapixel image can only be printed at 2.14" x 1.6". Small images can be artificially enlarged with photo-editing software, but they may look poor in print.

**File format:** after transferring your photo to your computer, **DO NOT** resize the image, alter its resolution, or save for web output. You can save the image as tiff, pdf, high quality jpeg, or eps, which are all appropriate formats for print output.



# Collecting & Submitting Fonts

**If you submit your pages or cover as press-ready files, fonts will also need to be submitted. Follow these instructions to collect fonts.\***

*\*These instructions assume that font management solutions such as Extensis® Suitcase™ are not being used. If font management software is in use, please consult your user documentation for more information on collecting fonts.*

## **IMPORTANT:**

Following are guidelines for differentiating fonts:

### **Type 1**

Multiple file fonts designated as "PostScript™" and "font suitcase" files. Be sure to include all files.

### **OpenType**

A single file font easily recognized by the ".otf" suffix in font file name.

### **TrueType**

A single file font ("font suitcase") found on Macintosh and PC platforms.

8

**1-800-227-7282**

[www.cookbookpublishers.com](http://www.cookbookpublishers.com)

## **PACKAGING FONTS WITH ADOBE INDESIGN:**

InDesign™ has a **Package** feature that makes packaging your fonts a snap. Go to **File: Package...** and click the **Package...** button in the dialog that pops up. Click **Continue** on the instructions dialog, then in the final dialog you are asked where to save the package – make sure the **Copy Fonts** box at the bottom is checked. Click **Package**. (This is a convenient way to package all linked graphics while you're at it; just check the **Copy Links** box too.) Your fonts are automatically collected into the package.

## **PDF DOCUMENTS**

If you are sending us press-ready pdfs, we don't need the fonts sent separately. We do require that you **embed** the fonts as you are creating or exporting your pdfs, however.

## **MANUALLY COLLECTING FONTS IN WINDOWS 10**

1. Right-click the **Start** icon or hold down **Windows + X** to bring up the **Start** menu. (The **Windows** key has the little windows icon on it.) Choose **Control Panel** from this menu.
2. Double-click the folder labeled **Fonts**. (If you're not seeing a list of folders to click on, change **View by** from **Category** to **Large Icon** or **Small Icon**.) Inside **Fonts** you'll see a list of fonts on your computer.
3. Locate the fonts needed for your project and select them by holding down the **Control** key on the keyboard and clicking each font once.
4. Once your fonts are selected, hit **Control + C** to copy them.
5. Repeat Step 1 to bring up the **Start** menu again, but this time choose **File Explorer**. In File Explorer, in the left panel, click on **Desktop** (under **This PC**).
6. Click on **New Folder** at the top or hit **Control + Shift + N**. Give this new folder a name like "**Fonts Folder**" and press the **Enter** key.
7. Double-click your new folder. Click **Paste** (from menu at top) or hit **Control + V**. Your fonts should appear in your folder. When you send us your work, be sure to copy your fonts folder onto the disk with your job.

## **MANUALLY COLLECTING FONTS IN WINDOWS (EARLIER VERSIONS)**

1. Click the **Start** menu and select **Control Panel**. The Control Panel window appears.
2. If you're not seeing a list of folders to click on, you're probably in **Category view**. Switch to **Classic view** as follows: in the upper left corner of the window, click the option labeled **Switch to Classic View**.
3. Double-click the item labeled **Fonts** to reveal a list of fonts.

*Continued on next page.*





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## Collecting & Submitting Fonts *(Continued)*

4. Locate the fonts needed for your project and select them by holding down the **Control** key and clicking each font once.
5. Hit **Control-C** to copy these fonts.
6. Close the Control Panel window and all other windows.
7. On the Windows Desktop, click once using the right mouse button. Point to the option labeled **New** and click **Folder**. Give this folder a name, like "**Fonts Folder**" and press the **Enter** key.
8. Double-click this new folder. Hit **Control-V** to paste these fonts. Your fonts should appear in your folder. When you send us your work, be sure to copy this folder of fonts onto the disk with your job.

### MANUALLY COLLECTING FONTS IN MAC OS:

#### For Mac OS X:

1. Mac OS X keeps fonts in three standard locations: 1) System: Library: Fonts; 2) Library: Fonts; and 3) Users: <your home folder>: Library: Fonts.
2. Locate the folder(s) that contains your fonts. Select multiple fonts by holding the **Command** (or **Apple**) key and clicking each font once.
3. At the top of the screen, click the **Edit** menu and choose **Copy**. Close or minimize all windows on the screen.
4. Hold down the **Control** key and click once on the Desktop.
5. On the menu that pops up, click the item labeled **New Folder**.
6. Type a new name for this folder such as "Fonts Folder."
7. Double-click this new folder. At the top of the screen, click the **Edit** menu and choose **Paste**. When you send us your work, be sure to copy this folder onto the disk with your job.

#### For Mac OS 9:

1. Close all open windows on the desktop. From the menu at the top of your screen, choose **New Folder** from the **File** menu. An "untitled folder" appears on your desktop.
2. Give it a name like "Fonts Folder" and double-click it to open it.
3. Double-click your hard drive's icon.
4. Double-click the **System Folder**, and then double-click the Fonts folder.
5. Locate the fonts needed for your project and copy them one by one to the "Fonts Folder." This is done by holding down the **Option** key while dragging each font to the "Fonts Folder." When you send us your work, be sure to copy this folder onto the disk with your job.