

World Trade Press

Dictionary of International Trade - Text Pages for Insert

Design Notes & Layout Sheet (2-pages)

Book Title: [Dictionary of International Trade, 8th Edition, Text Pages for Insert](#)

Specifications

1. Dictionary text pages have a trim (final) size of 7" X 10"
2. Note that a "sheet of paper" in a book is two pages. One page is on one side and one page on the other side. To demonstrate this, go to page 1 of a book, then go to page 2 (2 pages on one sheet of paper).
3. Inserts into the Dictionary can be in two forms:
 - a) A single sheet of generally heavier paper (printed front and back making two pages of content), or
 - b) A "signature" of 4-, 8-, or 16-pages. A signature is a book printing term that refers to a single large sheet of paper that has been printed on both sides, folded once, or several times, and then trimmed to make groupings of pages. With our printing process, these groupings will always be in multiples of 4 pages.

Text Insert Printing

4. Text pages can be printed in black ink on standard text paper, or full-color (4-color process CMYK) on 80# coated paper.
5. Text pages are printed on an offset lithography printing press.
6. Printing of images and screens is at 175 lpi (lines per inch).
7. One-color black ink printing requires that all images be converted to black.
8. 4-color process printing requires that spot color images be converted to CMYK.
9. Color insert jobs must be quoted as such.

Bleeds

10. Bleeds on all four sides are no problem, but you must allow for them in your artwork.
11. Bleeds require that the image extend an additional 3/16" beyond the trim lines on each dimension (left, right, top, bottom).

Page Design Elements

12. Page designs can include virtually any design element including: a) text, b) illustrations, c) photos, d) company logos, e) maps, and f) tint screens.

Design Tips

13. Our printer is one of the best in the industry. That said, please note that there can be some slight variation (usually 1/32" to 1/16" or less) in the final trimming of the book. Therefore, for best results:
 - a) Do not place editorial copy or important images within 1/4" of a trim line. We recommend 1/2" margins all around.
 - b) Do not create design elements that depend upon tolerances of less than 1/16".
 - c) Do not place editorial copy or important design elements within 1/2" of the inside (spine) side of the page.
The spine side is on the left on odd-numbered pages, and on the right of even-numbered pages.
14. These books are kept by clients for years, therefore, don't use editorial copy that will unnecessarily date the book.
15. We recommend that if you have more than 4 pages that you put numbers on your pages on the outside bottom of each page. Consider using lower-case Roman numerals as page numbers so readers are not confused with regular text pages.

Format for Presentation

16. Artwork should be presented as composite digital art in a computer file for direct to plate printing.
17. Details:
 - a) Acceptable professional graphics programs are: InDesign, Quark, Adobe Illustrator, Photoshop, Pagemaker, etc.
 - b) Files in PowerPoint are NOT acceptable.
 - c) All images must be at least 300 dpi.
 - d) Convert all colors to CMYK (unless client has contracted for multi-color printing).
 - e) Include all fonts in a fonts folder or outline all fonts.

Top 6 Problems with Text Artwork

18. Typos in editorial copy.
19. No bleeds.
20. Use of spot colors.
21. Missing fonts, or fonts not outlined.
22. Images are less than 300dpi.
23. Images have not been converted to CMYK.

Contact Information

24. For further information, please contact your sales representative, or
Cyndi Colzani, Chief Graphic Designer at +1 (707) 778-1124 x 212 (ccolzani@worldtradepress.com).

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