

World Trade Press Custom Book Cover Design Notes & Cover Layout Sheet (2-pages)

Book Title: **Short Course Series**

Dimensions

1. The book cover is printed on a flat sheet of paper.
2. Book cover artwork is comprised of three components which are designed as one piece of artwork. From left to right:
 - a) Back Cover with net dimensions of 7" X 10"
 - b) Spine with net dimensions of 0.5" X 10"
 - c) Front Cover with net dimensions of 7" X 10"
3. Therefore, the total net trim dimensions of the flat book cover (without bleeds) are 14.5" X 10".

Book Cover Printing

4. Book covers are printed on an offset lithography printing press.
5. Printing of images and screens is at 175 lpi.
6. Standard book covers are printed 4-color process color (CMYK).
7. All artwork and images must, therefore, be converted to CMYK.
8. 5-color and 6-color jobs (PMS or spot colors) must be quoted as such.
9. Standard book cover jobs are not printed on the inside (front and back) covers.
10. Inside cover print jobs must be quoted as such.

Bleeds

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

Your Book Cover Design Must Include

13. Front cover: a) title of book, b) edition number, c) sub-title, and c) author's name(s).
14. Spine: a) title of book, b) edition number, and c) World Trade Press logo and words "World Trade Press" at base of spine with ® symbol. See below for download information for the "WTP_Spine_Logo".
Baseline of word "Press" should be 3/8" above bottom trim line of book.

Design Tips

15. 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 within 1/4" of a trim line (except for spine where copy can be within 3/32" of the fold).
 - b) Don't create design elements that depend upon tolerances of less than 1/16".
16. In the United States, spine copy reads from top to bottom, in Europe from bottom to top.
17. Design suggestion: place client logo at top of spine.
18. These books are kept by clients for years, therefore, don't use editorial copy that will unnecessarily date the book.

Format for Presentation

19. Artwork may be presented in either of two forms:
 - a) Composite digital art in a computer file for direct to plate printing.
 - b) CMYK negatives, right reading emulsion down, 175 line screens, and matchprint.
20. If you supply digital art:
 - 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 5-, or 6-color printing).
 - e) Include all fonts in a fonts folder or outline all fonts.

World Trade Press Logo

21. The World Trade Press logo is available in a) Adobe Illustrator, and b) *eps, file formats at www.worldtradepress.com.
Home Page: "Downloads" -- "Templates & Graphics ." Select "WTP_Spine_Logo" in the file format of your choice.

Top 6 Problems with Book Cover Artwork

22. Typos in editorial copy.
23. No bleeds.
24. Use of spot colors.
25. Missing fonts, or fonts not outlined.
26. Images are less than 300dpi.
27. Images have not been converted to CMYK.

Contact Information

28. 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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