

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

Book Title: **POCKET World Travel Atlas, Lithocase Cover**

Dimensions (please read carefully)

1. World Trade Press World Atlases are bound as hardcover books.
2. A lithocase book cover is printed on a flat sheet of paper before being glued to binder boards and bound to the book.
3. Book cover artwork is comprised of three elements which are designed as one piece of artwork. From left to right:
 - a) Back Cover with **net active image area** dimensions of 5.25" x 7.25"
 - b) Spine with **net active image area** dimensions of 0.75" x 7.25"
 - c) Front Cover with **net active image area** dimensions of 5.25" x 7.25"
4. The total **net active image area** dimensions of the flat book cover (without wrap around and bleeds) are 11.25" x 7.25".
5. In addition to the active image area, hardcover lithocase book covers require **wrap arounds** and **bleeds**.
 - a) The **wrap around** is the part of the printed book cover that wraps around the edges of the binder board. The wrap around adds an additional 0.75" in **each** of four dimensions (top, bottom, left and right) of the book cover. This adds 1.5" to the total width and 1.5" to the total height.
 - b) The **bleed** is the added space where an image extends beyond the trim line to make certain that the image extends to the edge. With this case bound book the bleed is included in the wrap around.
6. Therefore, the total cover dimensions: active image area + wrap arounds + bleeds = 12.75" x 8.75". See Layout Sheet.

Book Cover Printing

7. Lithocase book covers are printed on an offset lithography printing press.
8. Printing of images and screens is at 175 lpi.
9. Standard book covers are printed 4-color process color (CMYK). Please convert all artwork and images to CMYK.
10. 5-color and 6-color jobs (PMS or spot colors) must be quoted as such.

Bleeds

11. Bleeds on all four sides are no problem, but you must allow for them in your artwork. See above.

Your Book Cover Design Must Include

12. Spine: 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 spine.

Design Tips

13. For best results:
 - a) Do not place editorial copy within 1/4" of an edge (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".
14. **Hinge:** Note that hardcover books have a hinge area next to the spine on both the front and back cover. The hinge extends 0.375" by the full height of the book from the spine outwards on both the front and back covers. We recommend that you not place important editorial or complex graphic elements in this hinge area.
15. In the United States, spine copy reads from top to bottom, in Europe from bottom to top.
16. Design suggestion: place client logo at top of spine.
17. These books are kept by clients for years, therefore, don't use editorial copy that will unnecessarily date the book.

Format for Presentation

18. Artwork may be presented as composite digital art in a computer file for direct to plate printing.
19. 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 spot colors and images 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

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

Top Problems with Book Cover Artwork

21. Typos in editorial copy.
22. Bleeds not provided for.
23. Missing fonts, or fonts not outlined.
24. Images less than 300dpi.
25. Images have not been converted to CMYK. / Use of spot colors

Contact Information

26. 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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