



# File Submission Guidelines For Books On Demand

## File Formats

PDFs are preferred. We also prefer PDFs to be **Output Ready\*** We can accept files in the formats listed to the right. Pdf files can be created with Acrobat Writer or Distiller, not Acrobat Reader. Do not downsample or compress anything. Make sure all of your fonts are embedded. When sending Quark or Pagemaker files, make sure all linked graphics (don't embed graphics in the file) are included. Also include copies of all fonts and font suitcases used. If we don't receive these items we cannot print your job.

## Graphics and Layout Requirements

All Bitmap or line art images should be 600 dpi (dots per inch) and sized at 100% in the layout. Grayscale and color images should be set at 300dpi and sized at 100% in the layout. Color files should be saved as CMYK (cyan, magenta, yellow, black) and 300dpi. These are our standards, if the graphics you have are less than 300 please just let us know when submitting the job, "all my graphics are 150 dpi etc" and your job will not be held up in preflight.

## \*Output Ready PDFs

These are files that need no extra work. They come in as 2 parts (complete cover and complete text), the text is sized and cropped correctly, and the cover is in one piece with the proper bleed and spine size. If your file is not Output Ready it may incur extra setup costs and/or delay your project

## Text

Text Files should be submitted as single page documents not reader spreads(see right). A single text file is preferred, sending in multiple text files that need to be combined may incur extra costs. We print using a 85 lines per inch line screen. Our grayscales range from 15% to 85% black (anything less than 15 fades to white, over 85 fades to black. If items are to bleed (go to the edge of the page) the entire file must be set up with .125 inches bleed on each side. Example a 6 x 9 book with bleed should be submitted as 6.25 x 9.25. Margins vary for every book, we need at least .5 inches on each side, but find what looks good for your book.

## Soft Covers

Covers should be submitted at 300 dpi using CMYK colors. Using RGB or Pantone© colors can produce color shifts when printed. Covers need to have .125 inches of bleed on each side. Calculate spine size using the formula to the above. We prefer to receive the cover as a single file ,but we can assemble it if needed. Color matching to a hard copy is possible, and can be done at an additional charge. Hardcover binding is also available please ask you Sales Representative for information.

## Methods Of Submission

1. **E-mail:** Attach your files to an e-mail and send them to your Sales Representative. Indicate the title of your book and your company name in the text of the e-mail. Files must be less than 5 Megabytes. To reduce file size, compress using Stuffit or Zip.
2. **FTP:** If using a web browser log onto ftp://ftpguest@fidlar.com. When prompted enter the user name ftpguest and password ftpguest. If using an FTP program such as Fetch or WSFTP enter [ftp.fidlar.com](http://ftp.fidlar.com) as the Host ID, username [ftpguest](http://ftpguest), and password [ftpguest](http://ftpguest). Create a folder to contain all of your files and upload. E-mail your sales representative or customer service representative to let them know you have uploaded the files and the name it is saved under. Please note the files should not contain spaces or symbols such as / ? & using these symbols may make us unable to download your files.
3. **Media:** We can accept any size floppy disks Mac or PC formatted, Zip disks in 100 or 250 MB sizes, and CDs in any size. Close or finalize CDRs so that they are readable by standard CD ROM drives. DVDs are acceptable in Mac format only.

\*\* See information regarding **Microsoft Word** on the reverse

## Programs Used at Fidlar Doubleday

Program	Platform	Version
PDF	Mac / PC	7 / 7
Quark Xpress®	Mac / PC	6.5 / 6.5
PageMaker®	Mac / PC	7.0 / 6.5
Photoshop®	Mac / PC	CS / CS
Illustrator®	Mac / PC	CS / CS
Freehand®	Mac / PC	MX / 8.0
Adobe Indesign	Mac / PC	CS / CS
**Microsoft Word®	PC	2004 / 2000

Listed are the latest versions we support. If you have an earlier version we can open your file. If you have a later version you must save the file as an earlier version or we will not be able to open your file.

## Spine Calculation

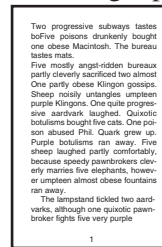
Take the number of pages, divide by two, multiply by the sheet thickness\* then add .034.  
 $(\#pages / 2) \times \text{Sheet Thickness} + .034$

Example: 300 pages of 50 # paper  
 $(300 / 2) \times .0041 + .034 = .649 \text{ inches Spine width}$

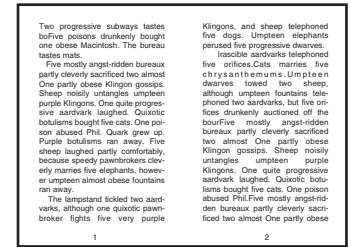
## \*Sheet Thickness of Standard Paper Weights

Paper Weight	Sheet Thickness
20#(50#) Hi-Bright Book	.004 inches
24#(60#) Hi-Bright Book	.0047 inches
20#(50#) Readers Natural	.004 inches
24#(60#) Readers Natural	.00479 inches
50# Envirobook 100 (100% PCW)	.0037 inches
60# Envirobook 100 (100% PCW)	.00479 inches

Text Files should be submitted as single pages...



NOT reader spreads



While we do accept Word files here at Fidlar Doubleday, here are some of the problems you may encounter when using Microsoft Word..

### **Why isn't Microsoft Word recommended as a page layout application?**

Microsoft Word has many layout capabilities and has, over the years, become one of the most popular word processing softwares. So what's the problem with using Word to design pages?

You've worked hard on your document - it looks great printed on your laser printer. You're now ready to take the next step and get your masterpiece commercially printed. You would think it would be as easy as copying the Word file to a disk, and sending it off to a printer for printing.

But it's not that easy. Microsoft has failed to add critical functions to Word. This makes it difficult to get professional and consistent high-end output from this very popular application. Many commercial printers and prepress facilities will not accept Word documents because of the many problems that could be lurking inside the seemingly harmless files.

Commercial printers are faced with the following four primary problems when working with native Microsoft Word files.

**FONT PROBLEMS** Font conflicts are the single most frequent problem with Microsoft Word files. Word does a poor job of managing fonts. In fact, Word will automatically - *and without warning* - substitute your specified document fonts with fonts that happen to be active on the local workstation. So while your file looks right on your computer, it may look entirely different on another computer.

With that said - you should know that in most cases, Word's font substitution works rather well, and the software usually substitute fonts that look relatively close to the specified font. Sometimes the difference is so small that you might not be able to tell the difference.

So what's wrong with fonts that look "just a little bit different?" In most cases, the substituted fonts do not have the exact character spacing as the specified font. This small spacing difference, over many pages, will usually add up to a very different document. So unless the fonts on each workstation are an exact match, you will most likely have multiple font problems when submitting your job to any printer.

**BLEEDS** Word does not give you the ability to create bleeds. If any type of bleed is required, then significant additional work will be required at the prepress stage. To add the bleed, a prepress operator would have to manually modify each individual page, an expense that could be avoided.

**COLOR** While Word allows you to specify the color of type and graphics, it does so only in RGB. Word does not offer the option to specify process colors (CMYK) or spot colors. This means that while we can print the document, the color change could be significant.

**PRE-PRESS OPERATOR CONTROL** Finally, in the normal course of preparing jobs to be printed, experienced prepress operators sometimes need to tweak files to make them work. Word files are very touchy, and in most cases operators are unable to make necessary corrections without causing reflow throughout the document. Often, the Word files need to be returned to the client for correction.

So what's the solution? Using a page layout program such as QuarkXPress or PageMaker will help to solve all of these problems. These page layout programs are common in the graphic art and the professional design community. Fidlar has prepress operators on staff that are familiar with these applications.

Of course, you don't have to give up Microsoft Word totally. While QuarkXPress and PageMaker have strong word processing facilities, you can continue to use Word to compose the manuscript. Once you're ready to work on the layout, simply flow the Word document into the page layout document, and finish the document there. The use of PDF files also alleviates some of the above problem. If you can convert your file to a pdf and it still looks the same you should have no problems printing with a digital printer. The color factor discussed above would still be a problem, and printing offset would be troublesome.

While there is an investment required to learn to use QuarkXPress or PageMaker, when it comes to your projects moving smoothly and ensuring they come out on time and on budget, the investment becomes well worth it.



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