

## WHAT WE NEED FROM YOU

We prefer a Hi-Res pdf (print quality) (PDF1.4)

Supply pages one-up in the correct sequential order starting with the Front Cover

Add blank pages if you do not want printing to the back of a page

All colours must be CMYK - black text needs to be 100% K

All images need to be converted to cmyk before embedding and be 300dpi

Allow 5mm bleed and use automatic trim/crop marks only - offset 3mm

Keep all text or anything you don't want to get chopped off at least 10mm from the trim edge

To avoid problems with 'creep' see next page

Supply the font(s) used - don't convert the document to outlines

Prefix your file name with your order ref. number



## Understanding PP's

PP refers to the total number of pages in the booklet - it includes the cover pages, the internal pages and any blank pages.

For example, if you were supplying artwork for an 8pp booklet with no text or images on the front or rear inside cover, you would give us:

An 8 page pdf containing:

Front Cover

Blank page

Page 1, 2, 3, 4,

Blank page

Rear cover

OR with text or images on the front and rear inside cover you would give us:

An 8 page pdf containing:

Front Cover

Page 1, 2, 3, 4, 5, 6,

Rear cover

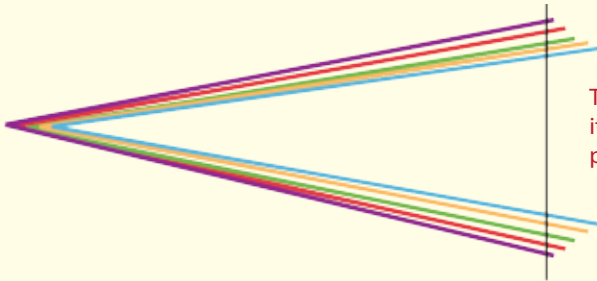
## Understanding Creep

Creep refers to the moving or shift that happens to the margins in the document when pages are folded during the finishing process of a booklet.

The amount of creep will vary depending on the thickness of the paper used and the number of pages in the booklet. The thicker the booklet the more the pages will be pushed out.

Although pre-press software adjusts the pages to compensate for this creeping it still occurs and has to be taken into consideration when designing a booklet.

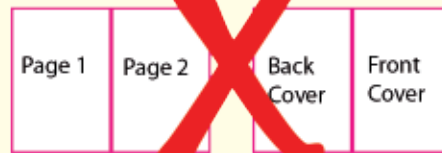
Don't use images that spread across two pages, arcs and swirls may have problems lining up on adjacent pages and don't use borders as this will emphasise the problem. You may need to use progressive margins for larger booklets.



The pages of your booklet will 'creep' out past the cover once it is stapled together, we then trim this excess off to give a professional finish - allow for this in your design

## Supply your pages one-up

- single pages in sequential order starting with the front cover - our software will imposition the pages in the correct order



## Remember -

the number of pages for all booklets has to be divisible by four

Number of PP's in a booklet would be:

8 12 16 20 24 28 32 36 40 44 48

Note: 56pp is the max for a stapled booklet