



# Cover Guidelines

Cover artwork is due 14 weeks before your Desired Delivery Date.

## Mascot Tips

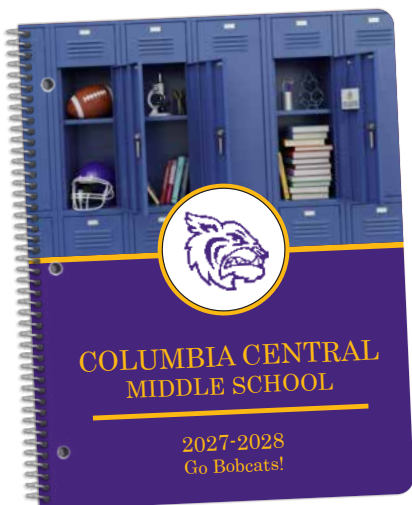


- Mascots should be at least 300dpi resolution at the size they will be printed, preferably in .AI, .EPS, .PNG, .JPEG, .PDF, .TIF, or .PSD format.
- Images copied from a website are typically only 72dpi, and will not reproduce well in print even if the resolution or size is increased. Submit the original file.
- SDI Innovations cannot accept files placed into Word or PowerPoint, etc. These programs compress images, knocking down the resolution. Upload the image file without placing it into a Word file.

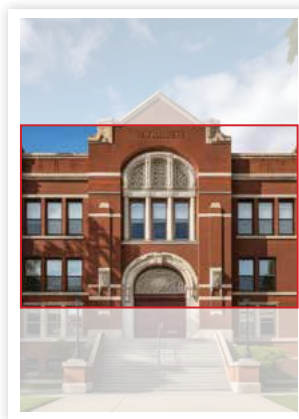
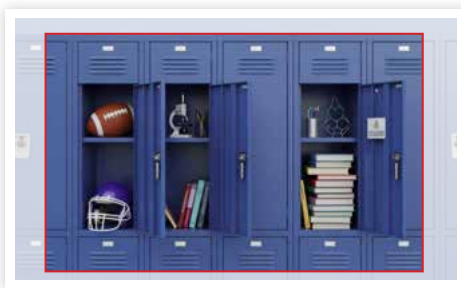
## Photo Tips



- Photos should be at least 300dpi resolution at the size it will be printed.
- Images copied from a website are typically only 72dpi, and will not reproduce well in print even if the resolution or size is increased. Submit the original photo file.
- It's best not to crop photographs; leave some margin for us to work with. You can always submit a second cropped version for reference.
- Keep in mind that our cover templates will crop your photo in some way. Vertical photos work better for image spaces with "portrait" orientation, horizontal photos for "landscape" image spaces.



- In this case, the horizontal photo (left) might work well on this cover, but the vertical (right) would not.



## Uploading Files



- Login to your Zone™ account at [www.sdiinnovations.com](http://www.sdiinnovations.com)
- Click on the Cover icon in The Zone™ and follow the steps to upload all of your cover file(s) and submit them to SDI Innovations.
- After you have submitted your information, Production will review the files and your Account Manager will contact you with any concerns.
- Once all cover files are received, a cover proof will be posted on The Zone™ for your approval.



# Mid Cover Specs 6.875" x 9.25"

Printed cover will be trimmed to 6.625" x 9". We may add a border to the design if no bleeds are included.

## Design Your Own Cover



- Preferred file types are .PDF, .TIF, .PSD, .INDD, .AI, .EPS, or .JPG.
- Designers should set up the file at 6.875" x 9.25" at 300dpi. You can't begin with a low-resolution file and increase it.
  - Allow .875" on the binding edge for the coil binding and hole punch.
  - Allow .5" on other edges for any images or text not intended to bleed.
  - If you create the front and back covers as one spread, include a .25" bleed between front and back covers.
  - Avoid compression when saving or exporting; deselect any "compress" or "reduce size" options.
- We prefer .PDF files for print, however if you are submitting native files, we will need:
  - The native file (from Photoshop, Illustrator, etc.).
  - All fonts. If possible, please change all text to outlines, but still send a copy of the fonts.
  - All images (linked files) used in the file.
  - For InDesign files, be sure to PACKAGE your files to include fonts, images, and other linked files. These can be submitted as a .ZIP folder.
- Low-quality images, such as from a website, will not reproduce well in print even if the resolution or size is increased.
- Digital artwork and all images in the artwork should be CMYK (not RGB) color.
- Online Adobe InDesign, Photoshop, and Illustrator templates are available, based on the size of cover you have ordered, on the Resources Submission Guides page here: [www.sdiinnovations.com](http://www.sdiinnovations.com)



**QUESTIONS? Contact your Account Manager at 800.705.7526**

## Hand-drawn Artwork



- See next page for a printable cover template. Artwork should extend to the outermost dashed line, but keep important text and elements inside the dotted guide.
- If scanning your artwork: Before you scan, adjust the resolution setting to scan in at 300-600dpi. Then save/export as a .PDF or .JPEG using the Highest Image/Press Quality setting.
- If you are unable to scan, a high-resolution photo taken with a smartphone is acceptable.
- If you are unable to provide a digital image file, mail us the original version of the artwork.
  - We will scan the artwork at the correct resolution for use on the cover and return the artwork (if requested).

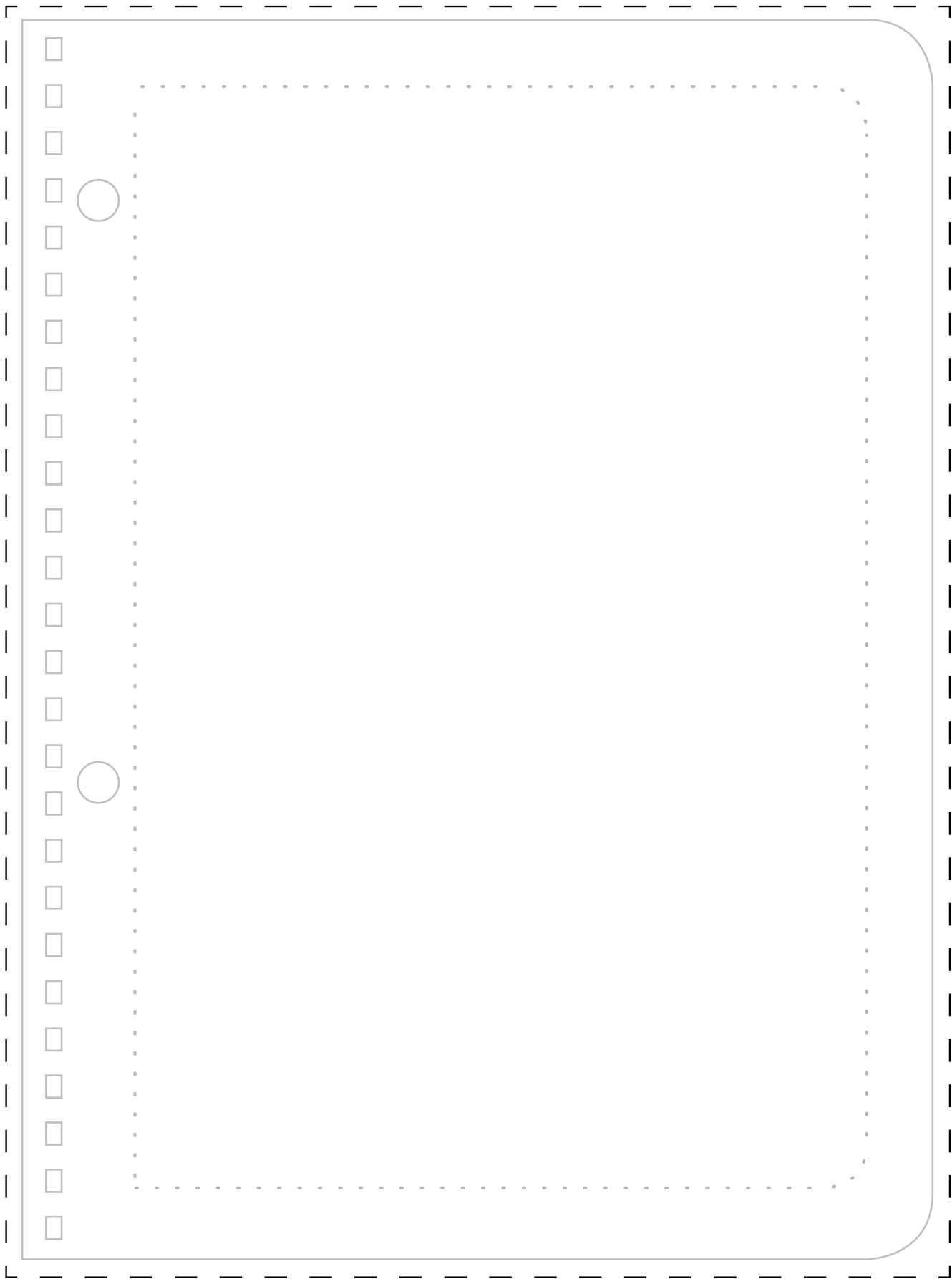
### Mailing Artwork?



SDI Innovations  
2880 Old U.S. Hwy 231 S.  
Lafayette, IN 47909

# Mid Cover

**Bleed** (artwork should extend out to this guide) 6.875"x9.25" = black dashed line    - - - -  
**Trim** (size of final trimmed cover) 6.625" x 9" = gray solid line    \_\_\_\_\_  
**Safe area** (keep important text and graphics inside) = gray dotted line    .....



When designing a back cover, the template should be rotated 180° so the binding is on the right.