

welcome	The staff at Workbook Creative would like to extend a warm welcome to each of our advertisers. We value your business and pride ourselves on the best customer service in the industry. We will strive to assist you in every way we can in order to make your advertising experience with the Workbook Photography a successful one.
artwork deadline	April 14, 2023.
late submissions	Artwork that arrives late (after April 21) will be subject to an art extension fee (\$50 for up to one week; plus \$10 for each additional day over one week). All artwork must be in our office by April 28th at the latest.
digital artwork specifications	<p>We recommend that you submit a high-resolution digital file to meet our specifications along with a low-res screen proof for quality control. We include pre-flight review of your file to make sure it is ready for press. Please review the digital file specifications on page 2 before you begin to prepare your ad.</p> <p>Photoshop page templates are available for download at: http://production.workbookcreative.com/WBP45</p>
what to submit	<ul style="list-style-type: none"><input type="checkbox"/> 1. Artwork: Digital file and screen proof to meet the specifications on page 2.<input type="checkbox"/> 2. Order Form: <i>We will not process your page or list you in our index without this form.</i>
your contact information	Please include your contact information in your page layout <i>(Workbook does not use a standard layout or typeset your information).</i>
page numbers help buyers find you	We recommend that you design the bottom 1/2" of your ad to accommodate a page number to the page. The appearance of a page number on your ad will make it easier for art buyers to find you.
page design	Professional page design service is available for \$275/page or \$450/spread. Contact the production department for more information about this option.
pre-press proofs	One pre-press PDF proof will be sent electronically to each advertiser prior to printing. Advertiser is responsible for reviewing the proof and communicating acceptance or corrections within 4 working days of transmittal to advertiser.
contact us	If you have questions, call us toll free at (800) 876-6425 or e-mail us: Barbara Kuhn, Production Manager, ext. 2230 production@workbookcreative.com
submitting a revision	We understand that you may need to supply a revised file, either due to an inadvertent oversight, intended change, or proof correction. When providing a revised file, please follow the instructions on page 2
artwork and form upload site	http://production.workbookcreative.com/WBP45

IMPORTANT — PLEASE READ — SUBMISSION GUIDELINES FOR TROUBLE-FREE FILES

File Formats Please submit one of the following:

1. Preferred submission format: **Tiff, PSD, or EPS** file from Photoshop with all layers flattened.
2. **Press-Ready PDF** from InDesign using Photoshop default settings.
Please also include an export package with native file, fonts and links. See PDF and font notes below.

Guideline Templates

Guideline templates are provided for Photoshop, and InDesign.
Download templates at: <http://production.workbookcreative.com/WBP45>

Returning Advertisers:

Please download updated templates.

PDF Specifications:

If providing a PDF, export as **press-quality PDF/X-1a:2001, Acrobat 4 compatible** with output set to program defaults for **Web Coated Swop V2** and include crop and bleed marks. **Embedded profiles are not necessary.** Crop marks must be **offset outside the 1/8 inch bleed image area** required by the printer.

Font Concerns:

Type 1 Postscript Fonts are no longer supported in accordance with industry standards for Adobe Creative Cloud applications. **Please use OpenType or True Type fonts ONLY; rasterize (in Photoshop) or convert fonts to outlines before submission. If you used Cloud Fonts, please indicate font name and foundry on your order form.**

Document Page Size

Single Page: Trim: 7" x 9". File size including bleed: 7.25" x 9.25".

Spread: Trim: 14" x 9". File size including bleed: 14.25" x 9.25"

Important Note: All critical elements must be kept a minimum of 1/4" from the trim line on all 4 sides; 3/8 inch preferred, especially in the center margin for spreads.

Image Specifications

InDesign: set page size to 7" x 9" with 1/8 inch (.125") bleed.

Set crop/bleed marks even if you have no bleed to offset .25" so they appear outside the bleed area.

Photoshop files should be sized 7.25 x 9.25" (single page); and 14.25" x 9.25" (spread).

These measurements *include* 1/8 bleed, no crop marks needed.

Digital Preparation Checklist

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| <input type="checkbox"/> We accept Press-Ready PDF files; flat TIFF, EPS or PSD files. See <i>File Formats</i> above. | <input type="checkbox"/> Do not use screen tints with a total ink value of less than 4% as the 4C printing press can not hold this tonal value, rendering the areas paper white. |
| <input type="checkbox"/> Compress large files with LZW compression. Do NOT use JPEG encoding. | <input type="checkbox"/> If you do not want black line art to separate as 4/color, prepare the art on a separate layer using InDesign or Illustrator. |
| <input type="checkbox"/> Images must be flattened in Photoshop and Illustrator. | <input type="checkbox"/> Modified images must be updated. |
| <input type="checkbox"/> Images must be 350 dpi CMYK color space. Files submitted as RGB will be converted to CMYK using PDF conversion. We cannot guarantee conversion results. | <input type="checkbox"/> Do NOT use "Type Style" menu options (e.g. Bold, Italic). Fonts must have those properties as part of the family you are supplying. |
| <input type="checkbox"/> Maximum ink limit is 325%. | <input type="checkbox"/> IMPORTANT FONT NOTE: Use of Type 1 fonts (also known as PostScript, PS1, T1, Adobe Type 1, Multiple Master, or MM) are no longer accepted. See Font notes above. |
| <input type="checkbox"/> Specify black backgrounds as "rich black":
c 40%, m 20%, y 20%, k 100% | |
| <input type="checkbox"/> 4-color process (CMYK) hairlines and type less than 8 pts. should be avoided; we cannot guarantee trapping or registration. | |

How to Submit

All imagery must be 350 dpi CMYK, placed at 100% in your layout. Line-art and logos should be 1200 dpi (bitmap). We print at 175 line screen w/average ink limit: 325%.

Upload your final files to the Workbook production site: <http://production.workbookcreative.com/WBP45>

Pease submit final digital file with screen proof, and Order Form.

Advertiser Responsibility

By submitting a digital file, you assume responsibility for the pre-press preparation of your ad.

Submitting a Revision

We understand that you may need to supply a revised file, either due to an inadvertent oversight, intended change, or proof correction. **When providing a revised file, please add the word "REVISED" to both your file name and the newly submitted folder.** Any subsequent revisions should be also followed by a revision number such as REVISED_2. AVOID SPACES IN YOUR FILE OR FOLDER NAMES. Use an underscore to separate elements.

Proofs

One pre-press PDF proof will be sent electronically to each advertiser prior to printing. Advertiser is responsible for reviewing the proof and communicating acceptance or corrections within 4 working days of transmittal to advertiser. Adjustment at proof stage, a fee of \$175/page will be charged to correct or replace the file.

Support

For assistance, or queries when preparing your ad, e-mail:
production@workbookcreative.com or call 800.876.6425 or 805.963.0439, ext 2230.