

Diaries

Title Pages - Bookbound & Spiralbound

Artwork Specification

Artwork for Inserts & Printed Pages

If you are sending us pages or artwork it must be prepared correctly. This document outlines what is required, but the person, department or agency your company uses to create these items will be familiar with the requirements explained in this document.

InDesign Native Files

Files must be correct size with all high resolution (at least 300dpi) images used in CMYK or greyscale. Fonts, pictures and links must also be supplied (This can be achieved using the “Package” option under the File Menu in InDesign).

PDF

Files to be supplied in correct size, with all fonts embedded. All images are CMYK or greyscale at least 300dpi. PDFs are generated using the “Press Quality” Setting in InDesign or Acrobat.

Spot Colours / Pantones / RGB

Please make sure any spot colours used are relevant to the job e.g. Only use them if you are printing using that spot colour in addition to CMYK. If you are not actually printing that Spot Colour please convert it to CMYK.

Please convert all RGB colours and images to CMYK before creating the PDF. Remember that the nice bright colours achievable in RGB are not always possible in CMYK. It is better for you to convert to CMYK at your end and see any unwanted colour shifts rather than see it on the final product when it is too late.

Artwork for Blocks

Files for blocking dies must be 'vector' eps files only. PDFs can be used but ideally supply as Illustrator EPS or AI files.

Not all eps files are vector files. A true vector is where the graphic is draw using paths and not pixels, this means that it can be used at any resolution or size without degradation.

Artwork must be solid black with NO tints, shading or colour.

A minimum of 8pt is required for text and 0.75pt for keylines when blocking onto diary covers, any smaller and the type or line will fill in when blocked and cannot be read.

YOUR LOGO 
YOUR LOGO 

YOUR LOGO 

Additional Information

Word Documents

Artwork sent in a word document can only be used to copy and paste text, we will have to set the page into our page layout programme.

Native Files Formats (Applications) **WE DO NOT ACCEPT:**

- **Quark Xpress**
Please send artwork as a Press Ready PDF
- **Powerpoint**
We can open for content but will not accept as artwork
- **Word**
We can open for content but will not accept as artwork
- **Excel**
We can open for content but will not accept as artwork
- **MS Publisher**
Please send artwork as a Press Ready PDF
- **Pagemaker**
Please send artwork as a Press Ready PDF
- **Coreldraw**
Please send artwork as a Press Ready PDF

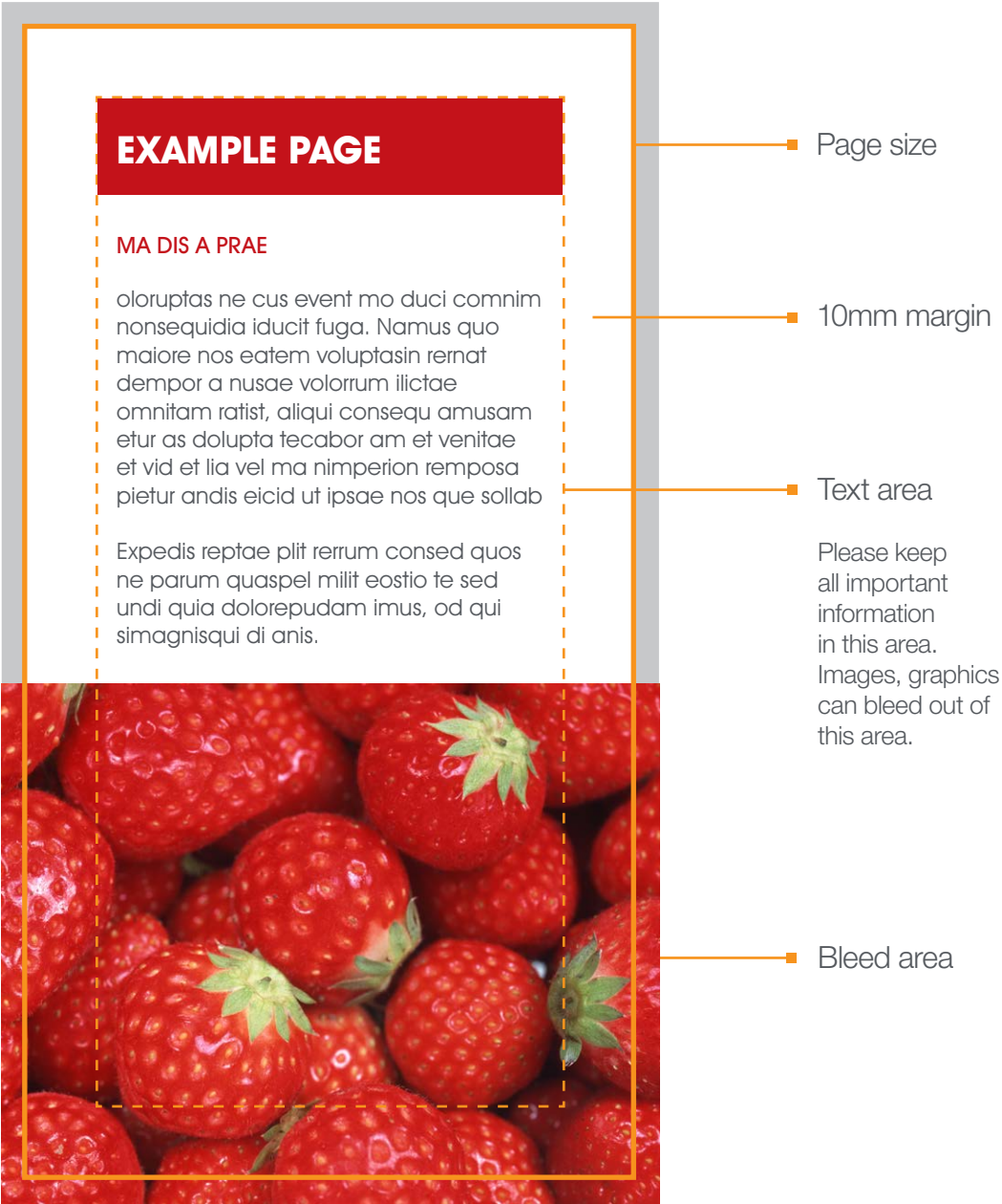
Storage Media & Transfer

Please supply artwork to us using one the following methods

- If the artwork is up to 10mb, you may email it to your sales executive. If you do this, please make sure that the email carries a description of the attached file and states clearly what job the logo is for.
- Provide us with your own WeTransfer / Dropbox type link to the files
- CD or DVD
- USB Flashdrive

Diary layout - Bookbound

All Pages



Example shown above not to scale.
See table on last page for correct dimensions.

Diary layout - Spiralbound

Left Hand Page



Bleed area Page size

Text area
Please keep all important information in this area. Images, graphics can bleed out of this area.

Right Hand page



Comb

Margins:
10mm top
12mm inside
8mm outer

Example shown above not to scale. See table on last page for correct dimensions.

Diary sizes

Pocket Diaries (Senator/Congressman/Diplomat/Counsellor)			
Bookbound* *Except Candidate Bookbound	(P1)	Finished Size Text Area Margin Bleed	85 x 160mm 65 x 140mm 10mm all round 3mm
Candidate Bookbound	(P2)	Finished Size Text Area Margin Bleed	80 x 170mm 60 x 150mm 10mm all round 3mm
Spiralbound	(SP1)	Finished Size Text Area Margin Bleed	89 x 160mm 69 x 140mm 12mm inside / 8mm outer 10mm top and bottom 3mm

Desk Diaries			
Statesman	(D1)	Finished Size Text Area Margin Bleed	165 x 220mm 145 x 200mm 10mm all round 3mm
Statesman (Spiral)	(DS1)	Finished Size Text Area Margin Bleed	169 x 220mm 149 x 200mm 12mm inside / 8mm outer 10mm top and bottom 3mm
Baron	(D2)	Finished Size Text Area Margin Bleed	143 x 210mm 123 x 190mm 10mm all round 3mm
Ambassador	(D3)	Finished Size Text Area Margin Bleed	202 x 270mm 182 x 250mm 10mm all round 3mm
Ambassador (Spiral)	(DS3)	Finished Size Text Area Margin Bleed	207 x 268mm 187 x 248mm 12mm inside / 8mm outer 10mm top and bottom 3mm
President	(D4)	Finished Size Text Area Margin Bleed	210 x 297mm 180 x 267mm 15mm all round 3mm