Sheridan

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BOOKS

What *File Format* will Sheridan accept for production?

Sheridan utilizes an automated PDF workflow. All files for Text, Covers, Dust Jackets, Printed Cases and other components should be furnished in PDF format. Documentation for creating print ready PDF files from InDesign and QuarkXpress can be found on the Sheridan website. See documents: Exporting PDF from Adobe InDesign CS4, CS5, CS6 and CC and Exporting PDF from QuarkXPress 8, 9 and 10.

Can I send Sheridan my *Microsoft Word* or *Microsoft Publisher* files?

Sheridan cannot use Microsoft Word or Microsoft Publisher files in their native format to provide a quality printed product. Print ready PDF files must be created and instructions for creating a print ready PDF from Microsoft Word can be found in the documentation titled Generating PDF from MS Word on the Sheridan website. Sheridan strongly suggests the use of commercial products such as InDesign or QuarkXpress to create files instead of Microsoft Word or Microsoft Publisher. Our experience utilizing PDF's created from Microsoft products has resulted in undeterminable defects due to the unpredictable nature of the PDF conversion process. Accordingly, the creator of the file from Microsoft Word and or Publisher must accept the responsibility for undesirable printing.

How do I know what size to make my *Component*?

Your Customer Service Representative can provide you with a layout diagram based on the bind style, trim size, page count and paper stock of your book. If you have the listed information you can generate your own layout diagram using the resource on the Sheridan website, Component Template Creator.

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What *Resolution* should I save my images?

For best results for digital imaging and printing, Sheridan recommends the minimums listed below: Sheridan will flag any files that fall below the values listed below and notify you. We will use images at lower resolutions with your approval.
Note: Bar codes must be 1-bit images at the minimum of 300 dpi.

Grayscale and color 8-bit images 200 dpi
1-bit line art 600 dpi

For Halftone Guidelines and ICC (International Color Consortium) Profiles refer to the documentation on the Sheridan website, Halftone Guidelines for Offset Printing.

What is the minimum requirement for *Margins*?

Elements that print should be at least 1/4" from trim unless it bleeds. Minimum margins from text inside a bleed tab is 1/8" from final trim. Refer to the Sheridan website for correct set up for Page Boxes for PDF Files. Sheridan recommends a margin of at least 1/2" for the gutter margin so printed elements don't fall into the bind. Margins of at least 5/8" or larger all the way around can improve the readability of your book.

Mechanical Binds need special consideration to make sure that type or images are not lost due to the punching required by coil or drilling.

Mechanical Bind without Drilling: Text and Components type should be given at least a 1/2" margin to avoid punching type. Keep in mind this 1/2" gutter margin is the minimum distance from the actual stripped gutter to the binding coil holes.

Mechanical Bind with Drilling: Text and Components type should be given at least a 7/8" gutter margin to avoid punching type. Keep in mind this 7/8" gutter margin is the minimum distance from actual stripped gutter to the binding coil holes or drilled holes.

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What is a *Bleed*? What is the minimum requirement for *Bleeds*?

Printed elements that intend to go past trim edge must extend beyond the trim edge in the file to allow for manufacturing tolerances. Sheridan requires a minimum of 1/8" bleed beyond each trim edge. Items that bleed into the gutter should stop at the page boundary.

What do I need to know about *Fonts*?

Fonts must be embedded in your PDF when it is submitted for production. Sheridan recommends that fonts be fully embedded and never subset in order to take advantage of features such as editing and indexing your PDF files.

What do I need to know about using *Color* in my files?

Files that will print in color can only use Cyan, Magenta, Yellow and Black (CMYK) and/or Spot colors using the Pantone Matching System (PMS). If your files are set up as using Red, Green and Blue (RGB) we will convert to CMYK or greyscale depending on the ink specifications for your book. Sheridan cannot convert RGB or CMYK colors to Spot colors.

Should my file have *Crop Marks*?

PDF files should not have crop marks for Text. Files should be set up for the final trim size or trim size plus bleed without any marks. If text file does have crop marks, Sheridan will remove them if they are to close to trim. Removing crop marks could lead to other elements being deleted.
Components are OK to have crop marks.

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Transparency?

All Transparencies *must be flattened* before submitting files to Sheridan.

Adobe CS and QuarkXPress provide options for transparency. Quark refers to it as opacity. Adobe defines transparency as an affect applied to an object that allows other objects to show-through. Quark defines opacity as the ability to control opacity, the ability to use alpha masking on objects against layout items, and the ability to apply feathered drop shadows. Transparency and opacity options include drop shadows, feathering, blending modes, and opacity.

PostScript is not currently capable of preserving transparency, it must be *flattened*. If file containing a transparency arrives at a prepress RIP unflattened, there can be unpredictability in how objects will render.

Use the *Flattener Preview* in Adobe Creative Suite to detect transparency and the objects effected. In InDesign choose Window > Output > Flattener Preview. In Illustrator choose Window > Flattener Preview. In Acrobat 9 choose Advanced > Print Production > Flattener Preview. In Acrobat 10 choose View > Tools > Print Production > Flattener Preview. In Acrobat 11 choose View > Tools > Print Production > Flattener Preview.

Enable Overprint Preview in Adobe Creative Suite to properly view flattened transparency. In InDesign and Illustrator choose View > Overprint Preview.

When flattening transparency, use high resolution settings.

Make sure all objects in a stack are in CMYK color space. Choose Edit > Transparency Blend Space > CMYK. If you have PMS colors, do not flatten in the PDF. PMS colors will convert to CMYK.

All files *must* be carefully reviewed by the customer after flattening to ensure the item appears as desired.

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B
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How to *Send* my files to Sheridan?

Sheridan uses an FTP server for file transferring. Consult with your Customer Service Representative to provide you with necessary credentials for secure access.

Sheridan suggest a couple FTP file transfer software programs.

Windows/Macintosh: http://filezilla-project.org/
FileZilla is highly recommended for FTP file transferring. Instructions on how to upload/download from FileZilla: http://www.sheridan.com/sites/default/files/uploading-downloading_files_to_sbi_ftp_using_filezilla.pdf

Windows: CoreFTP LE: http://www.coreftp.com/download.html

Macintosh: Cyberduck: http://sourceforge.net/projects/cyberduck/files/cyberduck/2.6.2/

When sending multiple files Sheridan suggest you Zip/Stuff your files before uploading to the FTP server. Refer to the following documents on Sheridan website, Compressing Files for Windows and Compressing Files for Macintosh.

We can also download files from your FTP site when provided with the user name and password.

What kind of *Proof* should I see?

Depending on your project, Sheridan has a number of options for proofing your book. Talk to your Customer Service Representative about what proof will best suit your needs.