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Press-Ready Handbook Guide

Press-ready pages are considered as pages ready to print without any additional alterations needed. The quality of the printed work is determined by the quality of the material furnished. Please follow our guidelines and templates on the following pages. If pages include any images, see specifications on p. 4. Hard copies are not accepted because your entire planner is built online. Call us at **800-516-8339** if you have questions. We're here to help!

Handbook Pages Checklist

- The correct handbook template is being used based on the planner size you are ordering – Varsity or Graduate.
- All page elements (text, headers, footers, photos, artwork, page numbers, etc.) are within the designated image area, with **NO** bleeds (see templates on p. 2 and 3).
- All images are at the correct resolution and saved in grayscale mode (see p. 4). All text is 100% black only. Do **NOT** apply a color or shade of gray to text.
- You have obtained permission to use any trademarked or copyrighted logos or images.
- There are **NO** whole page borders and **NO** large areas of solid black (such as boxes or bars).
- Final page count matches what you indicate when using our online planner builder. All pages must be counted, including blank pages. Do not provide a title page; it will be built using our online system. **Note:** 1 page is 1 side of a sheet of paper.
- Table of Contents references and page numbers are correct.
- Pages have been carefully spell-checked and proofed.
- All pages are in **ONE** file and in the order you want them to appear in your planner.

Handbook Templates

To create your handbook pages, you may use our templates that are already built with the correct size and margins. We offer three formats: Microsoft Word®, InDesign®, and Quark®. Download from our web site – go to the “College Planners” tab, then “Custom Planner Guidelines,” then “Handbooks Page Guidelines.” Be careful to use the correct template based on the planner size you are ordering – Varsity (7" x 9") or Graduate (5.375" x 8.375").

Proofing

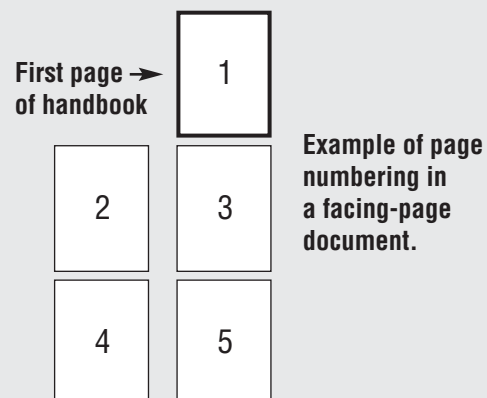
Carefully proof all pages for correct spelling, content and page order. We do **NOT** proofread, edit, or make alterations and are **NOT** responsible for errors. Once proofing is done, upload your handbook and complete your title page and planner pages. You can review (and even print) a proof. If you discover errors or pages are in the wrong order, correct your file and re-upload it.

File Format

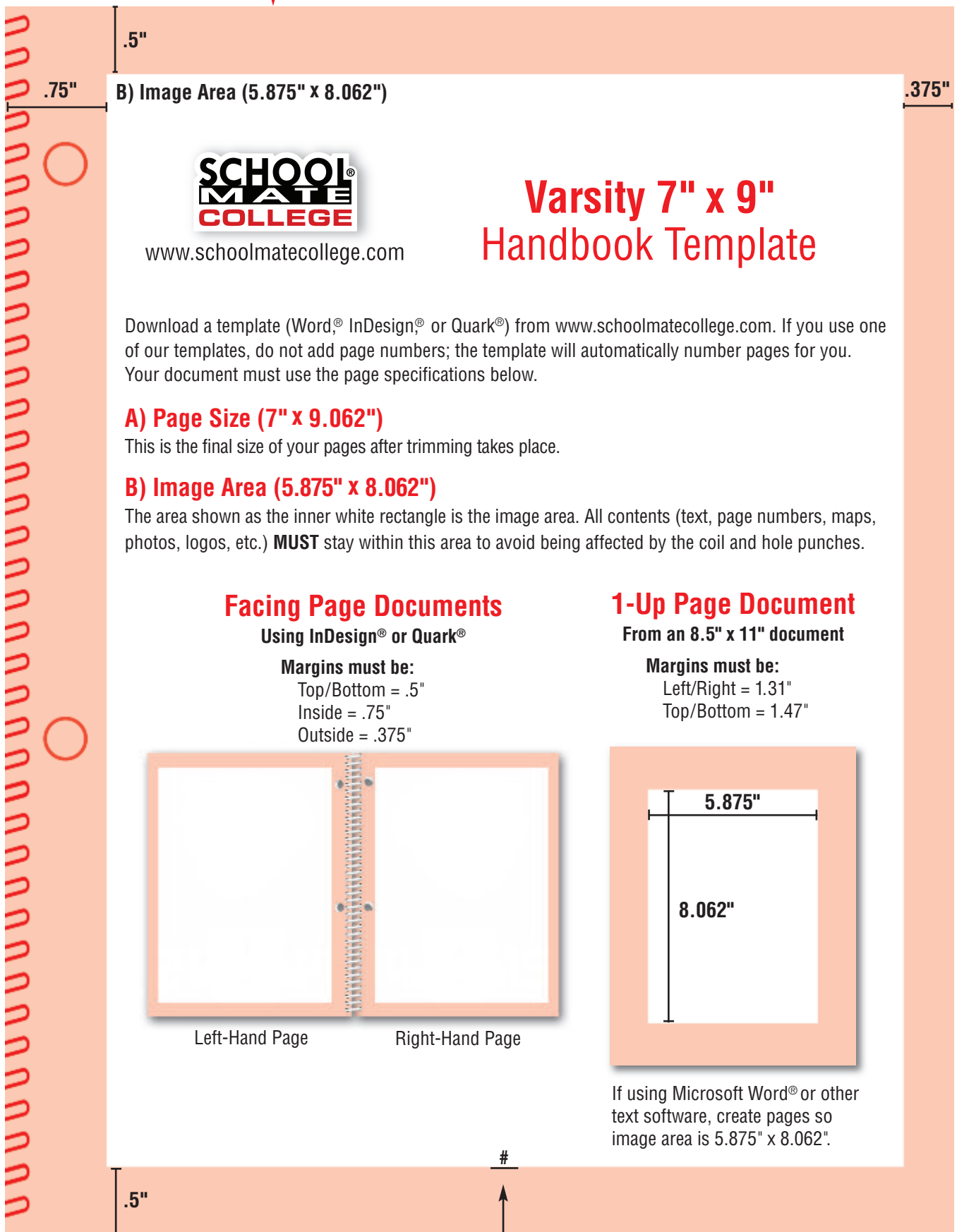
Pages created in Microsoft® Word can be uploaded when building your planner. All pages must be in **ONE** Word file. If you create pages using software other than Microsoft® Word, save your file as a high-resolution PDF before you upload it. PDFs will embed fonts and images. If using professional software (InDesign or Quark), use PDF/X-1a setting to save files properly for printing. Turn registration marks off. All pages must be in **ONE** PDF file.

Page Numbering

- You can place page numbers on your pages or our system can do this for you – indicate in our online planner builder.
- If you include a Table of Contents, we recommend that you number all your handbook pages to ensure correct page number references. All pages must be numbered, including blank pages.
- Page numbers must be centered at the bottom of each page, **WITHIN** the designated image area.
- For a facing-page document (using InDesign® or Quark®), page 1 of your handbook must begin as a right-hand page. See example at right and p. 2 and 3 on templates for placement.



A) Page Size (7" wide x 9.062" tall)



B) Image Area (5.875" x 8.062")



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Varsity 7" x 9" Handbook Template

Download a template (Word®, InDesign®, or Quark®) from www.schoolmatecollege.com. If you use one of our templates, do not add page numbers; the template will automatically number pages for you. Your document must use the page specifications below.

A) Page Size (7" x 9.062")

This is the final size of your pages after trimming takes place.

B) Image Area (5.875" x 8.062")

The area shown as the inner white rectangle is the image area. All contents (text, page numbers, maps, photos, logos, etc.) **MUST** stay within this area to avoid being affected by the coil and hole punches.

Facing Page Documents

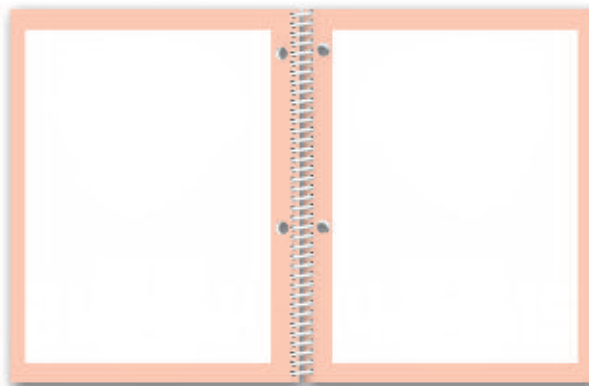
Using InDesign® or Quark®

Margins must be:

Top/Bottom = .5"

Inside = .75"

Outside = .375"



Left-Hand Page

Right-Hand Page

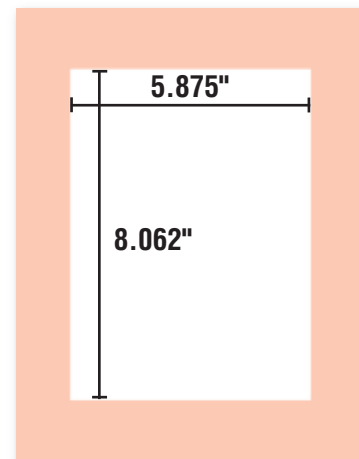
1-Up Page Document

From an 8.5" x 11" document

Margins must be:

Left/Right = 1.31"

Top/Bottom = 1.47"



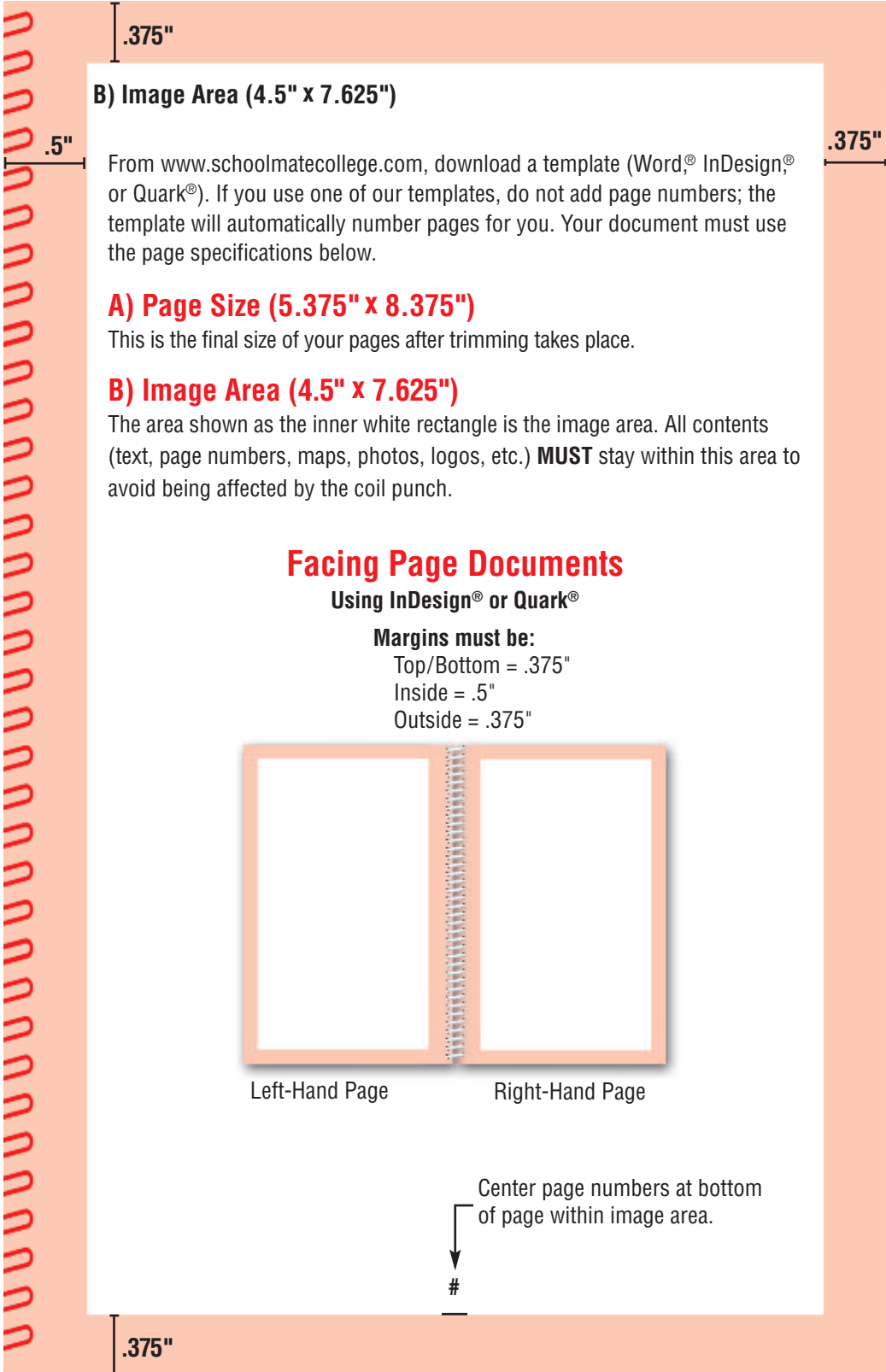
If using Microsoft Word® or other text software, create pages so image area is 5.875" x 8.062".

#

Center page numbers at bottom
of page within image area.

Graduate 5.375" x 8.375" Handbook Template

A) Page Size (5.375" wide x 8.375" tall)



B) Image Area (4.5" x 7.625")

From www.schoolmatecollege.com, download a template (Word®, InDesign®, or Quark®). If you use one of our templates, do not add page numbers; the template will automatically number pages for you. Your document must use the page specifications below.

A) Page Size (5.375" x 8.375")

This is the final size of your pages after trimming takes place.

B) Image Area (4.5" x 7.625")

The area shown as the inner white rectangle is the image area. All contents (text, page numbers, maps, photos, logos, etc.) **MUST** stay within this area to avoid being affected by the coil punch.

Facing Page Documents

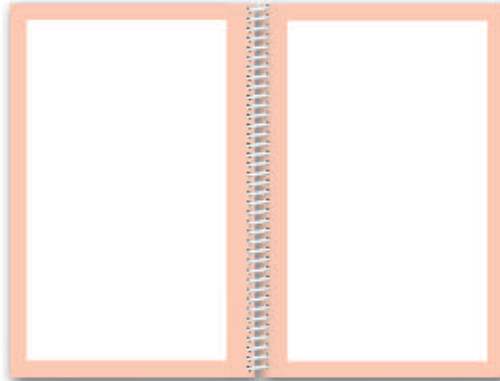
Using InDesign® or Quark®

Margins must be:

Top/Bottom = .375"

Inside = .5"

Outside = .375"



Left-Hand Page

Right-Hand Page

Center page numbers at bottom of page within image area.

#

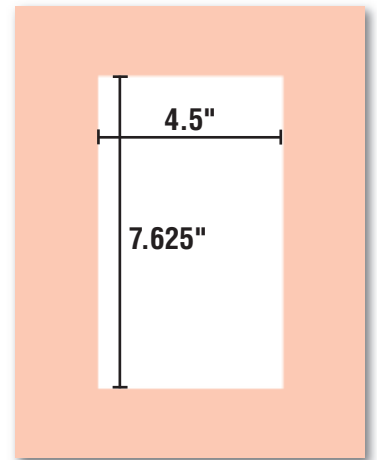
1-Up Page Document

From an 8.5" x 11" document

Margins must be:

Left/Right = 2.0"

Top/Bottom = 1.69"

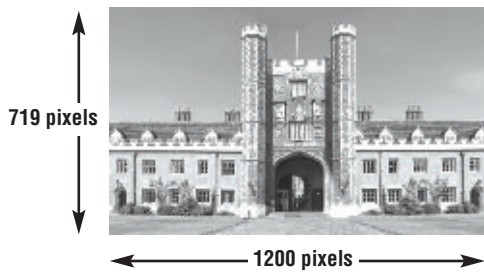


If using Microsoft Word® or other text software, create pages so image area is 4.5" x 7.625".

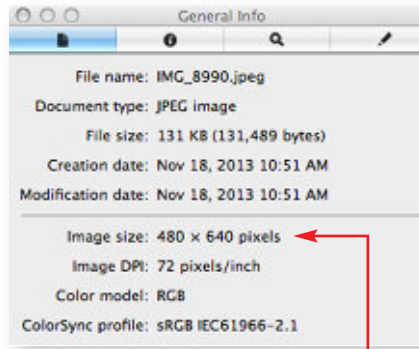


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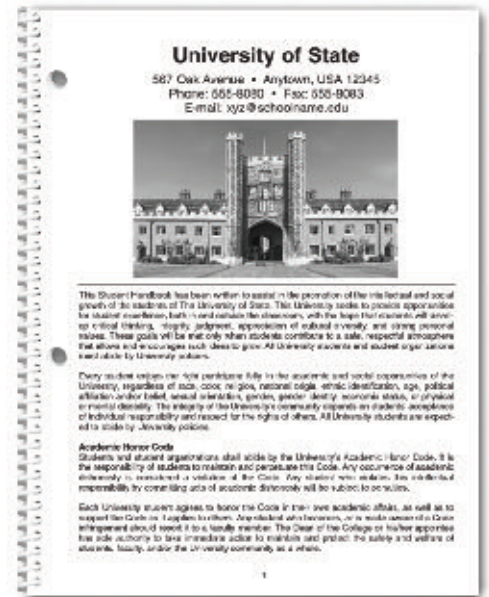
Digital Image Specifications for Handbooks



Maximum Print Size at 300 ppi
width = 1200 pixels ÷ 300 ppi = 4"
height = 719 pixels ÷ 300 ppi = 2.4"



The "Get Info" pop-up window on a Mac will display your photo's pixels.



► **Note:** Our printing methods produce good, but not high-quality photos. We recommend limiting the number of photos and images with screens in your handbook pages.

Photo Resolution for Handbooks

An image that looks good on your computer's monitor may not necessarily print well. Resolution of a digital file, expressed in pixels per inch (ppi), determines the printing quality.

Divide each axis by 300 – the result is the largest size an image can be printed at *highest* quality. We will accept files at 150 ppi, which is acceptable quality. In that case, divide each axis by 150.

Example of image at 1224 pixels x 719 pixels:

300 ppi 1200 pixels x 719 pixels (each axis ÷ 300 ppi)
highest quality = 4" x 2.4" maximum print size

150 ppi 1200 pixels x 719 pixels (each axis ÷ 150 ppi)
medium quality = 8" x 4.8" maximum print size

If you scale (stretch) an image to enlarge it, make sure to maintain at least 150 ppi. You cannot resave lower resolution files to 150 ppi or 300 ppi.

Note: School Mate® College is not responsible for image quality; we do not make alterations to your files. If you purchase images from a web site or drag an image from a web site, make sure it has high resolution (many are only 72 ppi) and you have permission to use it.

How many pixels are in my photo?

Photo-editing software can show how many pixels are in an image, in length by height. Otherwise, on a Mac, under "File" use "Open With" and "Preview," then use keys "Command-I" to see "General Info." A pop-up window will display the data. See above. On a PC, right click on the image file, look at "Properties," and then the "Summary" tab.

Other Recommendations for Handbooks

- Line art (black/white artwork with NO shading, such as logos or mascots), should be scanned at 600 dpi and saved as a **.tif** or created as a vector file in Illustrator.®
- Save images as **.eps**, **.jpg**, **.tif**, or **.png** in grayscale mode.
- Lines in pages or artwork should be at least .5 pt or they may be too fine to print well. In Illustrator,® convert any text to outlines.
- Artwork with fine detail or typefaces with fine serifs are not recommended because the fine detail may print poorly.
- Digital cameras with 4+ Megapixels can take photos suitable for printing. Use the highest quality settings available; do NOT use any compression settings.
- **Note:** If color is applied to any images or text, it will be converted to grayscale when you upload your file to our system.