

World Trade Press Custom Book Cover

Design Notes & Cover Layout Sheet (2 pages)

BOOK TITLE: Dictionary of International Trade, 12th Edition

Dimensions

1. The book cover is printed on a flat sheet of paper.
2. Book cover artwork is comprised of three components, which are designed as one piece of artwork. From left to right:
 - a) Back and Front Covers with net dimensions of (7 in x 10 in) (17.78 cm x 25.40 cm) each.
 - b) Spine with net dimensions of (1.510 in x 10 in) (3.84 cm x 25.40 cm).
3. Therefore, the total net trim dimensions of the flat book cover (without bleeds) are (15.510 in x 10 in) (39.40 cm x 25.40 cm).

Book Cover Printing

4. Book covers are printed on an offset lithography printing press.
5. Printing of images and screens is at 175 lpi (68.9 lpc).
6. Standard book covers are printed 4-color process color (CMYK).
7. All artwork and images must, therefore, be converted to CMYK.
8. 5-color and 6-color jobs (PMS or spot colors) must be quoted as such.
9. Standard book cover jobs are not printed on the inside (front and back) covers.
10. Inside cover print jobs must be quoted as such.

Bleeds

11. Bleeds on all four sides are no problem, but you must allow for them in your artwork.
12. Bleeds require any images to extend an additional (1/4 in) (.64 cm) beyond the trim lines on each side (left, right, top, bottom).

Your Book Cover Design Must Include

13. Front cover: a) title of book, b) edition number, c) sub-title, and c) author's name.
14. Spine: a) title of book, b) edition number, and c) World Trade Press logo and words "World Trade Press" at base of spine with ® symbol. See below for download information for the "WTP_Spine_Logo". The baseline of the word "Press" should be more than (3/8 in) (.95 cm) above bottom trim line of book.

Design Tips

15. Our printer is one of the best in the industry. That said, please note that there can be some slight variation, usually less than (1/32 in) (.08 cm) in the final trimming of the book. Therefore, for best results:
 - a) Do not place editorial copy within (1/4 in) (.64 cm) of a trim line.
 - b) Don't create design elements that depend upon tolerances of less than (1/16 in) (.16 cm).
16. In the United States, spine copy reads from top to bottom, in Europe from bottom to top.
17. Design suggestion: place client logo at top of spine.
18. These books are kept by clients for years, therefore, don't use editorial copy that will unnecessarily date the book.

Format for Presentation

19. Artwork may be presented as a composite digital art in a computer file for direct to plate printing.
20. If you supply digital art:
 - a) Acceptable professional graphics programs are: InDesign, Quark, Adobe Illustrator, Photoshop, etc.
 - b) Files in PowerPoint or MS Word are NOT generally acceptable.
 - c) All images must be at least (300 dpi) (118 dpc).
 - d) Convert all colors to CMYK (unless client has contracted for 5-, or 6-color printing).
 - e) Include all fonts in a fonts folder or outline all fonts.

World Trade Press Logo

21. The World Trade Press logo is available in a) Adobe Illustrator, and b) eps, file formats at:
www.worldtradepress.net/wp-content/uploads/WTP-Spine-Logo.zip

Top 6 Problems with Book Cover Artwork

22. Typos in editorial copy.
23. Bleeds not provided for in artwork.
24. Use of spot colors.
25. Missing fonts, or fonts not outlined.
26. Images are less than (300 dpi) (118 dpc) resolution.
27. Images have not been converted to CMYK.

Contact Information

28. For further information, please contact your sales representative, or the Graphics Department at graphics1@worldtradepress.com.

World Trade Press
616 E. Eighth Street, Suite 7 • Traverse City, MI 49686, USA
Tel: +1 (707) 774-7410 • Fax: +1 (707) 778-1329 • aaron@worldtradepress.com

