

WORKBOOK 43 - FALL 2021

CRITICAL DATES –Mark your calendars, watch for emails/check your spam for email reminders!

1. Materials are due any time prior to **May 7, 2021**
2. Rush fees: \$200.00/week beginning on **May 10, 2021**
3. Artwork will not be accepted after **Friday, May 21, 2021**

BUILD YOUR AD BASED ON THE FOLLOWING SIZE/SPECS:

WHERE TO START? [Check out the current Workbook](#) to see current ads – see what might work best for your imagery and what you want to share. Reach out to your Sales Rep if you don't know where to start -they LOVE this part of their job! ☺

TEMPLATES: Available on our Website. For Size Only: <https://www.workbook.com/account/downloads>

SINGLE PAGE (ILLUSTRATION): Bleed: 7.25" x 9.25" / Trim: 7" x 9" / Live: 6.5" x 8.5"

SPREAD (ALL PHOTO): Bleed: 14.25" x 9.25" / Trim: 14" x 9" / Live: 13.5" x 8.5"

Bleed: The bleed is the part on the side of a document that gives the printer a small amount of space to account for movement of the paper, and design inconsistencies. After trimming, the bleed ensures that no unprinted edges occur in the final trimmed document. Full bleed ads must have images that extend to the measurements of 14.25" x 9.25".

Trim: Final size of finished book. The size at which the pages will be trimmed.

Live: Contain all relevant text and imagery within the live area to ensure it does not get trimmed off.

FILE FORMATS: Nearly All Photoshop file formats are accepted (.INDD package, .EPS, .TIFF, .PSD etc). We work with most recent Adobe CC release. PDFS NOT preferred for Photography Pre Press.

COLOR SPACE: CMYK and RGB formats are accepted. RGB preferred for Photography.

IMAGE SPECS: Images preferred at 350 DPI, 175 Line Screen (detailed checklist on page 2)

FONT UPDATE: Include all fonts as Adobe permissions must exist with the file's creator. Also may outline fonts to accommodate this requirement. Non Adobe Fonts must be included with files.

DO NOT: Use PMS Colors (4/C Builds only)

SEQUENCE/FILE NAME: If providing multiple pages/spreads, indicate order of appearance in file name.

THREE WAYS TO SUBMIT YOUR MATERIALS:

1. **Provide files on a Disk/Thumbdrive + Hard Copy color print to Match** : (target print is necessary for optimal prepress). SHIP MATERIALS TO:
Workbook /Attn: Marie Oley
5303 West 126th Street, Hawthorne, CA 90250
(323) 769 3119
2. **Provide Files via FTP/Ship Target Print Separately:** Email a link to Marie.Oley@workbook.com via your preferred 3rd party site. INCLUDE YOUR NAME AND "WB 43" IN THE FILE NAME. Follow up with an email to Marie with a shipping confirmation for your proof. NOTE: Your materials are not considered submitted and complete until the target print has delivered
3. **Target/Hard Copy)*:** **FTP FILES ARE DUE BY MAY 3, 2021.** Include your name, as well as "NO TARGET" in your file name. Email links only (no subscribing to folders).

4 COLOR DOT PROOF FOR REVIEW (NEW POLICY)

4/C proofs are available upon request for unique color concerns. Otherwise copy, crop, gutter and color management will be completed internally. Production will reach out to the artists directly if there's any concerns. If proofs are provided, feedback must be provided on the same day as delivery for quick processing.

NEW FILES: Files submitted after proofing cost \$200/page.

PAGE NUMBERS: All Left Hand Pages will receive page numbers, art/copy permitting.

DISTRIBUTION: Workbook 43 FALL plans to distribute in October 2021.

QUESTIONS: Direct all production questions to Marie at Marie.Oley@workbook.com / (323) 769-3119

WORKBOOK 43: FALL 2021

Name _____
E-Mail _____
Contact Name _____
Date _____ Phone _____

CHECKLIST

Please check off each item below as you review the material before sending to Workbook.

RGB SUBMISSIONS

- Spread sequence indicated
- Mac only
- Include all screen and printer fonts
- 1/8" bleed on all sides
- Adobe RGB (1998) profile
- Digital target print with layout
- No Pantone colors
- Resolution 350 dpi at 100%

NO FTP

NO PDFs

CMYK SUBMISSIONS

- Spread sequence indicated
- Mac only
- Include all screen and printer fonts
- 1/8" bleed on all sides
- US Sheetfed Coated v2 profile
- Digital target print with layout
- 175 line screen
- 320 maximum density
- Dot gain: 14%
- No Pantone colors : 4/c process only
- Resolution 350 dpi at 100%

NO FTP

NO PDFs

Questions? Contact Marie Oley, Director of Production at

Marie.Oley@workbook.com

(323) 769-3119