

2011

BOOK SIZE: 7" w x 9" h TRIM SIZE: Single page 7" w x 9" h • Spread 14" w x 9" h**ARTWORK DEADLINES****BOOK 1** Illustration art deadline is July 9, 2010.**BOOK 1** Photography art deadline is August 13, 2010.

Distribution is in February 2011

BOOK 2 Illustration art deadline is March 4, 2011**BOOK 2** Photography art deadline is March 18, 2011

Distribution is in September 2011

QUICKSTART FAQ

The following is a quick guide for art submission

RGB FILES

1. Images in RGB: use Adobe 1998 profile.
2. Epson or similar proof that represents your expectation for color
3. Layout and fonts

CMYK FILES

1. Images in CMYK: use US Sheetfed Coated v2 profile.
2. Epson or similar proof that represents your expectation for color
3. Layout and fonts

RESOLUTION

350 dpi at 100%

DOCUMENT FORMATS

- Your file: Mac format only. Single page size: **7" w x 9" h**, or spreads, **14" w x 9" h** with appropriate 1/8" bleed on all sides.
- No files will be accepted via FTP.

Please do not use the templates from last year.

ACCEPTED FILE TYPES

- Quark (versions 4 through 7)
- Adobe InDesign (versions ID2 through IDCS4)
- Photoshop (versions 6 through CS4)
- Adobe Illustrator (versions 8 through CS4)
- **We do not accept PDFs.**

APPLICATION COLOR SETTINGS

See page 3 for Adobe Photoshop Color Settings, InDesign CS Color Settings, QuarkXpress 6.5 CMS settings in RGB/CMYK.

1) WHAT WE ACCEPT

We prefer RGB but we will accept CMYK. Just send in a reasonable digital target proof and use the profiles requested by our printer (RGB: Adobe 1998, CMYK: US Sheetfed Coated v2). We will get as close to your target as possible.

2) WHAT IS A REASONABLE TARGET PROOF?

A digital proof, using glossy or matte white paper, that represents your expectation for color and using the same data in the file of your ad submission.

3) WHAT IS AN UNREASONABLE TARGET PROOF?

Do not submit photographic prints, huge digital prints of images that are to be greatly reduced.

4) HOW DO I GET THE REQUIRED PROFILES?

The profiles we need are common. For RGB refer to page 3 of the Workbook Production Specs for the pull-downs. We have our templates at the downloads section of the website
<http://workbook.com/advertise/downloads/>

5) WHAT ARE THE PERCENTAGES FOR A RICH BLACK?

For backgrounds and color breaks use 100k + 40c.

6) CMYK FILE SPECS

1. Preferred data: 350 dpi @ 100%
2. Type of profile: US Sheetfed Coated v2
3. Maximum line screen: 175 line
4. Maximum density: 320
5. Dot gain: 14%
6. Paper stock: 80 lb. demi-matte.
7. Type of press: Sheetfed, four-color process only, no Pantone colors. All Pantone colors must be converted to their CMYK equivalents.
8. All proofs must be made from the data supplied.

7) WHY CAN'T I FTP MY FILE TO WORKBOOK?

Because we require a target proof along with each ad.

8) SEND YOUR ARTWORK TO THE WORKBOOK ADDRESS.

Workbook 6762 Lexington Avenue, Los Angeles, CA 90038

For questions please call the
Production Department at
323 769.3128 or 800 547.2688

**MOST
REPEATED
MISTAKES**

1. Fonts Not Included
2. Bleed Not Included

RGB and CMYK

1. Single page size: **7"w x 9"h**
2. Spread page size: **14"w x 9"h**
3. 1/8" bleed required on all sides.
4. **ONLY** Macintosh files will be accepted.
5. Resolution 350 dpi at 100%.
6. RGB Profile: Adobe 1998.
7. CMYK Profile: US Sheetfed Coated v2.
8. A target proof **must** accompany your file.
9. **PDFs and PostScript files and will not be accepted.**

Name of Advertiser _____ E-Mail _____

Contact Name _____ Date _____ Phone _____

CHECKLIST

Please check off each item as you review material before forwarding to Workbook:

RGB SUBMISSIONS

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

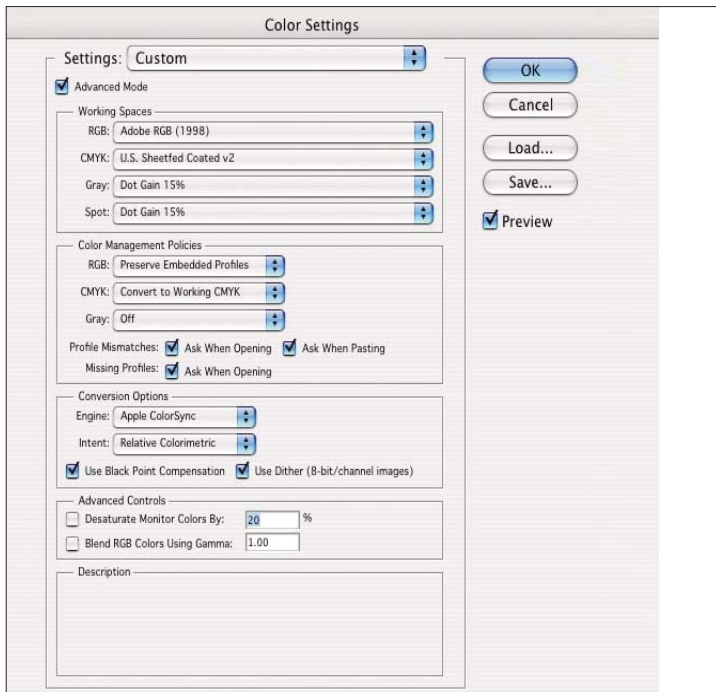
No PostScript Files.**No PDFs.****Send Artwork to**

Workbook
6762 Lexington Avenue
Los Angeles CA 90038
323 769 3128

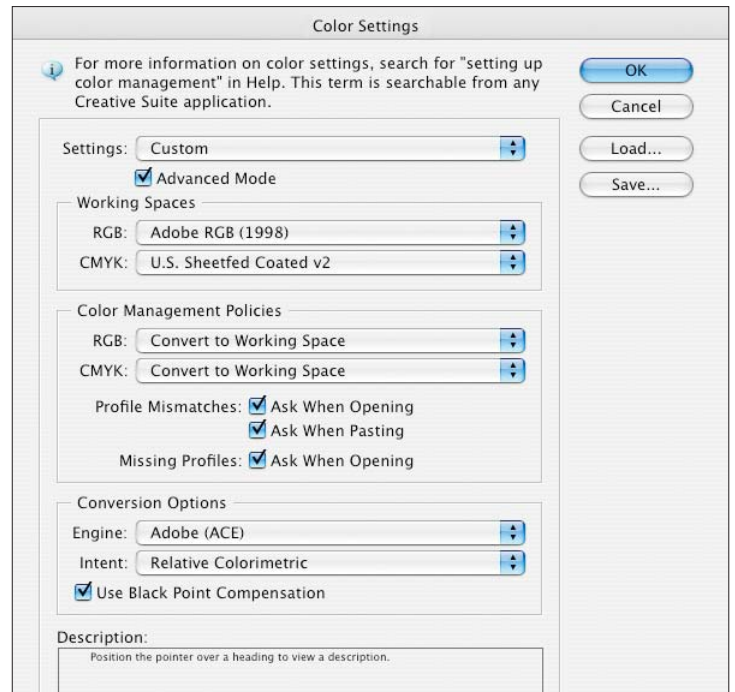
CMYK SUBMISSIONS

- Mac only
- CMYK data
- US Sheetfed v2 profile
- Digital target proof with layout
- 175 line screen (350 dpi)
- 320 maximum density
- Dot gain: 14%
- Include all screen and printer fonts
- 1/8" bleed on all sides
- No Pantone colors
- Resolution 350 dpi at 100%

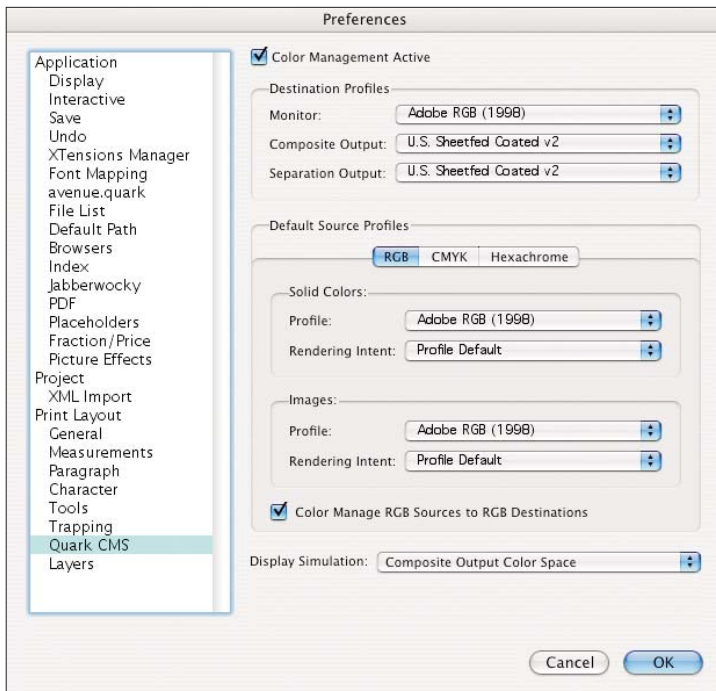
No PostScript Files.**No PDFs**



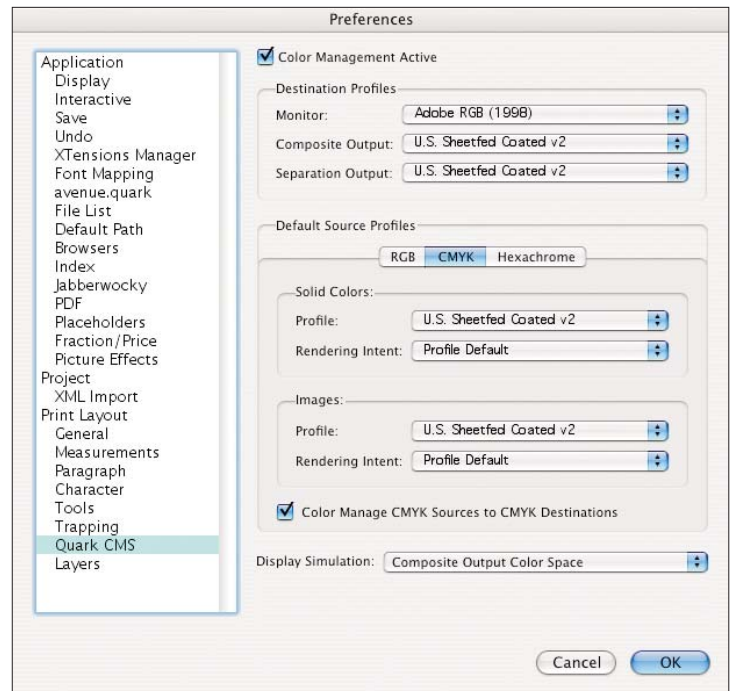
Color Settings: Photoshop, RGB & CMYK



Color Settings: InDesign CS, RGB & CMYK



Color Settings: Quark 6.5 for RGB only



Color Settings: Quark 6.5 for CMYK only