

COVER MECHANICAL/SPINE BEST PRACTICES

Please Note: This applies to the Professional & Careers divisions only.

The costs associated with recreating and reposting cover mechanicals (after the initial files have already been provided to the cover printers) have become significant. This document outlines our new best practices that will avoid files being posted to the printer more than once.

1. Avoid requesting a template based on an "almost final" page count (if the schedule allows). These counts can often change, which typically results in the need for a revised cover template.
2. Before creating your cover mechanical, always check that the cover template supplied by the bindery is set up the correct binding type (paper, case, spiral), and that any unique features are accounted for (gatefold, etc.).
3. Place barcodes no closer than 5/8" from the spine.
4. A spine with a color panel unique from the color(s) on the front/back cover generally require a new template more often than a cover designed with a front/spine/back that shares the same color background (*see Figures 1 & 2 below*). It is recommended that a spine with a color panel be set slightly wider than the bulk width, as this will avoid the front/back cover colors being viewable in the event of a wider bulk. A spine that shares the same color as the front/back cover is an even safer way to avoid recreating mechanicals.

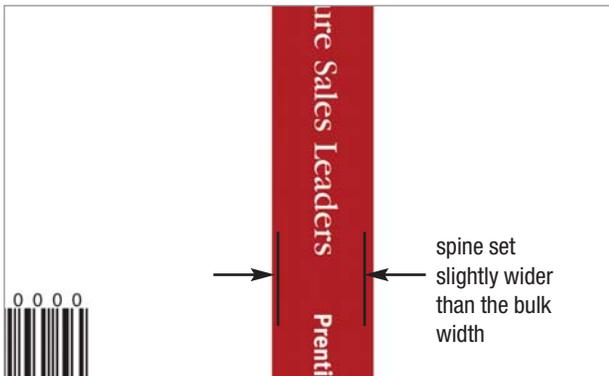


Figure 1 Color panel on spine



Figure 2 No separate color on spine

5. A last-minute **revised page count** is the most common reason for re-supplying cover mechanicals to the printer. First, confirm your page count, paper, and bulk one last time before posting the file to the printer. If at that time, or once the files are at the printer, the bulk has changed, ask your Operations Specialist what is the bulk measurement difference. **Bulk measurement differences of up to 1/8" will not require the creation of a new cover mechanical**, regardless of whether it is a case or paper cover. Exceptions follow:
6. With the release of our most recent corporate branding & logo usage guidelines, certain measurements will require a spine redesign to maintain proper usage standards.

Original Spine Measurement	1/8" change +/-	New Mechanical
= or > 1-1/2"	+	No
= 1-1/2"	-	Yes, resize logo to 1" wide
>3/4" < 1-1/2"	+ or -	No
= 3/4"	-	Yes, resize logo to 5/8" & rotate
> 7/16" < 11/16"	+ or -	No
= 7/16"	-	Yes, remove logo
< 3/8"	+	No
= or < 3/8"	-	Yes, may need to adjust other elements only

7. Have your cover copy proofread one additional time if corrections were made/requested prior to posting files to the printer.
8. In addition, according to the Lehigh/Phoenix prepress department, the most common problems associated with supplied electronic cover files are easily avoided by preflighting. They include:
 - Incorrect Trapping or use of Black
 - Incorrect Color or File Format
 - No Layered Art Supplied
 - No Trim or Fold Marks
 - Incorrectly Positioned Trim or Fold Marks
 - Missing or Incorrect Links
 - Insufficient Bleeds
 - No Accurate Proofs or Essential Instructions
 - Effective Resolutions Below 300 DPI