

## Book Production Requirements

### File Transfer

---

All files can be received by email, WeTransfer, on disc, or uploaded to our ftp site. This ensures the correct file versions are used. For this reason we prefer not to use Dropbox.

Email [sales@akcentmedia.com](mailto:sales@akcentmedia.com)

FTP: <ftp.akcentmedia.com>

User: upload

Pass: ynx92Q3n

Please notify us if you submit any files to ftp.

### Product Requirements

---

- A barcode is advised for books distributed to book shops. We can generate this for you for £10.00. See below for technical requirements.
- We manufacture to a certain tolerance. For hardcovers this is 5% or 25 units, whichever is less; for softcovers it is 5% or 50 units. Eg. if your order is for 2000 softback books, we will deliver you between 1950 & 2050 units, and charge for the quantity delivered.

### Notes

---

- The lead times we advise are based on approval of finalised artwork, not from when you first supply your files. Please respect and follow the guides for print design in the knowledge that it is different to web design in many ways.
- We check for technical issues with the artwork using software programmes. Following our guidelines will assist these programmes in checking your artwork for exceptions. Ignoring principles such as vectored text for example could mean this is not considered in the trimmed result.
- We do not proof-read your content. We will advise if something looks irregular or unprofessional, just in case this is not intended; and if we come across an error in spelling, grammar or typesetting, we will point this out.
- If you are unable to supply artwork in the correct formats, or you cannot correct any technical flaws it may have, we can take usually take care of this. There will be a reasonable time-based charge added to the bill.
- Similarly, if you choose to supply source documents (eg Quark, InDesign etc files), there will be a time-based charge applied to convert these. Please be sure to include all associated files/fonts/graphics, and also a print-out of all artwork so that we can check for inclusion before sending pdfs for your approval prior to production.
- Some distribution plants & warehousing have particular delivery specifications, with respect to cartons, pallets, labels & paperwork. Please inform us of any of these requirements when submitting your statement of order. Any subsequent changes might incur a charge levied by the printing plant.

## Artwork Specification

---

Artwork files should be sent as press-optimised pdfs, conforming to x/1-a (2001), version 1.3.

The appearance of your design on screen might be different to that of the printed product. Follow these guides to ensure that the similarity between the two is optimised.

- CMYK - not RGB or LAB colour
- AM printing: 300dpi minimum resolution for colour/greyscale, 1200dpi for line-work  
FM printing: 600dpi minimum resolution for colour/greyscale, 1200dpi for line-work
- Bleed: Text section must have  $\geq 3$ mm bleed all around  
Cover & jacket must have  $\geq 5$ mm bleed all round  
PPC (Printed Paper Case) on V8a bindings must take the folded area into consideration – approx. 14mm – this will be detailed on the drawing template we supply.
- Text should ideally be vectored to maintain its sharpness.  
Registration - the lining up of printing plates - comes with a tolerance of 0.2mm.  
The fewer plates used in small text & hairline images the more precise the result, so for black text we highly recommend the use of K only rather than CMYK.
- Text & 'non-bleeding' graphics/images should be  $\geq 3$ mm from trim edges.  
Books of larger extent & format might require further distancing here.
- Lines that run parallel to the page edge – eg image frames & caption boxes – should be  $\geq 3$ mm from the trim edges. This is especially the case with sewn/folded sections in books of larger extents, where page creep becomes a more important factor. In constructing your text section, the resulting pages will shift slightly before being trimmed. We can nullify this effect by drawing the content away from the edges.
- Show all fold/trim marks *adjacent* to bleed area, not *on* the bleed area.
- Maximum ink coverage for CMYK: 320% total
- Minimum tint values to print should be 5/5/10/5
- Embed all fonts
- ICC profiles should be removed;
- Ideally pdf should be output to FOGRA39.
- OPI & DeviceN must be 'off'
- Barcode must be vectored and 100% K.  
If overlaid onto a plain/light/white background image you do not need a white oblong behind it.  
The bars' height can be chopped, but keep some height to maintain its readability at the checkout.