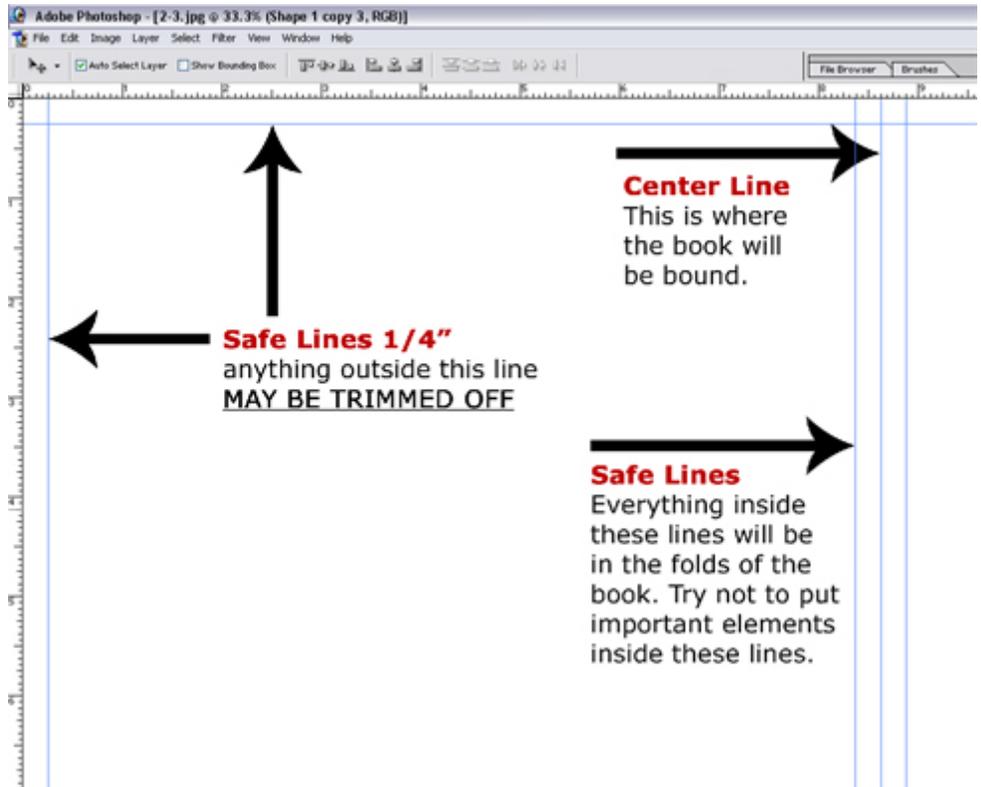


Soft Cover Book Instructions

Sizing and Bleed

McKenna Pro's Soft Cover Books are printed as "full bleed" products. This means the final trimmed product can have printing all the way to the edges with no margins. In order to do this, we print on sheets that are larger than the actual size of the finished piece, and trimmed down to the final size. All files must have a 1/8" bleed all the way around. This means the 5x7 book files should be designed as 5.25 x 7.25 or 10.25 x 7.25 for a spread. This extra 1/8" all the way around is called "bleed" and insures no white lines are visible in the final product. Additionally, you should design with a 1/8" safe zone inside the trim line. **If you have important design elements within 1/8" of the trim line, they may be cut off.**

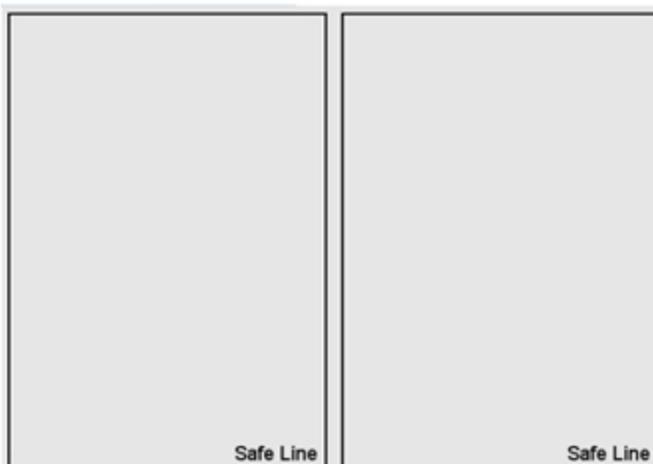


Ideally, you should oversize the final dimensions of each product 1/4" both horizontally and vertically. Then make sure everything important is no closer than a 1/4" from the edge of the oversized piece. If you want to make sure an image or design element goes all the way to the edge of the finished product, it must go all the way to the edge of the file, including the oversized area.

Safe Line and Templates

In Easy Order, you will see a black 'Safe Line' that sits over your image. This Safe Line represents the 1/4" from the edge needed for bleed and trimming. Anything inside the Safe Line will be on your final printed product.

5x7 Vertical Pages



However, this guide does not work both ways. Just because it is not within the Safe Line does not mean it won't appear in your book.

Extra borders or unwanted items that are visible in Easy Order but outside the Safe Line could still be in the final product.

Crop these entirely out of view in Photoshop to insure they are not in the final product.

We have a set of Photoshop files that are setup for the exact sizes needed for designing Soft Cover Books. They have guides preset on them to show where the Safe Line is, so there shouldn't be any surprises when images are put into Easy Order to actually order the book.

Ordering in Easy Order

Ordering Soft Cover Books in Easy Order is similar to ordering photographic products. You load your folder of images into the pane on the right, and drag them into the appropriate areas of the page in the center. Safe Lines overlay your image so you don't lose anything important to bleed and trim areas.

There are a few key differences from photographic orders that you should know before placing your Easy Order Soft Cover Book orders.

You must order your book in this sequence: Cover, First Page, Inside Pages, Last Page.

The cover must be designed as a whole. Pages must be set up in sets of 4 starting at 20 sides. (20,24,28,32...up to 80 sides) Be sure to include the first & last pages in this count.

Choose the size of your book (5x5, 5x7, 7x7...). Then decide how many sides you will be working with 20-32 side, 36-64 sides or 68-80 sides and choose the appropriate cover size.

The first and last pages must be single pages only, the inside pages can be set up as 2 single pages or as a spread (images will spread across both pages).



When you order a spread you will need to place the image on the inside page twice, once on the left half, making sure to position the image so that the left edge is even with the left side of the page and then again on the right side, making sure the right edge of the image is even with the right side of the page.

Any portion of the image that is on the page inside the inner safe line will be in the fold of the book so be sure not to have any important elements in this area.

You may rearrange the order of the inner pages in the review order screen by clicking on the bar along the left side of the window and dragging the pages to the appropriate spot. Remember to leave the cover and first and last pages in the proper order.

Please double check your order before clicking Complete Order and sending it in. This system is very automated and there will be very little time to cancel or make modifications to your order after it has been submitted.

