STANDARD FOLDER
Press-Ready Guide

www.music-folders.com

This guide is for custom material. For pocket or back cover imprinting on a <u>stock design</u>, see our web site for specifications. Custom press-ready material is considered a digital file that requires no further typesetting or alterations and is ready to print. Follow our guidelines and templates. Go to the "Submit Online" tab at **www.music-folders.com** to upload logos, press-ready folder parts (front or back covers, pockets, handbooks – area above pockets), or the complete press-ready folder. You will receive a digital proof to approve for color and content. Call **800-516-8339** if you have any questions.

Folder Checklist

☐ All folder parts (front cover, back cover, pockets, and hand-books – area above pockets) are built at the correct size. See templates on pages 2–5 for specifications. **Note:** Handbooks are optional and are an additional 20¢ per folder.

☐ Keep vital content (text, images, logos, etc.) away from folder edges on all sides.

☐ Files are **300 ppi** for best quality (150 ppi for medium quality) and saved as a **.eps**, **.jpg**, **.tif**, **.png**, or **.pdf**. Images are used at 100% and not scaled. See page 6.

☐ Folder content has been spell-checked and proofed.

☐ Trademarked or copyrighted content is permissible to use.

☐ Large areas of solid color are not recommended as consistent color is sometimes difficult to maintain on press. We recommend including other graphic elements or add a slight texture to help break up large solid colored areas.
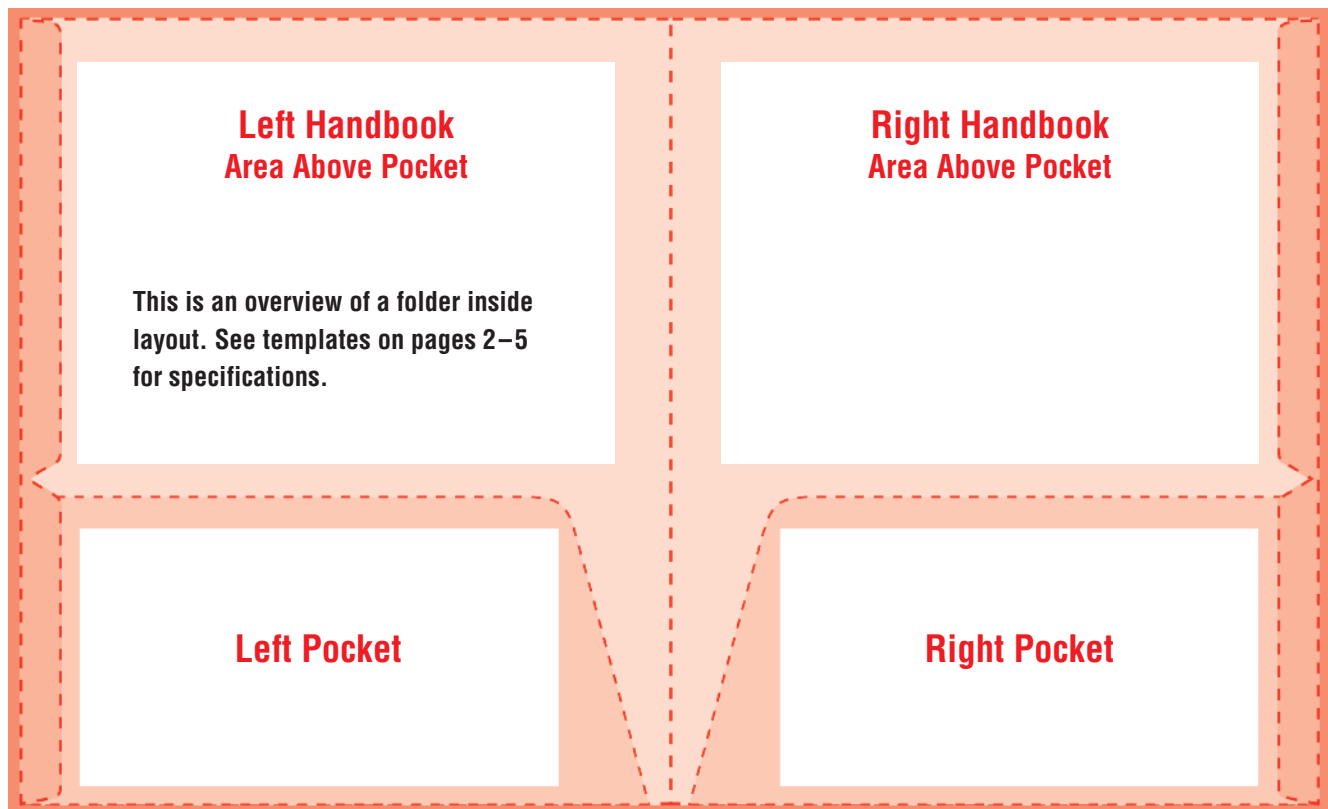
Bleeds

Bleeds are color/images/backgrounds that extend all the way to the edge of the folder. If folder parts have bleeds, an extra amount of color/images/backgrounds must be printed past the folder trim areas. Bleeds are not allowed on handbooks. See pages 2–4.

Digital File Format

Print quality is determined by the resolution of the digital file. Save files as **.eps**, **.jpg**, **.tif**, **.png**, or **.pdf**. If files have text with images, save as a **.pdf** to embed fonts and artwork. If using professional soft-ware (inDesign, Quark) use the PDF/X-1a setting with registration marks turned off. See page 6 for more details.

Proofing

Carefully proof all folder parts. We do **NOT** proofread, edit, or make alterations and are **NOT** responsible for errors. Once folder parts are uploaded, proof carefully. If changes are needed, correct your file and re-upload the corrected file.

Left Handbook
Area Above Pocket

This is an overview of a folder inside layout. See templates on pages 2–5 for specifications.

Right Handbook
Area Above Pocket

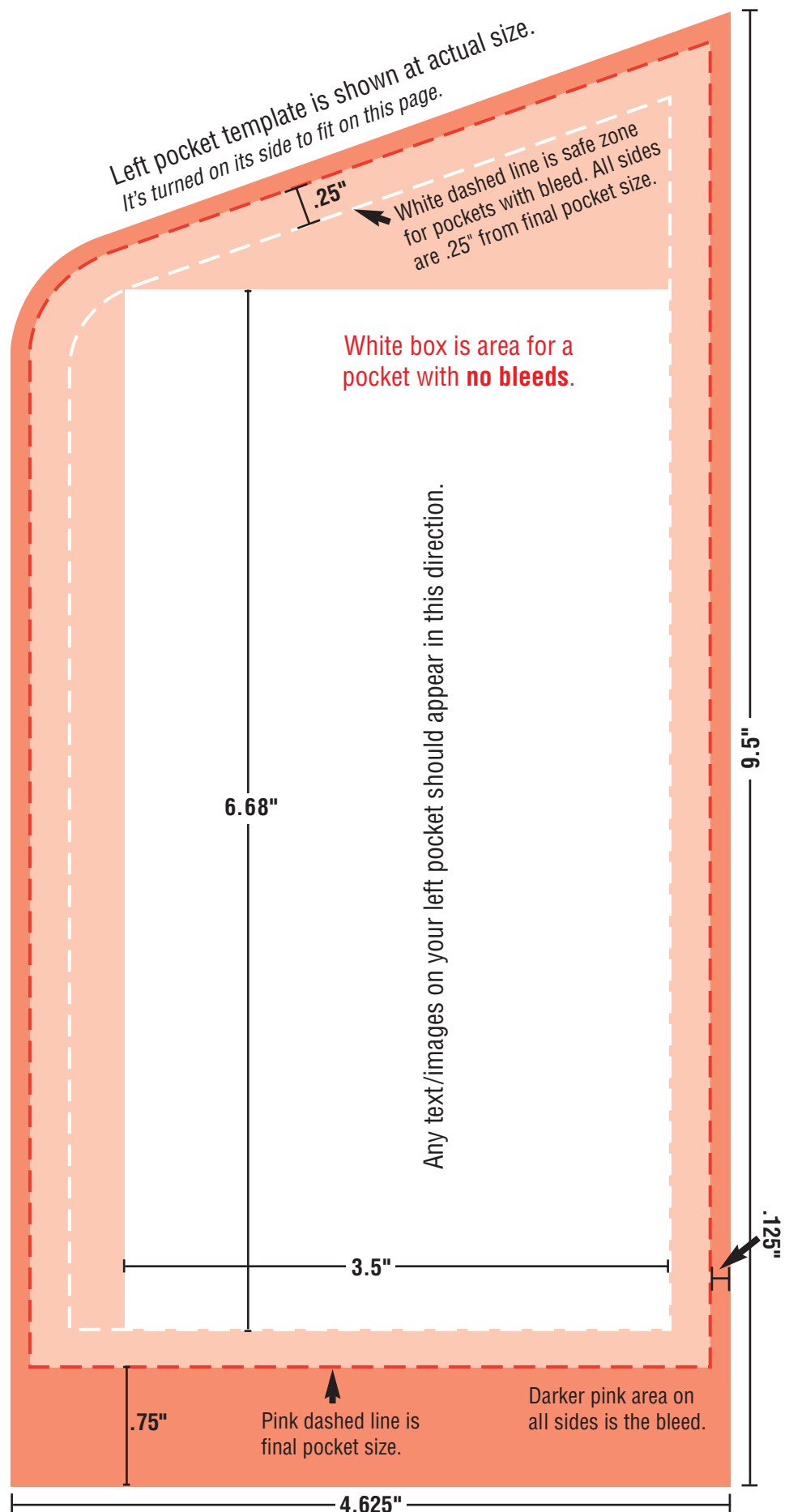**Left Pocket**

Right Pocket

LEFT
Folder Pocket

Pockets with No Bleeds = 6.68" wide x 3.5" tall

- Make a documents that is 6.68" x 3.5". Each pocket must be uploaded separately in our uploader tool; **left and right pockets must be separate files**.
- Keep all contents (text, images, logos, etc.) within the 6.68" x 3.5" area.

Pockets with Bleeds = 9.5" wide x 4.625" wide

- Make a document that is 9.5" x 4.625". Each pocket must be uploaded separately in our uploader tool; **left and right pockets must be separate files**.
- The darker pink area on outside edges is the bleed area. It's 1/8" (.125") on the top/bottom/slanted edge sides and 3/4" (.75") on side opposite slanted edge. Extend color/image into this space. It will be trimmed off or not shown on the final printed folder. If your document is rectangular, content beyond the slanted edge won't appear on folder.
- Keep vital contents (text, logos, etc.) .25" away from the edges. The white dashed line represents the safe zone for pocket contents. The final pocket size is shown by the darker pink dashed line.

Note: *If using professional software, download our Adobe® Illustrator pocket templates from our web site.* Otherwise, to check position of pocket contents, print your pocket document at 100% and this page at 100% (use caution as some printer settings may scale documents to fit the sheet). Line up this template with your document to see if bleeds and items in safe zone are correct. Use a light table to assist, if available.

Left pocket template is shown at actual size. *It's turned on its side to fit on this page.*

.25"

White dashed line is safe zone for pockets with bleed. All sides are .25" from final pocket size.

White box is area for a pocket with **no bleeds**.

Any text/images on your left pocket should appear in this direction.

6.68"

9.5"

3.5"

.125"

.75"

Pink dashed line is final pocket size.

Darker pink area on all sides is the bleed.

4.625"
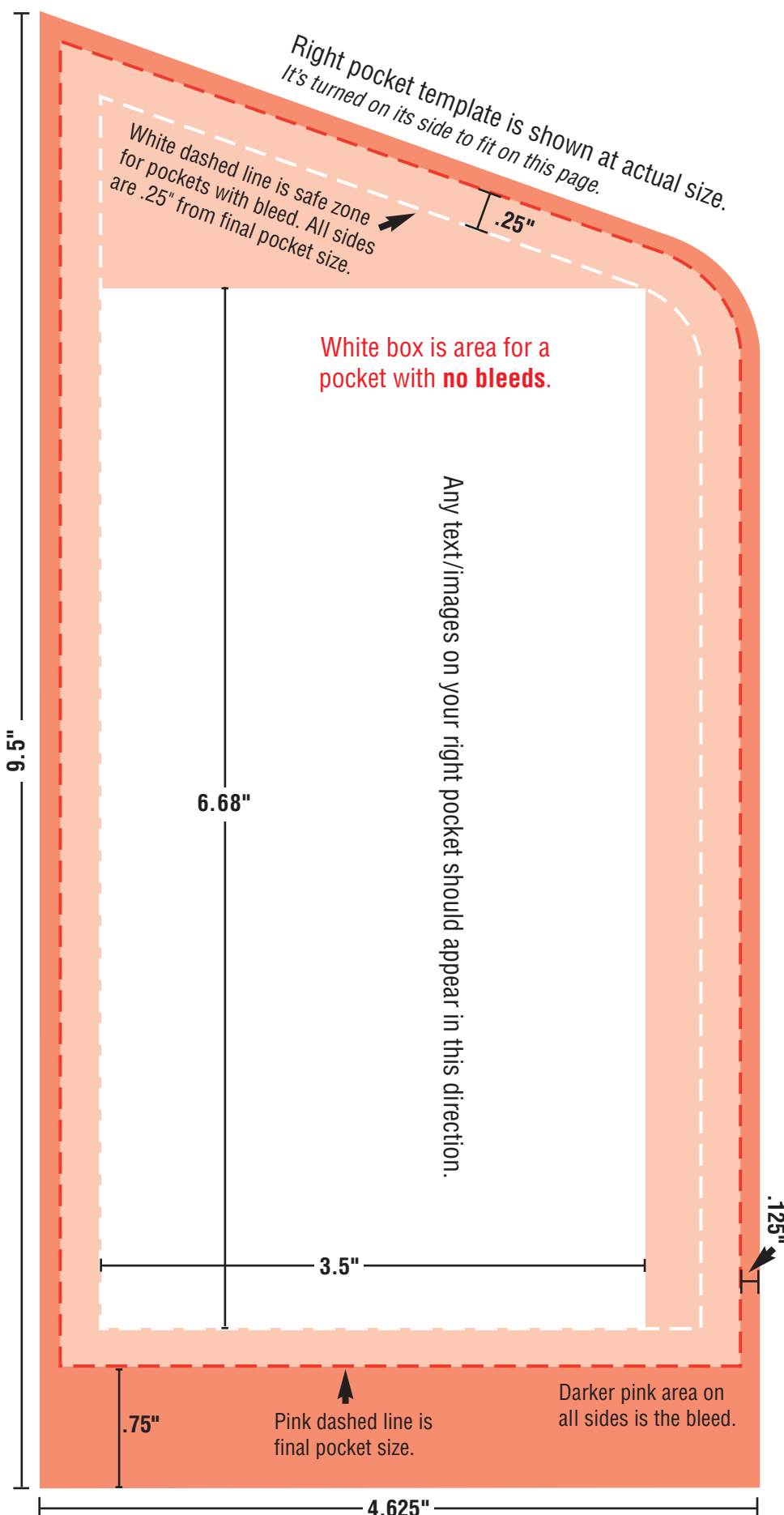
RIGHT
Folder Pocket

Pockets with No Bleeds = 6.68" wide x 3.5" tall

- Make a documents that is 6.68" x 3.5". Each pocket must be uploaded separately in our uploader tool; **left and right pockets must be separate files**.
- Keep all contents (text, images, logos, etc.) within the 6.68" x 3.5" area.

Pockets with Bleeds = 9.5" wide x 4.625" wide

- Make a document that is 9.5" x 4.625". Each pocket must be uploaded separately in our uploader tool; **left and right pockets must be separate files**.
- The darker pink area on outside edges is the bleed area. It's 1/8" (.125") on the top/bottom/slanted edge sides and 3/4" (.75") on side opposite slanted edge. Extend color/image into this space. It will be trimmed off or not shown on the final printed folder. If your document is rectangular, content beyond the slanted edge won't appear on folder.
- Keep vital contents (text, logos, etc.) .25" away from the edges. The white dashed line represents the safe zone for pocket contents. The final pocket size is shown by the darker pink dashed line.

Note: *If using professional software, download our Adobe® Illustrator pocket templates from our web site.* Otherwise, to check position of pocket contents, print your pocket document at 100% and this page at 100% (use caution as some printer settings may scale documents to fit the sheet). Line up this template with your document to see if bleeds and items in safe zone are correct. Use a light table to assist, if available.

Right pocket template is shown at actual size.
It's turned on its side to fit on this page.

White dashed line is safe zone for pockets with bleed. All sides are .25" from final pocket size.

.25"

White box is area for a pocket with **no bleeds**.

Any text/images on your right pocket should appear in this direction.

9.5"

6.68"

3.5"

.125"

.75"

Pink dashed line is final pocket size.

Darker pink area on all sides is the bleed.

4.625"

Folder Front & Back Cover Template

Front or Back Cover with No Bleeds = 8.437" wide x 10.75" tall

- Make a document that is 8.437" wide x 10.75" tall. Front and back covers must be uploaded separately in our uploader tool; **keep each cover as a separate file**.
- Keep all cover contents (text, logos, maps, etc.) within the 8.437" x 10.75" area.

**Note:** *If using professional software, download our Adobe® Illustrator front and back cover templates from our web site.*

For designs that blend across the front and back cover:
You may use our Adobe® Illustrator template that is one file for the complete folder (pockets included). This is recommended only for professional graphic designers. Download this file from our web site.

Front or Back Cover with Bleeds = 9.687" wide x 11.75" tall

- Make a document that is 9.687" wide x 11.75" tall. Front and back covers must be uploaded separately in our uploader tool; **keep each cover as a separate file**.
- Create margins that are .5" for the top and bottom.
- For the front cover, create a left margin at .75" and right margin at .5".
- For the back cover, create a right margin at .75" and left margin at .5".
- With correct margins, the result is a safe zone area that is 8.437" x 10.75". Keep all vital contents, e.g., text, logos, maps, etc., within this space (white rectangle on template).
- To allow for bleeds, extend color/image to the edge of the document, past the margins. Fill color/image into the entire pink area of the template shown below.

Back Cover
9.687" · 8.437" · .5" · .5" · .75" · 10.75" · 11.75" · .5"

Front Cover
9.687" · 8.437" · .5" · .75" · .5" · 10.75" · 11.75" · .5"
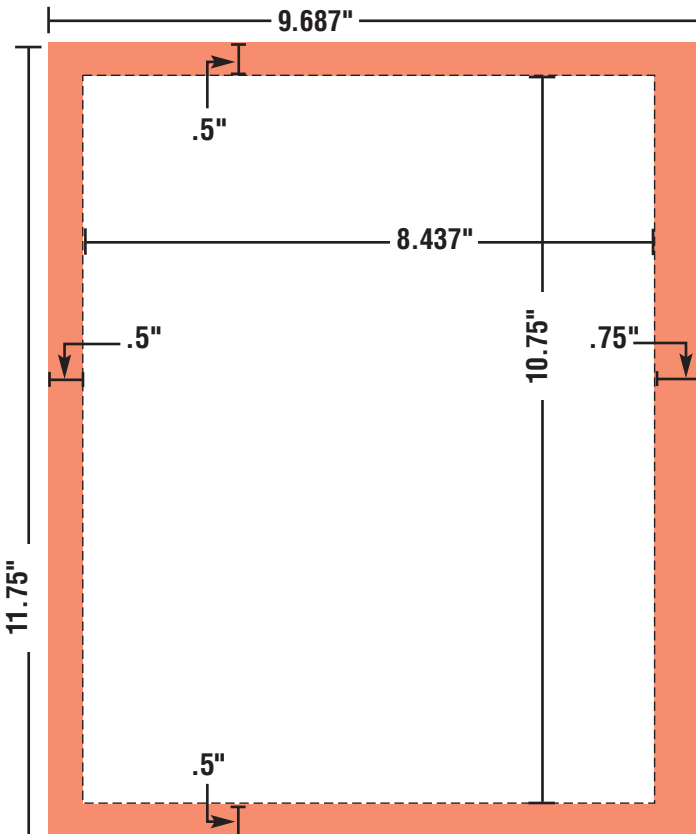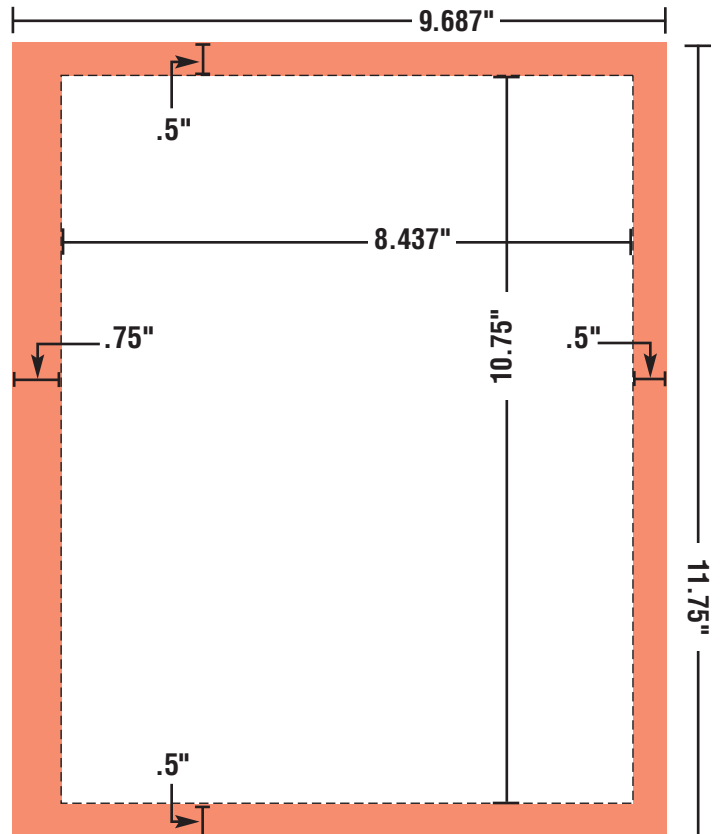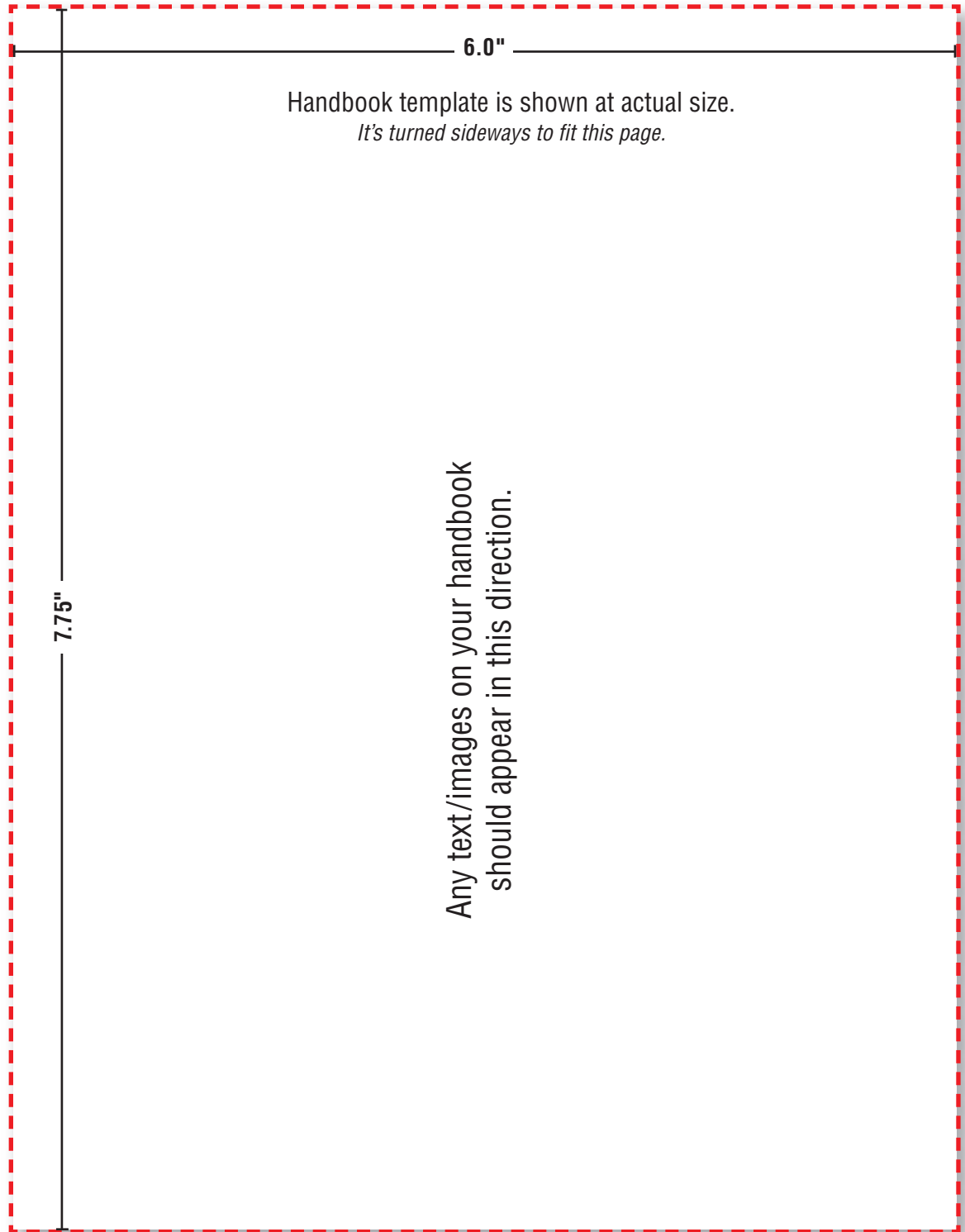
LEFT & RIGHT
Handbook
[Area above pockets]

HANDBOOKS – Area Above Pockets
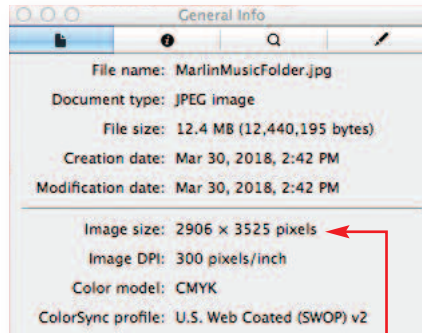**(NO Bleeds Allowed) = 7.75" wide x 6.0" tall**

- Make a document that is 7.75" wide x 6.0"tall. *(Template below is actual size, but is turned sideways to fit this page.)*
- **Left and right areas above pockets must be separate files** and uploaded separately in our online uploader tool.

- Keep all contents (text, images, logos, etc.) within the 7.75" x 6.0" area.
- All content (text and images) must be in black only. If any part of your handbook has color, it will be converted to black or gray.

Note: Handbooks are optional for **20¢ extra** per folder for content in black ink only.

Note:
To check size of area, print your documents at 100% and this page at 100% (use caution as some printer settings scale documents to fit the sheet). Line up this template with your document to see if area is the correct size. Use a light table to assist, if available. *Remember, this template is turned sideways to fit this page.*

6.0"

Handbook template is shown at actual size.
It's turned sideways to fit this page.

7.75"

Any text/images on your handbook should appear in this direction.

Digital File Specifications

The "General Info" pop-up window on a Mac will display your image's pixels.

Maximum Print Size at 300 ppi
width = 2906 pixels ÷ 300 ppi = 9.687"
height = 3525 pixels ÷ 300 ppi = 11.75"

Resolution

An image that looks good on your computer's monitor may not necessarily print well. Resolution of a digital file, expressed in pixels per inch (ppi), determines the printing quality.

Divide each axis by 300 – the result is the largest size an image can be printed at *maximum* quality. We will accept files as low as 150 ppi. Images won't be as sharp as 300 ppi, but it is still of acceptable quality. In that case, divide each axis by 150.

Example of image at 2906 pixels x 3525 pixels:
300 ppi   2906 pixels x 3525 pixels (each axis ÷ 300 ppi)
highest quality = 9.687" x 11.75" maximum print size

150 ppi   1453 pixels x 1763 pixels (each axis ÷ 150 ppi)
medium quality = 9.687" x 11.75" maximum print size

If you enlarge an image, make sure to maintain at least 150 ppi. You cannot resave lower resolution files to 300 ppi.

Note: If you scan line art (black/white artwork with NO shading such as logos/mascots), scan at 600 dpi and save as a **.tif**.

How many pixels are in my file?

Image-editing software can show how many pixels are in an image, in length by height. Otherwise, on a Mac, under "File" use "Open With" and "Preview," then use keys "Command-I" to see "General Info." A pop-up window will display the data. See above. On a PC, right click on the image file, look at "Properties," and then the "Summary" tab.

Camera Settings

Most digital cameras with 4 or more Megapixels, and some cell phones, can take photos suitable for printing. Use the highest quality settings available; do NOT use any compression settings.

File Format

Before uploading your file, you may want to modify the brightness, contrast, and color with image-editing software. We are not responsible for image quality since we do not make alterations or correct colors to files you upload.

Acceptable file formats are **.eps**, **.jpg**, **.tif**, **.png**, and **.pdf**. Save your file as a **.pdf** if text is in your file (PDFs embed fonts). If using professional software (InDesign, Quark), use PDF/X-1a setting with registration marks turned off. Your file should be several megabytes in size if it's the correct resolution, although JPGs are generally smaller. Each folder part (front cover, back cover, left pocket, right pocket, left handbook, right handbook) should be saved as a separate file. Upload files through our web site, www.music-folders.com.