welcome
The staff at Workbook Creative would like to extend a warm welcome to each of our advertisers. We value your business and pride ourselves on the best customer service in the industry. We will strive to assist you in every way we can in order to make your advertising experience with the Directory of Illustration a successful one.

artwork deadline
MAY 2, 2024.

late submissions
Artwork that arrives late (after May 3rd) will be subject to an art extension fee ($50 for up to one week; plus $10 for each additional day over one week). All artwork must be in our office by May 17th at the latest.

digital artwork specifications
We recommend that you submit a high-resolution digital file to meet our specifications along with a low-res screen proof for quality control. We include pre-flight review of your file to make sure it is ready for press. Please review the digital file specifications on page 2 before you begin to prepare your ad.

Page templates in InDesign, Illustrator and Photoshop are available for download at: http://production.directoryofillustration.com

what to submit
❏ **1. Artwork:** Digital file **and** screen proof to meet the specifications on page 2.
❏ **2. Order Form:** *We will not process your page or list you in our index without this form*.

your contact information
Please include your contact information in your page layout
(The Directory does not use a standard layout or typeset your information).

page numbers help buyers find you
We recommend that you design the bottom 1/2" of your ad to have a light color background so we can add a page number to the page. The appearance of a page number on your ad will make it easier for art buyers to find you.

page design
Professional page design service is available for $275/page or $450/spread. Contact the production department for more information about this option.

pre-press proofs
One pre-press PDF proof will be sent electronically to each advertiser prior to printing. Advertiser is responsible for reviewing the proof and communicating acceptance or corrections within 4 working days of transmittal to advertiser.

contact us
If you have questions, call us toll free at (800) 876-6425 or e-mail us:
Barbara Kuhn, Production Manager, ext. 2230
barbara.kuhn@workbookcreative.com

submitting a revision
We understand that you may need to supply a revised file, either due to an inadvertent oversight, intended change, or proof correction. When providing a revised file, please follow the instructions on page 2

artwork and form upload site
http://production.directoryofillustration.com

IMPORTANT — **PLEASE READ** — GUIDELINES FOR TROUBLE-FREE SUBMISSION

File Formats

Please submit one of the following:

1. **Press-Ready PDF from InDesign.** Please also export a package containing native file, fonts and links. **See font note below**.
2. **Acrobat Compatible PDF, or EPS file from Illustrator with layers flattened.** All fonts must be outlined.
3. **Tiff, PSD, or EPS file from Photoshop with all layers flattened**. See font note below.

Guideline Templates

Guideline templates are provided for the following programs: Illustrator, Photoshop, and InDesign.
Download templates at: **http://production.directoryofillustration.com.**

Returning Advertisers:

Please download updated templates.

PDF Specifications:

Submit single page, or two-page spread, as press-quality PDF/X-1a:2001, Acrobat 4 compatible with output set to program defaults for **Web Coated Swop V2** and include crop and bleed marks. **Embedded profiles are not necessary.** Crop marks must be offset outside the 1/8 inch bleed image area required by the printer.

Font Concerns:

Type 1 Postscript Fonts are no longer supported. Please use OpenType or True Type fonts ONLY; or convert fonts to outlines before submission. If you use Cloud Fonts, please indicate on your order form.

Document Page Size

Trim: 8.5" x 11" **File size including bleed:** 8.75" x 11.25". All critical elements be kept 3/8" from the trim line (live area).
InDesign, and Illustrator: set document page size to 8.5" x 11" with 1/8 inch (.125") bleed, even if you have no bleed.
Photoshop files should be sized 8.75 x 11.25" (this size includes 1/8 bleed, no crop marks needed).

Image Specifications

All imagery must be 350 dpi CMYK, placed at 100% in your layout. Line-art and logos should be 1200 dpi (bitmap).

We print at 175 line screen w/average ink limit: 325%.

Digital Preparation Checklist

- ❏ We accept Press-Ready PDF files; flat TIFF, EPS or PSD files. *See File Formats above.*
- ❏ Compress large files with LZW compression. Do NOT use JPEG encoding.
- ❏ Images must be flattened in Photoshop and Illustrator.
- ❏ Images must be 350 dpi CMYK color space. Files submitted as RGB will be converted to CMYK using PDF conversion. We cannot guarantee conversion results.
- ❏ Maximum ink limit is 325%.
- ❏ Specify black backgrounds as "rich black": c 40%, m 20%, y 20%, k 100%
- ❏ 4-color process (CMYK) hairlines and type less than 8 pts. should be avoided; we cannot guarantee trapping or registration.

- ❏ Do not use screen tints with a total ink value of less than 4% as the 4C printing press can not hold this tonal value, rendering the areas paper white.
- ❏ If you do not want black line art to separate as 4/color, prepare the art on a separate layer using InDesign or Illustrator.
- ❏ Modified images must be updated.
- ❏ Do NOT use "Type Style" menu options (e.g. Bold, Italic). Fonts must have those properties as part of the family you are supplying.
- ❏ **IMPORTANT FONT NOTE:** Use of Type 1 fonts (also known as PostScript, PS1, T1, Adobe Type 1, Multiple Master, or MM) *are no longer accepted.* See Font notes above.

How to Submit

Submit a PDF (recommended); or place native files, fonts, and necessary links in one folder.
Upload your files to: http://production.directoryofillustration.com
Phone: (805) 963-0439, Ex: 2230. Pease submit digital file with screen proof, and Order Form.

Advertiser Responsibility

By submitting a digital file, you assume responsibility for the pre-press preparation of your ad.

Submitting a Revision

We understand that you may need to supply a revised file, either due to an inadvertent oversight, intended change, or proof correction. When providing a revised file, please add the word "REVISED" to both your file name and the newly submitted folder. Any subsequent revisions should be also followed by a revision number such as REVISED_2. AVOID SPACES IN YOUR FILE OR FOLDER NAMES. Use an underscore to separate elements.

Proofs

One pre-press PDF proof will be sent electronically to each advertiser prior to printing. Advertiser is responsible for reviewing the proof and communicating acceptance or corrections within 4 working days of transmittal to advertiser. Adjustment at proof stage, a fee of $175/page will be charged to correct or replace the file.

Support

For assistance, or queries when preparing your ad, e-mail:
production@workbookcreative.com or call 800.876.6425 or 805.963.0439, ext 2230.