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## GENERAL FILE SET-UP INSTRUCTIONS

For those using software other than Adobe® InDesign®, Illustrator® or Photoshop®

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### STEP 1 SET-UP YOUR FILES

In setting up and designing your booklets, remember that you have four surfaces to work with:

1. Card Front
2. Card Back
3. Cover Outside
4. Cover Inside

If you will be creating a Versioned or Dual Versioned booklet, and do not have access to Adobe InDesign, to save you time in file preparation, we recommend that you use a page layout application such as QuarkXpress® to create a multi-page document.

You will need to create two separate files. Depending on the style of booklet you are creating, you should set up these files in one of three ways:

#### **Standard Booklet**

**File 1 – Covers:** This document should contain two pages. Page one should be the cover outside. Page two should be the cover inside.

**File 2 – Cards:** This document should contain two pages. Page one should be the front of your cards. Page two should be the back of your cards.

#### **Versioned Booklet**

**File 1 – Covers:** This document should contain two pages. Page one should be the cover outside. Page two should be the cover inside.

**File 2 – Cards:** This document should contain 21 pages. Depending on how you want to organize your booklet, you should arrange your cards in one of two ways:

**Common Front:** Page one of your document should be the front of your cards—all of the cards in your booklet will share this front. The last 20 pages of your document should be the back of your cards. Each of these pages can be unique, or you can repeat the same design more than once.

**Common Back:** Page 21 of your document should be the back of your cards—all of the cards in your booklet will share this back. The first 20 pages should be the front of your cards. Each of these pages can be unique, or you can repeat the same design more than once.

#### **Dual Versioned Booklet**

**File 1 – Covers:** This document should contain two pages. Page one should be the cover outside. Page two should be the cover inside.

**File 2 – Cards:** This document should contain 40 pages—20 unique card fronts and 20 unique card backs. Page one should be the front of card one, page two should be the back of card one. Page three should be the front of card two, and so forth...

**NOTE:** If you don't have access to a multi-page layout application, you will need to create separate files first, then combine them into the two .PDF files you will need for uploading, one for your covers and one for your cards. STEP 3 explains how to do this.

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**Mini Booklet Dimensions:**

- Card document size = 4.125" x 2.125" (104.775 x 53.975 mm) or 1238 x 638 pixels. This includes a 1/16" bleed on all sides.
- Card trim size = 4" x 2" (88.9 x 50.8 mm) The longer dimension includes a .5" perforated extension.
- Card safe zone = 3.325" x 1.875" (84.455 x 47.625 mm)
- Cover document size = 9.5" x 2.125" (241.3 x 53.975 mm) or 2850 x 638 pixels. This includes a 1/16" bleed on all sides.
- Cover trim size = 9.375" x 2" (238.125 x 50.8 mm)
- Cover safe zone: 9.25" x 1.875" (234.95 x 47.625 mm)

**Large Booklet Dimensions:**

- Card document size = 5.625" x 3.625" (142.875 x 92.075 mm) or 1688 x 1088 pixels. This includes a 1/16" bleed on all sides.
- Card trim size = 5.5" x 3.5" (127.0 x 88.9 mm) The longer dimension includes a .5" perforated extension.
- Card safe zone = 4.875" x 3.375" (123.825 x 85.725 mm)
- Cover document size = 12.625" x 3.625" (320.625 x 92.075 mm) or 3788 x 1088 pixels. This includes a 1/16" bleed on all sides.
- Cover trim size = 12.5" x 3.5" (317.5 x 88.9 mm)
- Cover safe zone: 12.375" x 3.375" (314.325 x 85.725 mm)

**Mighty Booklet Dimensions:**

- Card document size = 8.0" x 5.625" (203.2 x 142.875 mm) or 2400 x 1688 pixels. This includes a 1/16" bleed on all sides.
- Card trim size = 7.785" x 5.5" (197.739 x 139.7 mm) The longer dimension includes a .625" perforated extension.
- Card safe zone = 7.125" x 5.375" (180.975 x 136.525 mm)
- Cover document size = 17.375" x 5.625" (441.325 x 142.875 mm) or 5213 x 1688 pixels. This includes a 1/16" bleed on all sides.
- Cover trim size = 17.25" x 5.5" (438.15 x 139.7 mm)
- Cover safe zone: 117.125" x 5.25" (434.975 x 133.35 mm))

**Resolution:**

Your files must be at a resolution of 300 dpi or higher

**Color Modes:**

For color: CMYK (Cyan, Magenta, Yellow, Black)

For black and white: Grayscale

## STEP 2 DESIGN YOUR BOOKLET

After you've created your files following the above specifications, you are ready to design. Here are a few important points to keep in mind:

**1. SAFE ZONE:**

To ensure important information isn't lost, keep all text, images, logos, and other critical design elements within the safe zone. The safe zone is indicated by the red guide that appears on the illustrations on the last two pages of this document. The green guide indicates trim and the blue dashed guide indicates a score or a perforation.

**2. BORDERS:**

We don't recommend borders due to potential shifting that may occur in the trimming process. If your design absolutely requires one, place it well within the safe zone.

**3. DESIGN ORIENTATION:**

Design everything right-side-up. If your design is vertical in its orientation, you'll need to rotate your artwork 90 degrees. (Make sure it's not upside down.) For more clarification on vertically oriented designs, visit our Help Section on our website: Card Orientation.

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4. BLEED:

If you wish to make any part of your design bleed off the edge, such as a background, make sure it extends beyond the green trim guide and to the edge of the document.

5. CROP MARKS:

Not necessary. We'll take care of them for you.

6. COLOR:

Our digital, four-color printing technology is designed to deliver outstanding color quality at a cost much lower than conventional offset printing. We strive to consistently deliver the industry standard in "pleasing color" and make any reasonable adjustment to ensure that colors in provided files print as accurately as possible. However, because of the complexities of color-matching across devices, we cannot match colors exactly as they might appear on your computer monitor, printer or similar proofing device. In certain cases, there may be a subtle color variation from one order to the next.

### STEP 3 SAVE YOUR FILES IN .PDF FORMAT\*

Shinebox Print only accepts High Quality .PDF files. Be sure to use the **[PDF/X-1a:2001 Adobe PDF Preset]** when saving or exporting your documents as .PDF files. Note: This Adobe Presets ensures your artwork is saved with the highest resolution quality. It also eliminates color, font, and trapping variables that may lead to printing problems.

If you are creating a Versioned or Dual Versioned booklet using a multi-page layout application such as QuarkXpress, you will simply need to export your Cover and Card files in .PDF format.

If you don't have access to a multi-page layout application, you will need to create separate .PDF files first, then combine them according to the instructions in Step 1. To do this, start by opening one of your files in Adobe® Acrobat®. You must use the full version of Acrobat for this step, not Reader. Next, choose **Save As** from the **File** menu and rename your document. (Hint: use the word Covers or Cards in your file name, depending on which file you are renaming.) Once you've created your new file, select **Insert Pages** from the **Document** menu. Find the page you wish to insert and click **Select**. Choose the proper Location and Page and click **OK**. Repeat this step for all the pages you wish to add.

\* Please note: maximum file size for each .PDF is 20MB or a total of 40MB for both files.

### STEP 4 UPLOAD YOUR ARTWORK

Now that you've created your final files, you're ready to upload. Simply return to our site and continue the 'Get Started' process. After signing in, you'll be asked to upload your two .PDF files.

After uploading your files, you'll be able to proof your work in real-time to make sure everything looks right. Once you've given us your approval, the rest is easy!

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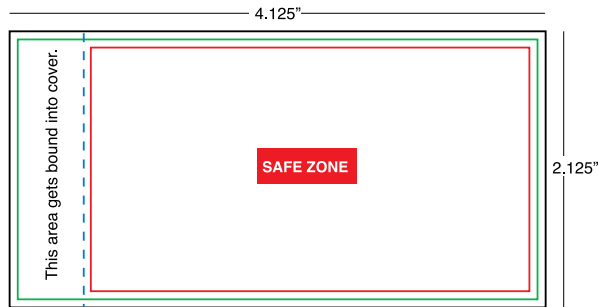
#### HELP

If you encounter any difficulties in preparing your files, refer to the 'Help' section on our website, or contact us at [help@shineboxprint.com](mailto:help@shineboxprint.com).

## SAFE ZONE ILLUSTRATION – MINI BOOKLETS

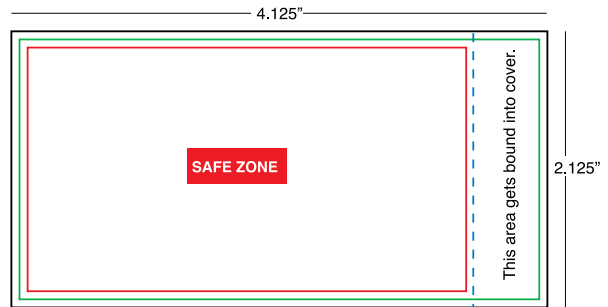
### CARD FRONT

Document size = 4.125" x 2.125" (104.775 x 53.975 mm)



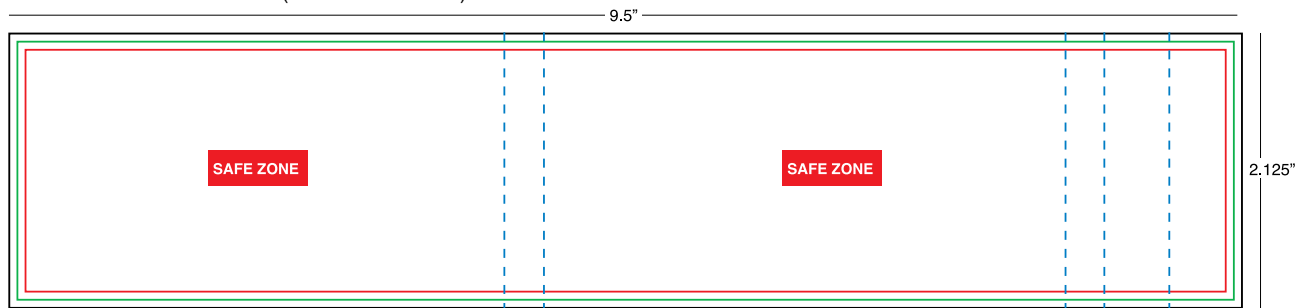
### CARD BACK

Document size = 4.125" x 2.125" (104.775 x 53.975 mm)



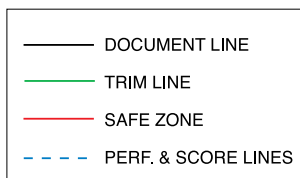
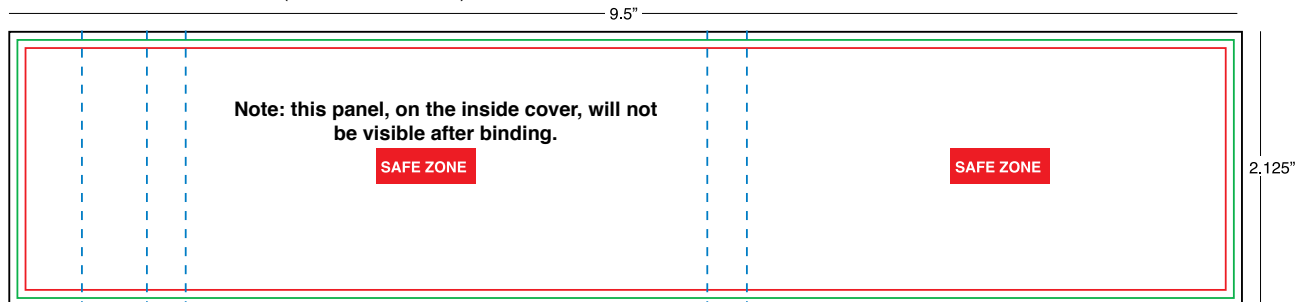
### COVER OUTSIDE

Document size = 9.5" x 2.125" (241.3 x 53.975 mm)



### COVER INSIDE

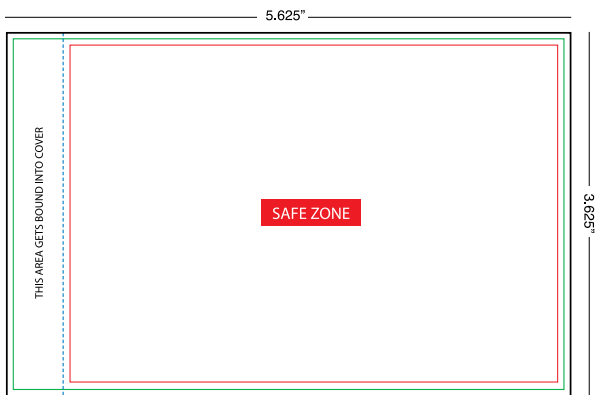
Document size = 9.5" x 2.125" (241.3 x 53.975 mm)



# SAFE ZONE ILLUSTRATION – LARGE BOOKLETS

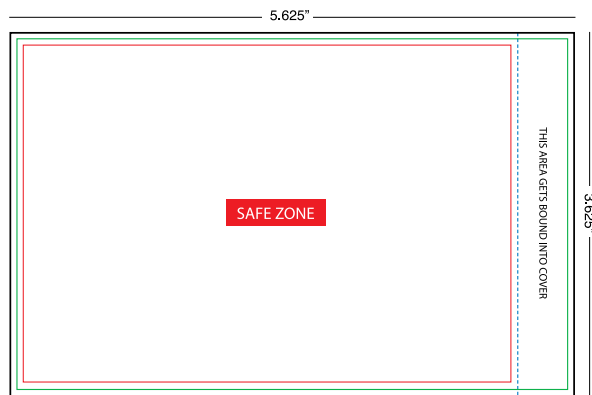
## CARD FRONT

Document size = 5.625" x 3.625" (142.875 x 92.075 mm)



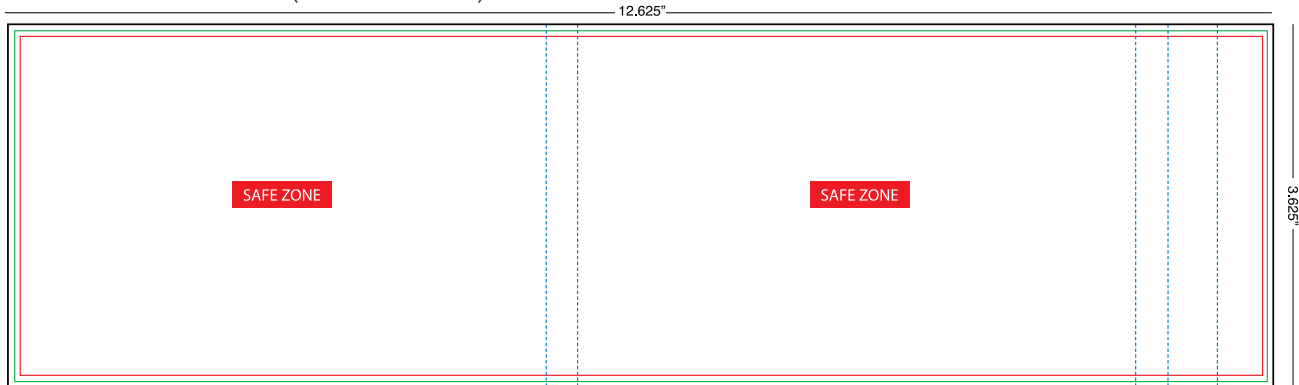
## CARD Back

Document size = 5.625" x 3.625" (142.875 x 92.075 mm)



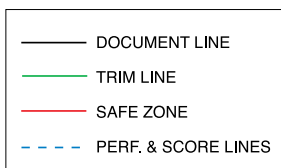
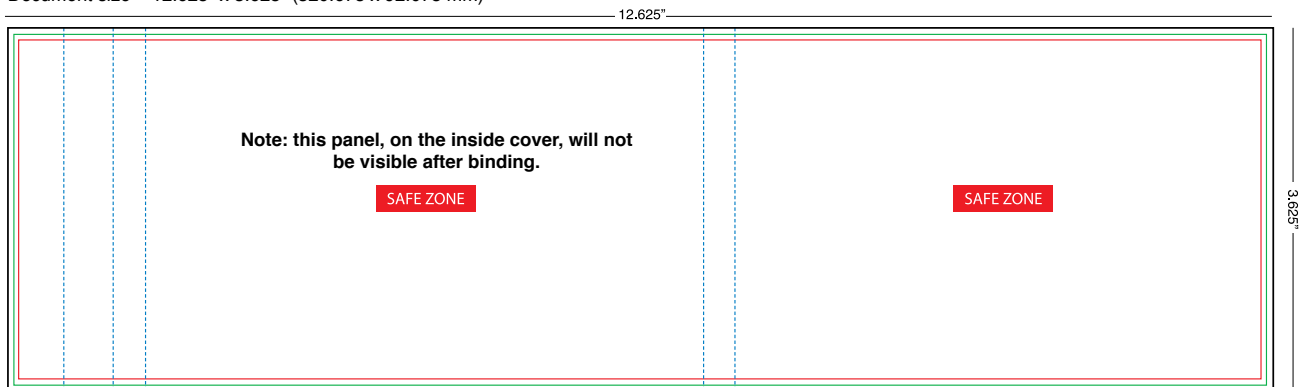
## COVER OUTSIDE

Document size = 12.625" x 3.625" (320.675 x 92.075 mm)



## COVER INSIDE

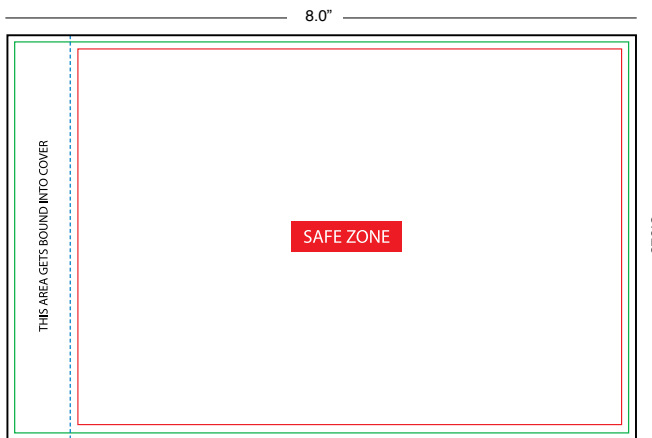
Document size = 12.625" x 3.625" (320.675 x 92.075 mm)



# SAFE ZONE ILLUSTRATION – MIGHTY BOOKLETS

## CARD FRONT

Document size = 8.0" x 5.625" (203.2 x 142.875 mm)



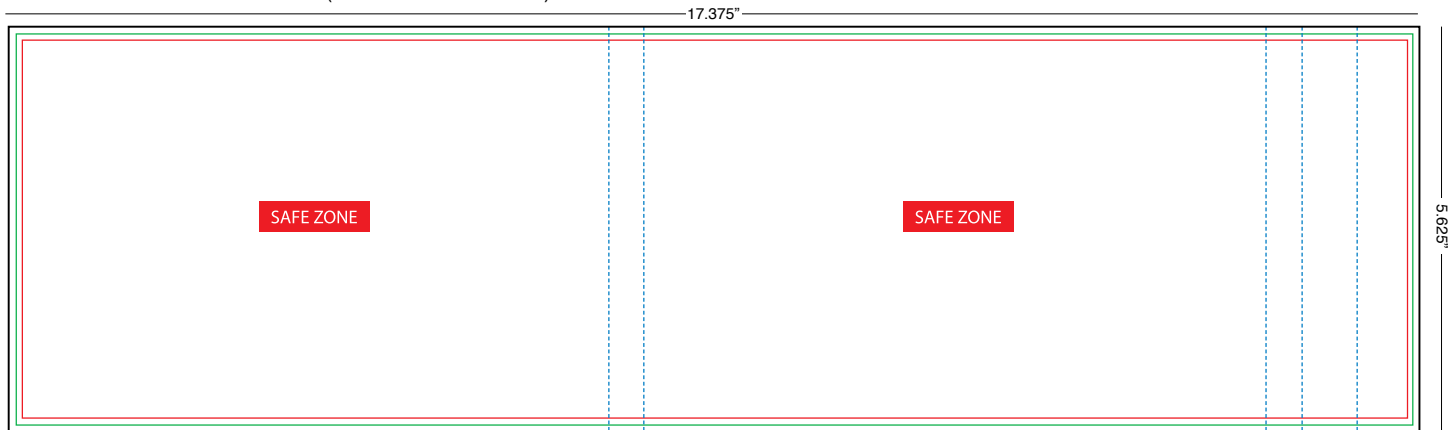
## CARD Back

Document size = 8.0" x 5.625" (203.2 x 142.875 mm)



## COVER OUTSIDE

Document size = 17.375" x 5.625" (441.325 x 142.875 mm)



## COVER INSIDE

Document size = 17.375" x 5.625" (441.325 x 142.875 mm)

