
FILE SET-UP INSTRUCTIONS

VERSIONED & DUAL VERSIONED BOOKLETS

STEP 1 CHOOSE YOUR BOOKLET STYLE

Standard Booklet

A fully customizable booklet featuring 20 perforated cards bound into a protective cover. Each of the 20 cards within the booklet is identical. Standard Booklets may be ordered online. For templates, instructions and ordering information, please visit our site.

Versioned Booklet – offline orders only

A fully customizable booklet featuring 20 perforated cards bound into a protective cover. Each of the 20 cards has a common side and a unique side. For instance, the front of all cards can be identical while the back of each card is different.

Dual Versioned Booklet – offline orders only

A fully customizable booklet featuring 20 perforated cards bound into a protective cover. Each of the 20 cards has a unique front and a unique back.

STEP 2 CHOOSE A SOFTWARE APPLICATION

In order to create your design, you'll need a multi-page design application such as Adobe® InDesign®. You'll then need to export your files as high resolution PDFs in order to upload them.

If you do not have the necessary software to create multi-page documents, please contact us at help@shineboxprint.com. We'll assist you in arriving at a solution to preparing your files.

STEP 3 PREPARE YOUR FILES

Versioned Booklet

File 1 – Covers: This document should contain two pages. Page 1 should be the cover outside. Page 2 should be the cover inside.

File 2 – Cards: This document should contain 21 pages. Arrange your pages in one of two ways:

Common Front: Page 1 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 use 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 use the same design more than once.

Dual Versioned Booklet

File 1 – Covers: This document should contain two pages. Page 1 should be the cover outside. Page 2 should be the cover inside.

Files 2 – Cards: This document should contain 40 pages—20 unique card fronts and 20 unique card backs. Page 1 should be the front of card 1, page 2 should be the back of card 1. Page 3 should be the front of card 2, and so on...

Size your Card & Cover files as follows:

Card document size = 4.125" x 2.125" or 1238 x 638 pixels (includes a 1/16" bleed on all sides)

Final card trim size = 4" x 2" (longer dimension includes .5" perforated extension)

Card safe zone* = 3.325" x 1.875"

Cover document size = 9.5" x 2.125" or 2850 x 638 pixels (includes a 1/16" bleeds on all sides)

Final cover trim size = 9.375" x 2"

Cover safe zone*: 9.25" x 1.875"

Resolution:

Your files must be at a resolution of 300 dpi

Color Modes:

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

For black and white: Grayscale

*Critical elements such as text, images and logos need to be inside the **safe zone**. You can download our **safe zone** document by visiting our **Help Section** on our website: **Safe Zone**. Artwork that falls outside of this safe zone may get cropped during the trimming process, as sometimes slight shifting occurs.

STEP 4 DESIGN YOUR CARDS & COVERS

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. You can download our **safe zone** document by visiting our **Help Section** on our website: **Safe Zone**.

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. Artwork for the front of the card should be rotated in a counter-clockwise direction. Artwork for the back of the card should be rotated in a clockwise direction. For more clarification on vertically oriented designs, visit the **Help Section** on our website: **Card Orientation**.

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 5 SAVE YOUR FILES IN PDF FORMAT

After you've finished designing your cards and cover, save your files as High Quality PDF/X files. Be sure to use the **[PDF/X-1a:2001]** Adobe PDF Preset when saving or exporting your PDF files. This Adobe Preset ensures your artwork is saved with the highest resolution quality. It also eliminates color, font, and trapping variables that may lead to printing problems.

In naming your files, please use "Cover" in the cover file name and "Card" in the cards file name. For instance: Acme_Cover.PDF.

STEP 6 UPLOAD YOUR ARTWORK

Now that you've created and named your PDF files, you're ready to upload. Place all of your PDF files into one folder and compress it into a Zip or Stuffit file. Then, using an FTP application, upload your compressed file to our FTP site using the following log in information:

hostname: ftp.shineboxinc.com
user name: public
password: shine

If you don't already have FTP software, you can find it on the web. We recommend Fetch for Macintosh users (www.fetchsoftworks.com) and SmartFTP for Windows users (www.smartftp.com).

STEP 7 EMAIL US WITH YOUR ORDER

After you've successfully uploaded your files to our FTP site, let us know by sending an email to customerservice@shineboxprint.com. Be sure to include the following information in your email:

1. Booklet style: Versioned or Dual Versioned
2. The names of your two files
3. Quantity of booklets requested
4. Your full name, shipping address and a phone number where you can be reached

A Shinebox Print Customer Service Representative will contact you via email within 24-hours to verify receipt of your order.

STEP 8 PAYMENT

Shinebox Print will examine your files to make sure they are ready for printing. One of our Customer Service Representatives will then contact you by phone to finalize your order and obtain your payment information. Payment is required before proceeding to the printing phase. See pricing at the end of this document.

We accept Visa, MasterCard and American Express.

STEP 9 PROOFING & SHIPPING

Within 3 business days of receiving payment, you will receive an email with a PDF proof for your approval. This will be your last opportunity to proof your design prior to printing. Please be sure to look over your proof carefully!

To approve your proof, simply reply to your email and we'll take it from there. Generally speaking, your order will be processed, printed and shipped in 1 to 3 business days. Depending on which shipping option you choose, you should receive your order between 1 and 7 business

days after it has shipped. For your convenience, we'll notify you via email when your order has shipped and provide you with a tracking number. For more information on shipping visit: <http://www.shineboxprint.com/pricing/>.

HELP

If you encounter any difficulties in preparing your files, please contact us at help@shineboxprint.com. We're happy to answer any questions you may have.

VERSIONED & DUAL VERSIONED BOOKLET PRICING

SUMMER SPECIAL! From now until August 31st save \$20 on 10 booklet orders.

	Versioned Booklet	Dual Versioned Booklet
10 books	\$172.00	\$187.00
	\$152.00	\$167.00
25 books	\$305.00	\$320.50
50 books	\$545.50	\$593.00
100 books	\$1,048.50	\$1,140.00
150 books	\$1,587.00	\$1,725.00
250 books	\$2,415.00	\$2,625.00
350 books	\$3,220.00	\$3,500.00
500 books	\$4,560.00	\$4,750.00
500+	Contact us for pricing	

All pricing is subject to change without notice.