

# Press-Ready Folder Guide

Our online system enables you to upload logos, images, and text to build folder parts (front, back, pockets, and handbook). You may also upload completed press-ready parts. Press-ready is considered a digital file that requires no further typesetting or alterations and is ready to print. Follow our guidelines and templates for best results. Go to [www.schoolmate.com/ordering](http://www.schoolmate.com/ordering) to upload files using our online folder builder. Once all folder parts have been built, simply place your order online. Call **800-516-8339** if you have any questions.

## Folder Checklist

- All folder parts (front cover, back cover, pockets, and handbook) are built at the correct size.
- 3-hole punch, if used, is not going through any vital content (text, images, logos, etc.). Vital content is also kept away from the edges. (3-hole punch is chosen in the “Build Folder” section of our web site’s folder online ordering system.)
- Files are **300 ppi** for best quality (150 ppi for medium quality) and saved in CMYK color mode as a **.eps, .jpg, .tif, or .pdf**. Images are used at 100% and not scaled. See page 6.
- Documents have 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

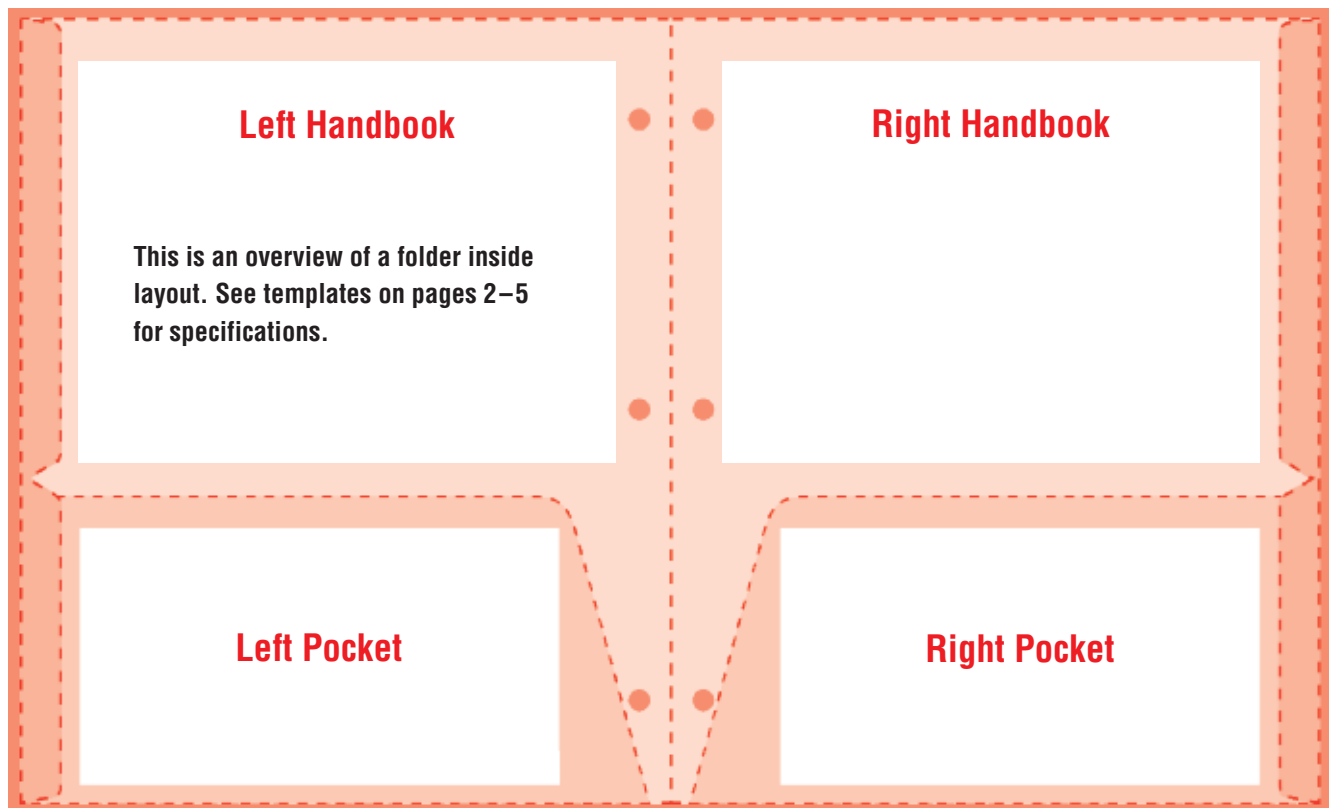
Bleeds are color/images/backgrounds that extend all the way to the edge of the folder. If any folder parts have bleeds, an extra amount of color/images/backgrounds must be printed past the folder trim areas. See templates on pages 2–4 for specifications.

## Digital File Format

Print quality is determined by the quality of the digital file. See page 6 for accepted file types, resolution, and details on digital files. Hard copies are not accepted. If you have trouble converting a Microsoft® Word file into a PDF, upload your Word file (it’s converted into a PDF as you upload it). For other software, check your owner’s manual.

## 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 Folder Pocket

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

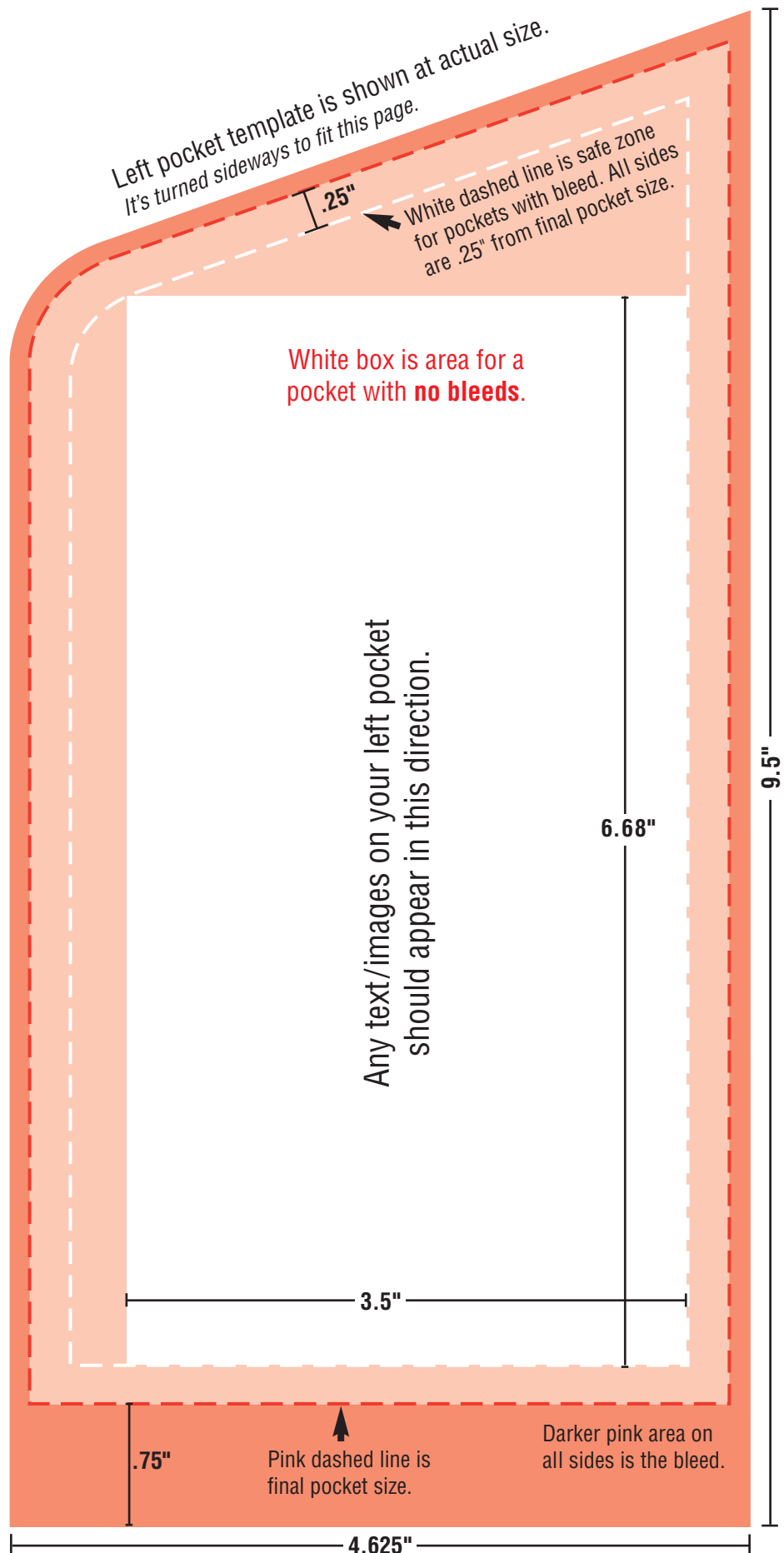
- Make a document that is 6.68" x 3.5"  
**Left and right pockets must be separate files** and uploaded separately in our online folder builder.
- Keep all contents (text, images, logos, etc.) within the 6.68" x 3.5" area.
- When pocket files are uploaded, our system will position your pocket file on the pocket and you can adjust as needed.

## Pockets with Bleeds = 9.5" wide x 4.625" tall

- Make a document that is 9.5" x 4.625".  
**Left and right pockets must be separate files** and uploaded separately in our online folder builder.
- The darker pink area on outside edges is the bleed area. 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 once uploaded.
- 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:** To assist you with a pocket with no bleeds, use our *Microsoft® Word Template for Folder Pockets* found on our web site's Downloads page. Other software may be used; follow our pocket specifications.

To check position of pocket contents, print your pocket document at 100% and this page at 100% (use caution – some printer settings 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.





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## RIGHT Folder Pocket

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

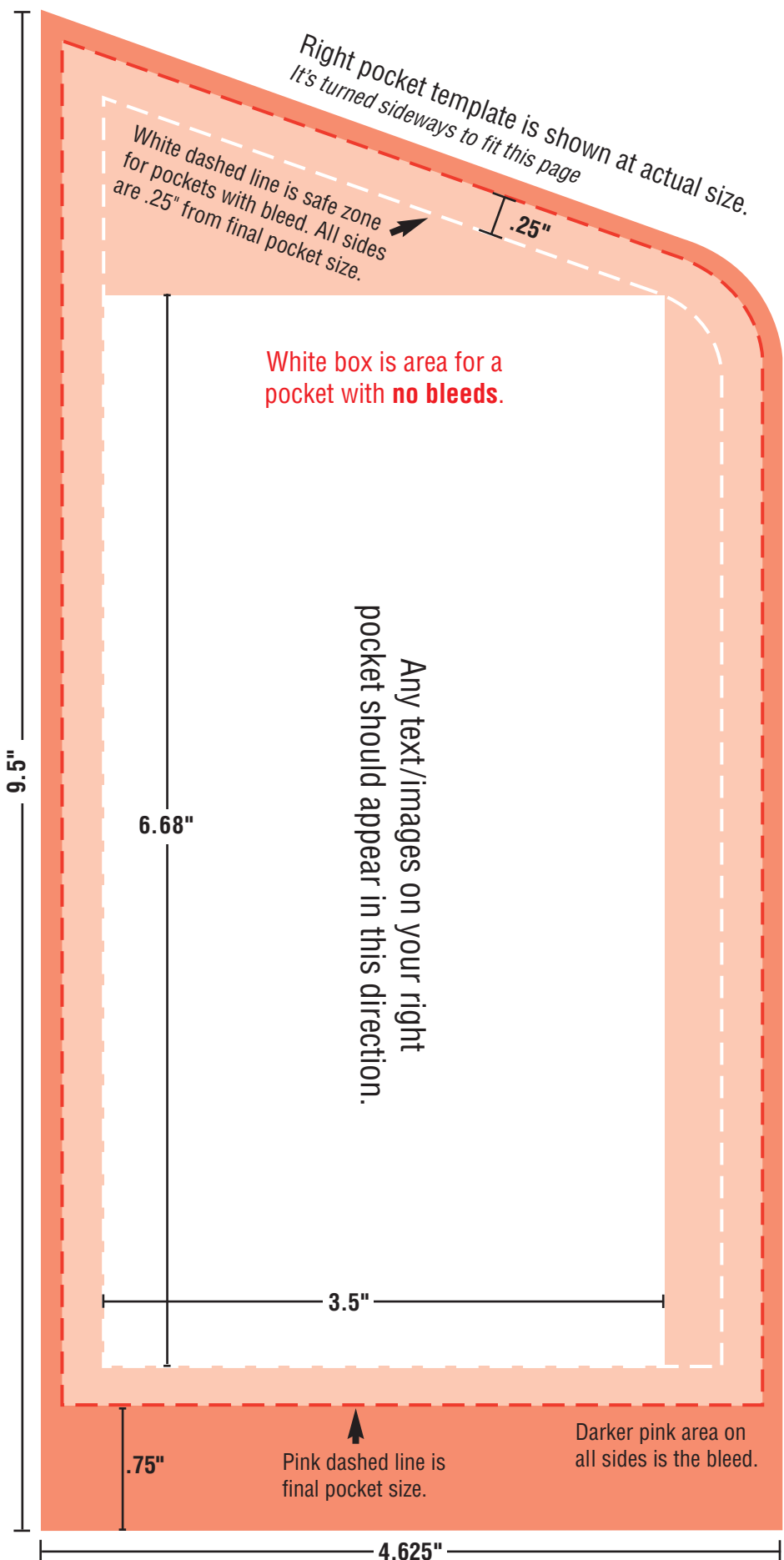
- Make a document that is 6.68" x 3.5"  
**Left and right pockets must be separate files** and uploaded separately in our online folder builder.
- Keep all contents (text, images, logos, etc.) within the 6.68" x 3.5" area.
- When pocket files are uploaded, our system will position your pocket file on the pocket and you can adjust as needed.

### Pockets with Bleeds = 9.5" wide x 4.625" tall

- Make a document that is 9.5" x 4.625".  
**Left and right pockets must be separate files** and uploaded separately in our online folder builder.
- The darker pink area on outside edges is the bleed area. 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 once uploaded.
- 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:** To assist you with a pocket with no bleeds, use our *Microsoft® Word Template for Folder Pockets* found on our web site's Downloads page. Other software may be used; follow our pocket specifications.

To check position of pocket contents, print your pocket document at 100% and this page at 100% (use caution – some printer settings 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.



# Folder Front & Back Cover Template

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

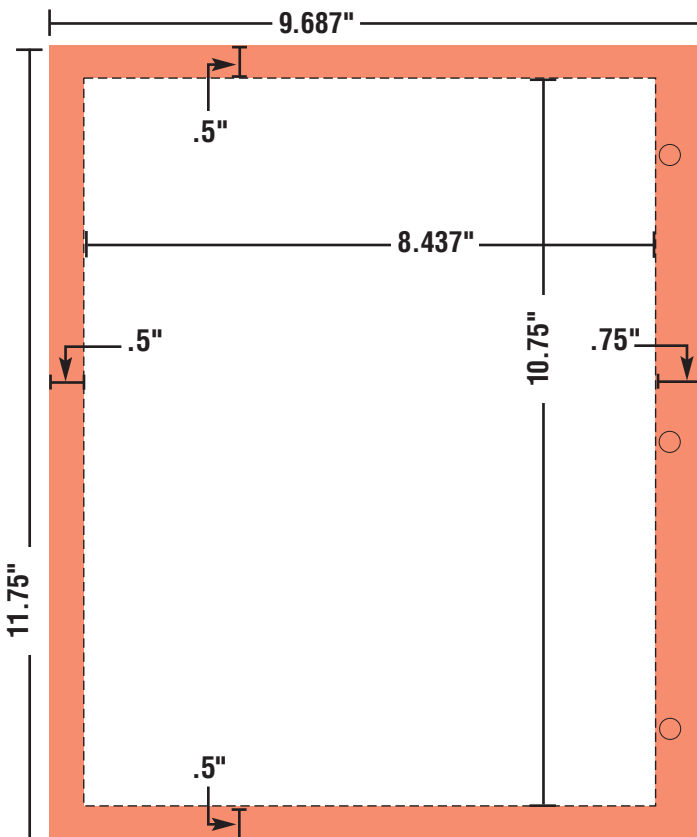
- Make a document that is 8.437" x 10.75". **Front and back covers must be separate files** and uploaded separately in our online folder builder.
- Keep all cover contents (text, logos, maps, etc.) within the 8.437" x 10.75" area.
- When cover files are uploaded, our system will position your file on the cover and you can adjust as needed.

**Note:** To assist you with covers (no bleeds), use our *Microsoft® Word Template for Folder Front & Back Covers* found on our web site's Downloads page. Other software may be used; follow our cover specifications.

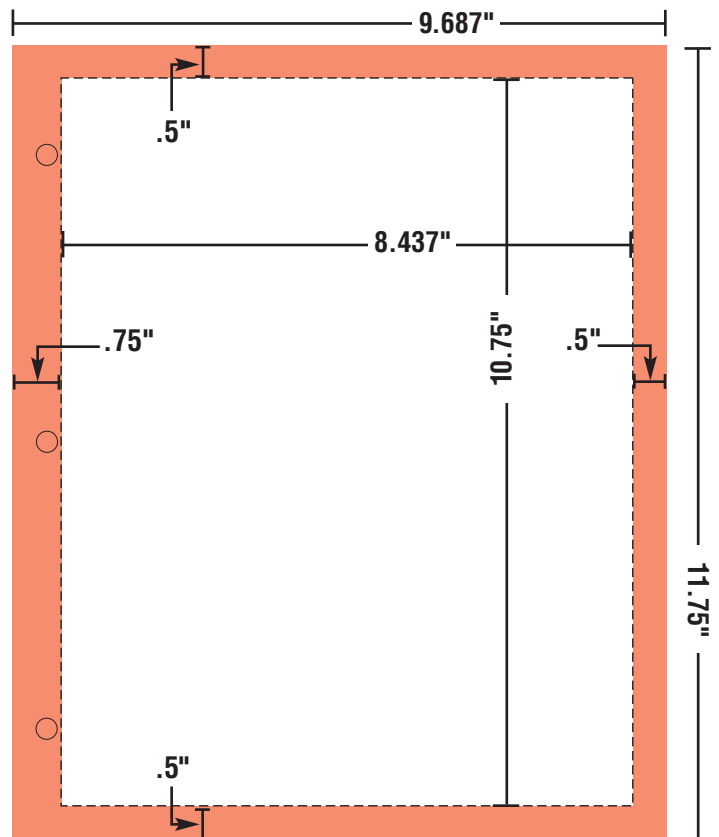
## Front or Back Cover with Bleeds = 9.687" wide x 11.75" tall

- Make a document that is 9.687" x 11.75". **Front and back covers must be separate files** and uploaded separately in our online folder builder.
- Create margins that are .5" for the top and bottom.
- For the front cover, create a left margin at .75" (near 3-hole punch) and right margin at .5".
- For the back cover, create a right margin at .75" (near 3-hole punch) and left margin at .5".
- With correct margins, the result will be 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. This is the entire pink area of the template shown below.
- When cover files are uploaded, our system will position your file on the cover and you can adjust as needed.

**Back Cover**



**Front Cover**



## Handbook (NO Bleeds Allowed) = 7.75" wide x 6.0" tall

- Make a document that is 7.75" x 6.0". (*Image below is turned sideways to fit this page.*) **Left and right handbooks must be separate files** and uploaded separately in our online folder builder.
- Keep all contents (text, images, logos, etc.) within the 7.75" x 6.0" area.
- When handbook files are uploaded, our system will position your handbook file on the folder and you can adjust as needed.
- Handbook text and images must be in black only. If any part of your handbook has color, it will be converted to black or gray when the file is uploaded.

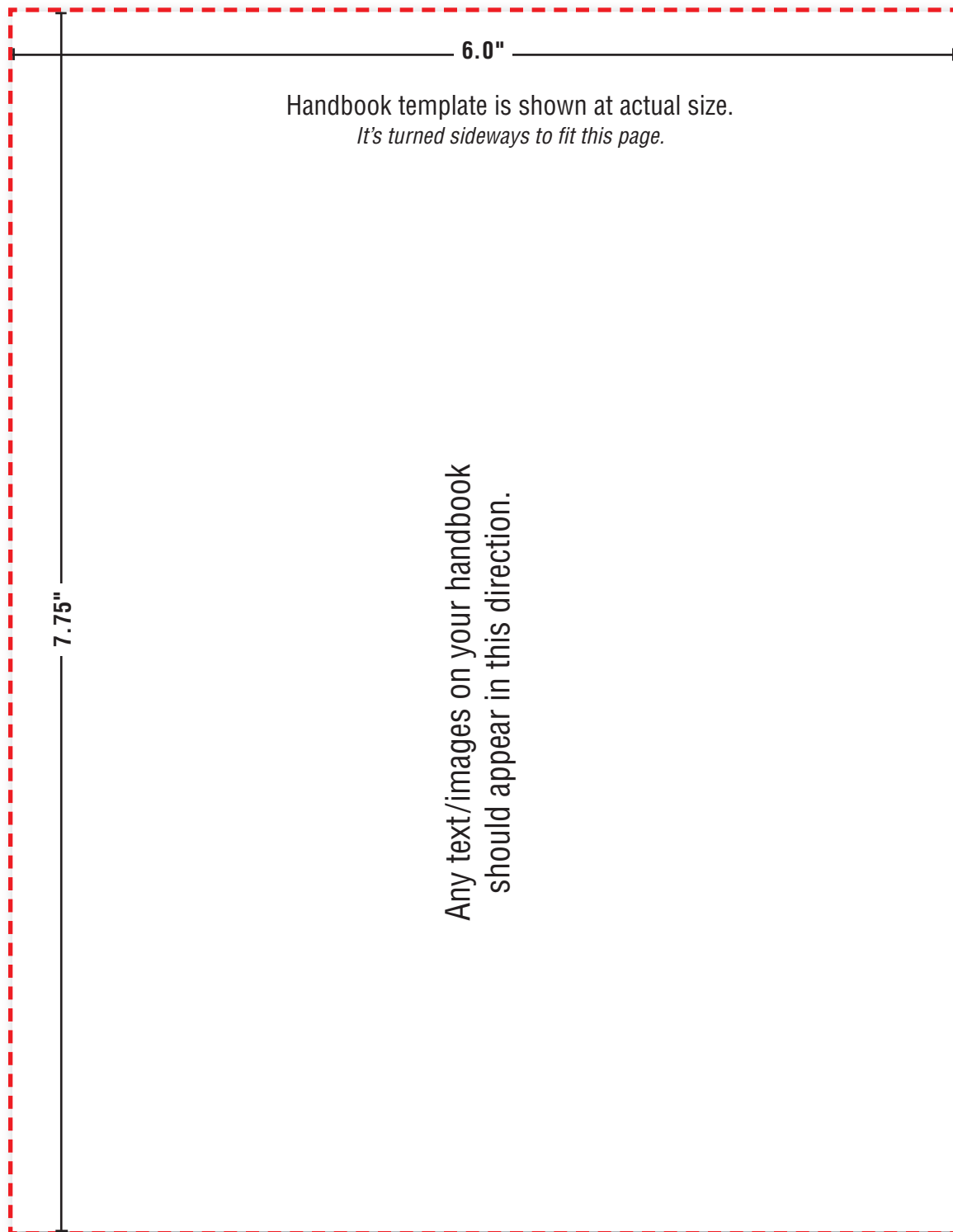
# LEFT & RIGHT Handbook

[Area above pockets]

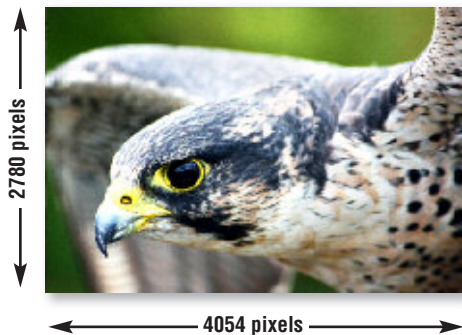
*Handbooks are optional and incur an additional charge.*

**Note:** To assist you with handbooks, use our *Microsoft® Word Template for Folder Handbooks* found on our web site's Downloads page. Other software may be used; follow our handbook specifications.

To check size of each handbook, print your handbook 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 handbooks are the correct size. Use a light table to assist, if available. *Remember, this template is turned sideways to fit this page.*

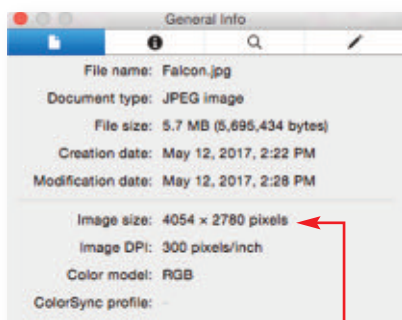


## Digital File Specifications



### Maximum Print Size at 300 ppi

width = 4054 pixels ÷ 300 ppi = 13.513"  
 height = 2780 pixels ÷ 300 ppi = 9.267"



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



### 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 4054 pixels x 2780 pixels:

300 ppi            4054 pixels x 2780 pixels (each axis ÷ 300 ppi)  
 highest quality = 13.513" x 9.267" maximum print size

#### Example of image with fewer pixels per inch:

150 ppi            1900 pixels x 1200 pixels (each axis ÷ 150 ppi)  
 medium quality = 12.67" x 8.0" maximum print size

If you enlarge an image, make sure you're maintaining at least 150 ppi. You cannot resave lower resolution files to higher resolution of 300 ppi. Avoid scaling artwork or photos in your document because this affects resolution; use at 100%.

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

### How many pixels are in my photo?

Photo-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.

### File Format

You may want to modify the brightness, contrast, and color in a photo-editing program such as Adobe® Photoshop. School Mate® cannot be responsible for image quality since we do not make alterations or correct colors to images or files you upload.

Save files as **.eps**, **.jpg**, **.tif**, or **.pdf**. If files have text or multiple images, save as a .pdf using PDF/X-1a setting with no registration marks. PDFs will embed fonts and artwork. Your file will 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 via our online folder building system.

### Color Mode, Lines & Text

Save images in CMYK color mode, not RGB. If RGB files are uploaded, we will convert them to CMYK, which may affect colors. Line strokes on artwork, e.g., Adobe® Illustrator files, should be at least .5 point or they may be faint and not print well. Text in Illustrator must be converted to outlines or text may not appear (or save file as a .pdf).