

ALASKA TIDE BOOK COMPANY

Artwork Preparation & File Submission Guidelines

A quick reference for custom covers, inside covers, and centerspread advertising.

1. Choose the Correct Layout Size

OUTSIDE COVER	INSIDE COVER	CENTERSPREAD
Overall artwork - includes 0.125" bleed 7.3333" x 5.5833"	Overall artwork - includes 0.125" bleed 7.3333" x 5.5833"	Overall artwork - includes 0.125" bleed 7.0625" x 5.5833"
Finished trim size 7.0833" x 5.3333"	Finished trim size 7.0833" x 5.3333"	Finished trim size 6.8125" x 5.3333"

IMPORTANT: Only the overall artwork dimensions include the 0.125" bleed. The finished trim dimensions do NOT include bleed. Do not add additional bleed to the listed overall artwork sizes.

The centerspread is intentionally narrower than the cover layouts. Use the supplied centerspread template as-is; do not add your own creep compensation. Creep is handled during print production.

2. Bleed, Trim & Safe Areas

- **Bleed edge:** Extend backgrounds, photos, and any artwork intended to print to the edge all the way to the outer bleed edge.
- **Trim line:** This is the finished cut edge of the Tide Book.
- **Safe area:** Keep important text, logos, phone numbers, and other critical content inside the safe-area guides.
- **Center fold:** On two-page centerspread ads, each page has its own safe area. On a full-spread ad, photos and backgrounds may cross the fold, but critical text should not.

3. File Format, Color & Images

- **Preferred final file:** PDF.
- **Color:** Prepare artwork in CMYK. Use Pantone spot colors only when specifically required.
- **Images:** Use approximately 300 PPI at final reproduction size. Avoid enlarging low-resolution images.
- **Type and logos:** Vector type and line art from InDesign or Illustrator will reproduce most sharply. Photoshop, Canva, and other programs are acceptable when files are prepared to the required size and quality.

4. Fonts & Linked Artwork

- **Fonts:** Convert fonts to outlines/paths whenever possible. If you are unable to outline the fonts, make sure they are properly embedded in the PDF or include the font files with your submitted artwork.
- **Editable copy:** Keep a separate editable source file before converting type to outlines.
- **Linked images:** Embed all linked images whenever possible. If submitting editable source files, package the document with all required images, links, and fonts.

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Final Output & Submission

Use this page as your final preflight before sending artwork.

5. Export Your Final PDF

- **Export at 100% size.** Do not scale or resize the supplied Tide Book template.
- **Preset:** Use Press Quality or an equivalent high-quality print PDF preset.
- **Bleed:** Include the document bleed setting during export. Do not manually enlarge the overall artwork size to add more bleed.
- **Crop/trim marks:** Include them where supported or when requested.

6. Centerspread Options

TWO-PAGE CENTERSPREAD	FULL-SPREAD DISPLAY AD
Use when the left and right pages are separate ads or separate layouts. Keep critical content inside each page's individual safe-area box, including clearance from the center fold.	Use when one advertisement spans the entire spread. Photos, backgrounds, and large graphics may cross the fold. Keep small text, logos, and other critical elements away from it.

7. Final Artwork Checklist

☐ Correct Tide Book template used	☐ Document size has not been changed
☐ Overall artwork size includes the required 0.125" bleed	☐ Backgrounds/images extend to the bleed edge
☐ Critical content is inside the safe area	☐ Images are approximately 300 PPI at final size
☐ Artwork is CMYK	☐ Fonts are outlined, embedded, or supplied
☐ Linked images are embedded or packaged	☐ Final PDF is exported at 100% size

8. Questions About Your Artwork?

If you are unsure whether a file is set up correctly, contact us before submitting the final artwork. We can work with files created in a variety of design applications and help identify preparation issues before printing.

Pioneer Publishing, LLC	tidebooks.com
artwork@tidebooks.com	907-953-1900

Refer to the downloadable Cover and Centerspread templates for exact trim, bleed, safe-area, and center-fold guide positions.