



Wiley Specifications for Print-Ready Files

Common issues faced on press:

1. Short bleeds--Images or other design elements should extend 4 mm (1/8 in) past trim on head, thumb and foot. For mechanical bound books, elements should also bleed in the gutter.
2. Crop, registration, and tag marks too close to trim--All elements which are not to appear in the final product should be offset from the trim by at least 4 mm (1/8 in).
3. Putting important elements too close to the trim--Due to manufacturing variances, all important type or images should be kept at least 6 mm (1/4 in) inside the trim of the book.
4. Files set to the wrong trim size--Files should be set up to the actual trim size. Files set up to the wrong size, whether set larger or smaller, will impact file coordinates, bleeds, margins and live matter.
5. Extra colors--Many times there are more colors detected in a file than intended. On a 4-color job, after notifying and getting Wiley approval, the printer can easily convert these "on the fly" to process colors. However, 2-color jobs warrant extra time to address the proper mapping of these colors.
6. Excessive ink coverage--No total ink coverage should exceed 300%.
7. Multi-color type--Small type (8pts and less) should not be built of multiple colors. Even for larger type, if color builds are desired, limit them to builds made of 2 colors, or 3 colors max!
8. Reverse type--Very small type reversing out of multiple colors (appearing as white) poses a major registration problem at press. Reverses should be limited to 2 colors.
9. Screen values--When using black screens (grays) press gain must be considered. Screens of 80% and above will almost be indiscernible from a solid black once press gain is accounted for on press.
10. Rich blacks--Should be avoided for large black areas on web jobs (hard to maintain consistent density of black on the web press)
11. Building colors--Many times, desired color builds can be achieved with two process colors. Multiple colors with similar values tend to shift on press. The slightest gain or loss in one color can change the overall hue of an object or type, especially when values are close. Referencing the Pantone chart as a guide will help determine minimum color for maximum effect.
12. Proper color space--Files should be set up in the proper color space, i.e., CMYK. RGB color can be converted "on the fly" but the chance of a slight color shift does exist and therefore is not desirable.
13. Fonts--Once the bane of the prepress department, fonts do still remain an occasional issue. ALL fonts must be embedded to process the job.
14. NO reader spreads--PDF files should be provided as single page, multi-page files. Reader spreads are almost impossible to work with.
15. Accidentally leaving in ICC profiles--printers do not support or correct for these.
16. Use of lower-resolution artwork can be problematic.