

welcome	The staff at Workbook Creative would like to extend a warm welcome to each of our advertisers. We value your business and pride ourselves on the best customer service in the industry. We will strive to assist you in every way we can in order to make your advertising experience with the Medical Illustration & Animation Sourcebook a successful one.
artwork deadline	February 2, 2024. Timeliness in submitting your artwork will help us release the Sourcebook on time in September.
late submissions	Artwork that arrives late (after February 3rd) will be subject to an art extension fee (one week 5% per page; two weeks 10% per page). All artwork must be in our office by February 19th at the latest.
digital artwork specifications	We recommend that you submit a high-resolution digital file to meet our specifications, in which case there should be no additional production charges. We include pre-flight review of your file to make sure it is ready for press. Please review the digital file specifications on page 2 before you begin to prepare your ad. Page templates in InDesign, Illustrator and Photoshop are available for download at: http://production.medillsb.com
what to submit	<input type="checkbox"/> 1. Artwork: Digital file and jpg screen capture of your ad (for visual comparison). Prepare artwork to meet the specifications on page 2. <input type="checkbox"/> 2. Order Form: We will not process your page or list you in our index without this form.
your contact information	Please include your contact information in your page layout (The Sourcebook does not use a standard layout or typeset your information).
page numbers on light colored backgrounds help buyers find you	If you are able to design the bottom 1/2" of your ad with a white or light colored background we can add a page number to the page. The appearance of a page number on your ad will make it easier for art buyers to find you.
page design	Professional page design service is available for \$275/page or \$450/spread. Contact the production department for more information about this option.
digital proofs	A press-quality PDF proof will be sent electronically to each advertiser prior to printing. Advertiser is responsible for reviewing the proof and communicating acceptance or corrections within 4 working days of transmittal to advertiser.
proof corrections	If you are not satisfied with your proof and wish to submit a revised file or need color adjustments, there is a fee of \$175 per page or \$250 per spread to cover production and pre-press charges. If color adjustments are requested, please supply a Color Guide Print obtained from your file for the printer's reference.
contact us	If you have questions, call us toll free at (800) 876-6425 (International call +1 (805) 963-0439) or e-mail us: Barbara Kuhn, Production Manager, ext. 2230 production@workbookcreative.com
submit your ad & order form	http://production.medillsb.com/upload
submitting a revision	We understand that you may need to supply a revised file, either due to an inadvertent oversight, intended change, or proof correction. When providing a revised file, please follow the instructions on page 2.
how / where to submit	Upload your AD Files and Order Form to: http://production.medillsb.com

IMPORTANT — PLEASE READ — SUBMISSION GUIDELINES FOR TROUBLE-FREE FILES

File Formats	A Press-Ready PDF is preferred (see guidelines below). From Illustrator submit an Acrobat Compatible PDF, export an EPS file; or submit a flat, native AI file with links. From Photoshop save as (flat) Tiff, PSD, or EPS file. From INDD export PDF and package the native file with fonts and links in case there are any adjustments needed.. See font note below.	
Guideline Templates	Guideline templates are provided for the following programs: Illustrator, Photoshop, and InDesign. Download templates at: http://production.medillsb.com .	
Returning Advertisers:	Please download updated templates.	
PDF Specifications:	Submit single page, or two-page spread, as press-quality PDF/X-1a:2001, Acrobat 4 compatible with output set to program defaults for Web Coated Swop V2 and include crop and bleed marks. Do not embedded profiles. Crop marks must be offset outside the 1/8 inch bleed image area required by the printer.	
Font Concerns	Type 1 Postscript Fonts are no longer supported. Please use OpenType or True Type fonts ONLY; or convert fonts to outlines before submission; or use Adobe Creative Cloud fonts (please specify on order form).	
Document Page Size	<p>Trim: 8.5" x 11" File size including bleed: 8.75" x 11.25". Keep all critical elements 3/8" from the trim line (live area); or 1/2 inch from the outside bleed)</p> <p>InDesign, and Illustrator: set page size to 8.5" x 11" with 1/8 inch (.125") bleed. Set crop/bleed marks even if you have no bleed. Photoshop files should be sized 8.75 x 11.25" (includes bleed, no crop marks needed).</p>	
Image Specifications	All imagery must be 350 dpi CMYK, placed at 100% in your layout. Hand-drawn line-art and logos should be 1200 dpi (bitmap). We print at 175 line screen w/average ink limit: 325%. Professional quality reproduction scans are required.	
Digital Preparation Checklist	<div> <input type="checkbox"/> We accept Press-Ready PDF files; flat TIFF, EPS or PSD files. <i>See File Formats above.</i> </div> <div> <input type="checkbox"/> Compress large files with LZW compression. Do NOT use JPEG encoding. </div> <div> <input type="checkbox"/> Images must be flattened in Photoshop and Illustrator. </div> <div> <input type="checkbox"/> Images must be 350 dpi CMYK color space. Files submitted with RGB images will be converted to PDF format with CMYK profile conversion. We cannot guarantee color conversion results. </div> <div> <input type="checkbox"/> Maximum ink limit is 325%. </div> <div> <input type="checkbox"/> Specify black backgrounds as "rich black": c 40%, m 20%, y 20%, k 100% </div> <div> <input type="checkbox"/> 4-color process (CMYK) hairlines & type less than 8 pts. should be avoided; we cannot guarantee trapping or registration. </div> <div> <input type="checkbox"/> Image areas and screen tints with a total ink value of less than 4% should be avoided as the 4C printing press can not hold this tonal value, rendering the areas paper white. </div> <div> <input type="checkbox"/> If you do not want black line art to separate as 4/color, prepare the art on a separate layer using InDesign or Illustrator. </div> <div> <input type="checkbox"/> Modified images must be updated. </div> <div> <input type="checkbox"/> Submit both screen and printer fonts used in the preparation of your page. Do NOT use "Type Style" menu options (e.g. Bold, Italic). Fonts must have those properties as part of the family you are supplying. </div> <div> <input type="checkbox"/> IMPORTANT FONT NOTE: Use of Type 1 fonts (also known as PostScript, PS1, T1, Adobe Type 1, Multiple Master, or MM) are no longer accepted. </div>	
How to Submit	http://production.medillsb.com Please submit digital file with a screen proof, and Order Form. See page 1, "What to Submit."	
Submitting a Revision	We understand that you may need to supply a revised file, either due to an inadvertent oversight, intended change, or proof correction. When providing a revised file, please add the word "REVISED" to both your file name and the newly submitted folder. Any subsequent revisions should be also followed by a revision number such as REVISED_2. AVOID SPACES IN YOUR FILE OR FOLDER NAMES. Use an underscore to separate elements.	
Support	For assistance, or queries when preparing your ad, e-mail: production@workbookcreative.com or call 800.876.6425 or 805.963.0439, ext 2230.	