



Artwork Planning Guide for Inserts

Refer to the dimension charts for the sizes for your inserts.
Paper is 90# gloss text weight stock.

Your binder artwork should look like the illustration to the right.
Put the front cover, spine and back cover together and use manually drawn crop marks to indicate the insert dimensions.

All art should be prepared following these guidelines and sent to ATC on a disk. If photos must be scanned or other artwork required, this will add to the production time and cost.
Please call your CSR to discuss your requirements.

Design Considerations for All Products

Flat Tints: Large, flat background tints are, in general, not recommended. If the design requires it, the maximum recommended tint block area is 6" x 3". Lighter colors will produce better results. If you need to use large areas of solid or dark colors, a pattern should be introduced into the block to modulate the color and help the tint maintain a smooth appearance.

Blend Effect: Subtle vignettes have a tendency to band in all electronic output devices. Best results are achieved in blends with a tone value change of less than 50%. To achieve satisfactory results in blends, it is recommended to introduce "noise" filters as found in such programs as Photoshop. Shorter blends of 2 - 4" are also recommended.

Hard Copy: Include a marked-up copy of your document with your files.

Fonts: All fonts (screen and printer) should be included with your file. Regardless of the format you are supplying, always include the fonts. Don't forget to send the fonts linked to the artwork files.

Formats

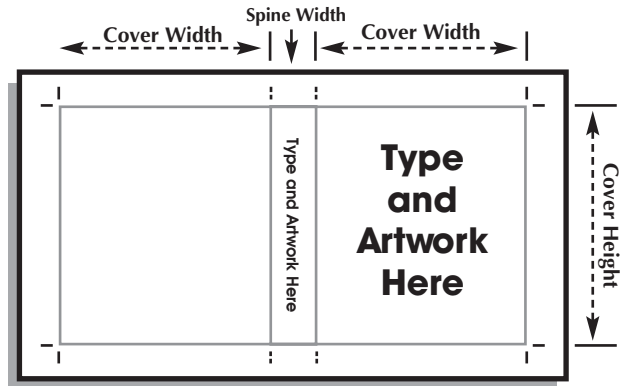
Applications: Macintosh and PC software supported: QuarkXpress, PageMaker, Illustrator, Freehand and Photoshop. Please indicate which version of software you have used to generate your artwork.

Formats:

- Our system supports Adobe PostScript Level 2. PostScript files should be saved in a binary format.
- Digital images can be saved in TIFF, EPS and PhotoCD. EPS with JPEG encoding is the preferred format. Be sure to choose "maximum quality" on JPEG.
- Images and colors should be saved in CMYK format. Always convert RGB to CMYK.
- Do not pre-separate images or save an image with screen angles or transfer function.
- Scan images at 100% (final size) or larger. Set resolution at 300 dpi (not higher).

Special Colors: PMS or matched spot colors will be created using tints of the process colors. The Pantone Process Guide and the "True-Match" swatchbook are helpful in picking tint combinations.

*We do not guarantee that your files will image. We will contact you if problems arise.



CLEAR OVERLAY INSERT SIZES

Suggested sizes, rounded to nearest 1/8"
Height is 11" except for CK-25 (11-5/8" H) and CO-8-1 (8-1/2" H)

| STOCK # | PRODUCT | COVER HEIGHT/WIDTH | SPINE WIDTH |
|------------|----------------------|--------------------|-------------|
| CO-05 & 07 | 1/2" & 3/4" RD. Ring | 11 x 9-3/8" | 5/8" |
| CO-1 | 1" RD. Ring | 11 x 10" | 1-1/8" |
| CO-15L | 1-1/2" RD. Ring | 11 x 10-1/2" | 1-1/2" |
| CO-2 | 2" RD. Ring | 11 x 10-3/4" | 2-3/8" |
| CO-25 | 2-1/2" RD. Ring | 11 x 11-5/8" | 2-7/8" |
| CO-3 | 3" RD. Ring | 11 x 11-1/2" | 3-1/4" |
| COD-1 | 1" D-Ring | 11 x 9-7/8" | 1-1/4" |
| COD-15 | 1-1/2" D-Ring | 11 x 10-1/8" | 2-1/4" |
| COD-2 | 2" D-Ring | 11 x 11-3/8" | 2-7/8" |
| COAD-1 | 1" Angle D | 11 x 10" | 1-1/8" |
| COAD-15 | 1-1/2" Angle D | 11 x 10-1/2" | 1-1/2" |
| COAD-2 | 2" Angle D | 11 x 11-1/4" | 2-3/8" |
| COAD-25 | 2 1/2" Angle D | 11 x 11-5/8" | 2-7/8" |
| COAD-3 | 3" Angle D | 11 x 12-1/8" | 3-5/8" |
| COAD-4 | 4" Angle D | 11 x 11-7/8" | 4-11/16" |
| CO-CK-25 | Conference Kit | 11-1/4 x 8-3/4" | ----- |
| CO-FTE-1 | Flip Top Easel | 11 x 9-7/8" | 1-1/8" |
| CO-8-1 | 1" (8-1/2" x 5-1/2") | 8-1/2 x 6-5/8" | 1-1/8" |
| VCO-1 | 1" With VHS Tray | 11 x 10-1/2" | 1-1/2" |

PICTORIAL BINDER INSERT SIZES

| STOCK # | PRODUCT | COVER HEIGHT & WIDTH | SPINE WIDTH |
|------------|----------------------|----------------------|-------------|
| PD-05 & 07 | 1/2" & 3/4" RD. Ring | 11-7/16" x 9-19/32" | 15/16" |
| PD-1 | 1" RD. Ring | 11-7/16" x 10-1/4" | 1-9/32" |
| PD-15L | 1-1/2" RD. Ring | 11-7/16" x 10-11/16" | 1-3/4" |
| PD-2 | 2" RD. Ring | 11-7/16" x 11" | 2-9/16" |
| PD-25 | 2-1/2" RD. Ring | 11-7/16" x 12" | 3-3/16" |
| PD-3 | 3" RD. Ring | 11-5/16" x 11-25/32" | 3-3/8" |
| PD-D-1 | 1" D-Ring | 11-5/16" x 10-1/8" | 1-7/16" |
| PD-D-15 | 1-1/2" D-Ring | 11-5/16" x 10-5/16" | 2-1/16" |
| PD-D-2 | 2" D-Ring | 11-5/16" x 11-5/8" | 3" |
| PD-AD-1 | 1" Angle D | 11-7/16" x 10-1/4" | 1-9/32" |
| PD-AD-15 | 1-1/2" Angle D | 11-7/16" x 10-11/16" | 1-3/4" |
| PD-AD-2 | 2" Angle D | 11-7/16" x 11-9/16" | 2-9/16" |
| PD-AD-25 | 2 1/2" Angle D | 11-7/16" x 12" | 3-3/16" |
| PD-AD-3 | 3" Angle D | 11-5/16" x 12-3/8" | 3-13/16" |
| PD-AD-4 | 4" Angle D | 11-7/16" x 12-1/8" | 4-15/16" |
| PD-CK-25 | Conference Kit | 11-5/8" x 9" | ----- |
| PD-FTE-1 | Flip Top Easel | 11-7/16" x 10-1/4" | 1-9/32" |
| PD-8-1 | 1" (8-1/2" x 5-1/2") | 8-15/16" x 6-7/8" | 1-5/16" |
| VPD-1 | 1" With VHS Tray | 11-7/16" x 10-11/16" | 1-3/4" |



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