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Calendar Press-Ready Guide

For Your 3 Additional Pages

Calendars include 12 months plus 3 additional pages of any other content. We offer stock pages, such as a "Notes" page and a "3-Year At-A-Glance" page (shown in our builder). If you prefer, you may include custom pages. Our system allows you to design a page – upload images/logos, type your text, and move items on the page until you are happy with the results. You can also upload a press-ready digital page file that is ready to print with no alterations needed. The quality of the images or pages provided will determine the quality of your printed calendar. Follow our guidelines below and the *Digital Image Specs* on the next page. Hard copies are not accepted – your entire calendar is built online. If you have questions, call us at **800-516-8339**. We're here to help!

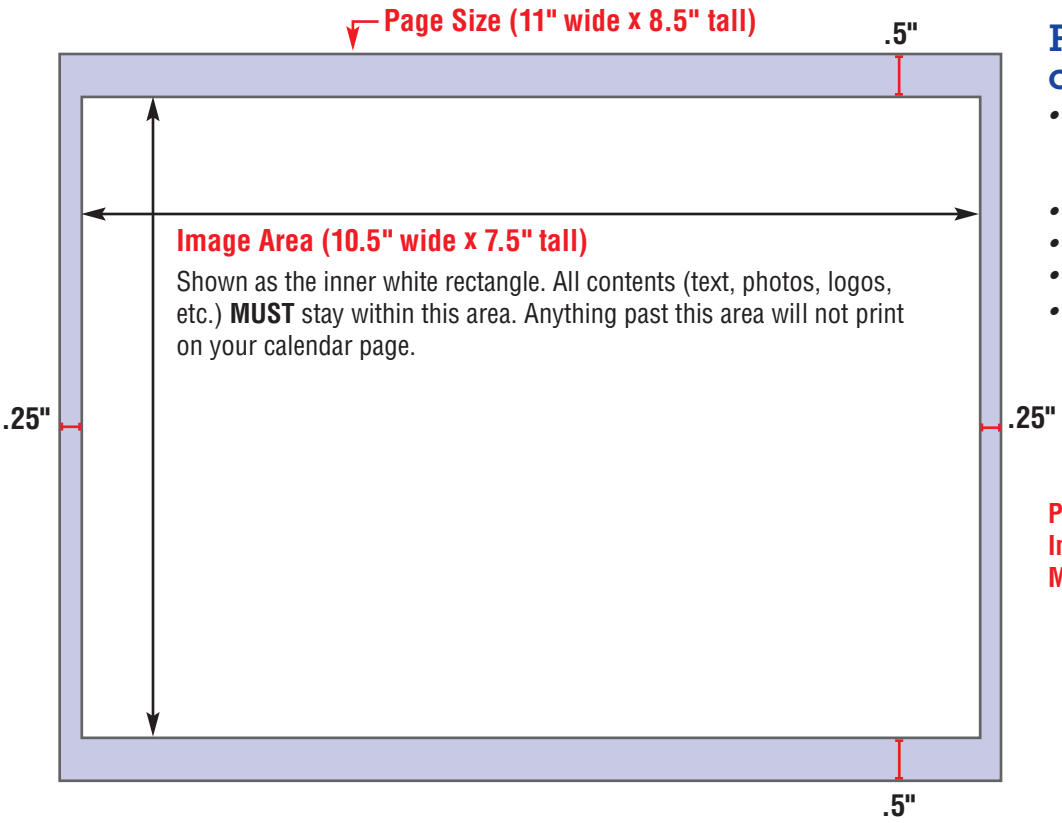
Page Checklist

- ❑ All page elements (text, headlines, photos, etc.) are within the designated image area of 10.5" x 7.5".
- ❑ All images are at the correct resolution – see next page.
- ❑ You have obtained permission to use any trademarked or copyrighted logos or images.
- ❑ Pages have been carefully spell-checked and proofed. We do **NOT** proofread, edit, or make alterations and are **NOT** responsible for errors. Once you upload your pages, you can review (and even print) a proof. If you discover errors, correct your file and re-upload the corrected file.
- ❑ Each page is saved as a separate file.

Page File Format

Pages created in Microsoft® Word can be uploaded as custom pages when building your calendar. **Save each page as a separate Word document** because each page is uploaded separately in our online calendar builder.

If you create a page using software other than Microsoft® Word, save your page as a high-resolution PDF file with embedded fonts and images. For professional software (InDesign or Quark), use PDF/X-1a setting to save files properly for printing. Turn registration marks off. **Save each page as a separate PDF.**



For your 3 pages, consider:

- *Important school contact info with departments, phone numbers, email, web sites, etc.*
- *Welcome page*
- *School map*
- *Local ads*
- *Additional photos*

Page Size: 11" x 8.5"
Image Area: 10.5" x 7.5"
Margins: top/bottom = .5"
left/right = .25"

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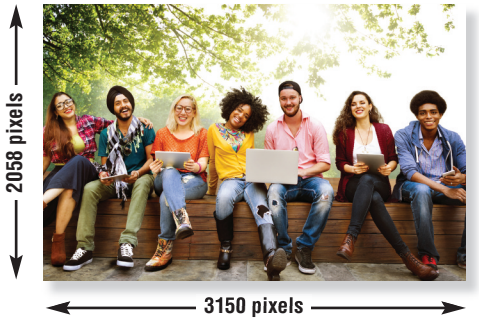
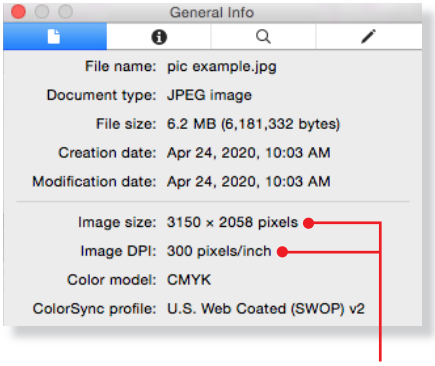
Digital Image Specs

How to determine if photos, scans, or other digital files are acceptable for quality printing.



Maximum Print Size at 300 ppi
width = 3150 pixels ÷ 300 ppi = 10.5"
height = 2058 pixels ÷ 300 ppi = 6.86"



The "Get Info" pop-up window on a Mac will display your photo's image size and pixels per inch.

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 3150 pixels x 2058 pixels:
300 ppi 3150 pixels x 2058 pixels (each axis ÷ 300 ppi)
highest quality = 10.5" x 6.86" maximum print size

150 ppi 3150 pixels x 2058 pixels (each axis ÷ 150 ppi)
medium quality= 21" x 13.72" maximum print size

If you enlarge an image, make sure to maintain at least 150 ppi. You cannot resave lower resolution files to 300 ppi.

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

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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.

Camera Settings

Most digital cameras with 4 or more Megapixels, and some cell phones, can take photos suitable for printing. Use the highest quality settings available; do NOT use any compression settings.

File Format

Before you upload your images, you may want to modify the brightness, contrast, and color in a photo-editing program. School Mate® College cannot be responsible for photo quality since we do not make alterations or correct colors to images or files you upload in our online calendar builder.

Acceptable file formats are: **.eps**, **.jpg**, **.tif**, **.png**, or **.pdf**. Your file should be several megabytes in size if it's the correct resolution, although JPG files are generally smaller. For pages with images and text, save as a **.pdf** with embedded fonts and artwork. See our *Wall Calendar Press-Ready Guide* for details.