

Order Process


- Step 1** Contact your Account Manager to discuss the scope of your project.
- Step 2** **A)** Download the booklet template (or contact us for a custom template), and build your files to Modern Postcard specifications. Submit press ready layouts in a single, high resolution multiple-page PDF.
OR
B) Provide a mock up or instructions for MP to build your layouts. **Additional fees apply.** *Contact us for a quote.*
- Step 3** MP will prepare your files for print or build your layouts and provide a low resolution, multiple-page PDF to review the layout, with a link to our online approval system. The pages in the pdf to review your layout will be shown in order from front cover to back cover. Please make sure all pages are in the order they should appear in the final book.
- Step 4** **A)** Approve your order!
OR
B) Resubmit files or indicate changes. Please specify which pages you are resubmitting to avoid additional rework time. Additional fees apply for multiple rounds of revisions.

Contact us with any questions you have along the way!




File Specifications

All resolution and quality recommendations can be found on the Modern Postcard website at modernpostcard.com/knowledge. Specifications are consistent with our flat and folded products, except the bleed requirements. **Bleed dimensions are determined by page count and binding type.** Download templates at modernpostcard.com/templates. Custom templates are available upon request.

Preferred File Type

-  **PDF**
- Export a single, high resolution multiple-page PDF, with single pages in order (not spreads)
 - Bleed is included in the document size; no crop marks or additional information on the page
 - Also acceptable: PDF exported in reader spreads (pages in order) or individual files clearly named to indicate page order

Additional Acceptable File Types (PDFs can be exported from these applications)

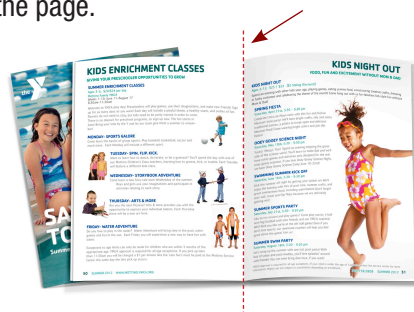
-  **InDesign** • Must provide all support images and fonts with native InDesign layout file
-  **Photoshop** • Files should be flattened, with guides removed
• Pages submitted as individual files must be clearly named to indicate page order
-  **Illustrator** • Fonts must be outlined, images must be embedded or provided separately if linked to Illustrator file
• Pages submitted as individual files must be clearly named to indicate page order

If any other program is being used to build the layout, use the PDF template as a guide and export PDFs from the application.

Folding Orientation

Regular “Long side” Fold

The spine (folded or bound edge) is along the **longest** side of the page.



Panoramic “Short side” Fold

The spine (folded or bound edge) is along the **shortest** side of the page.



Binding Type

Saddle Stitch

Pages are printed in spreads, folded in half, and stapled along the spine. Note: as the page count increases, the inner most pages are pushed out toward the trim edge due to the thickness at the fold. Additional bleed needs to be added to accommodate this shift and ensure proper trimming. Graphics or text (such as page numbers) placed close to the trim edge on thick booklets will be closer to trim on the innermost pages.

Page count Min: 8 Max: 64

Size Min: 5" x 7" Max: 9" x 12"



Perfect Bound

Pages are printed, assembled, and glued to the cover spread which includes a spine. The cover spreads require additional bleed, and the width of the spine to wrap around the interior pages. Bleed must be added to the spine to accommodate the grind off (trimming along spine) required for glue adhesion.

Page count Min: 28 Max: 80

Size Min: 5" x 7" Max: 9" x 12"



Spiral Bound

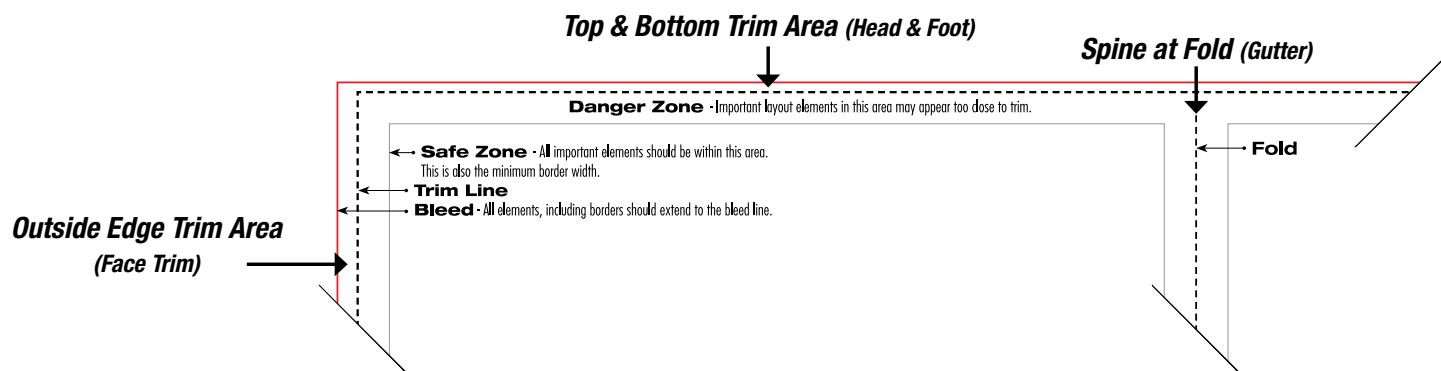
Pages are cut and assembled as individual sheets. Holes are drilled **1/4"** from the spine and a spiral coil is inserted for binding. To accommodate hole drilling, make sure all text and important information is 1/2" from the inside (bound) edge.

Page count Min: 28 Max: 80

Size Min: 5" x 7" Max: 9" x 12"



Bleed Requirements Review all bleed, trim and safe zones on templates. Use appropriate template for binding type and page count.



Binding Type:	Page Count:	Top & Bottom Bleed:	Outside Edge Bleed:	Spine/Fold:
Saddle Stitch	8 - 24 28+	.0625" (1/16") .0625" (1/16")	.125" (1/8") .1875" (3/16")	No Bleed No Bleed
Binding Type:	Page Type:	Top & Bottom Bleed:	Outside Edge Bleed:	Spine/Fold:
Perfect Bound	Interior Pages Cover Spread	.125" (1/8") .25" (1/4")	.125" (1/8") .25" (1/4")	.125" (1/8") 24p. = .0625 28-32p. = .09375 34-48p. = .125 50-58p. = .1875 60-72p. = .21875 74-90p. = .25 92-110p. = .28125 112-120p. = .3125 122-136p. = .34375
Binding Type:	Page Count:	Bleed on All Sides		
Spiral Bound	Any	.0625" (1/16")		

Page Set Up - Counting Pages

The front cover is always Page 1. Each side of every page counts as a separate page.

Example

- Fold an 8.5"x11" piece of paper in half
- You will have 4 panels on one piece of paper (2 on the front and 2 on the back)
- The front is page 1, the inside is page 2 and page 3, and the back is page 4

Saddle-Stitched and Perfect Bound "Spreads"

MP prints all saddle-stitched and perfect bound books in four-page spreads: a flat, printed piece of paper, with two pages on the front, and two pages on the back.

- Therefore, the total page count in a saddle-stitched or perfect bound book must be divisible by four.

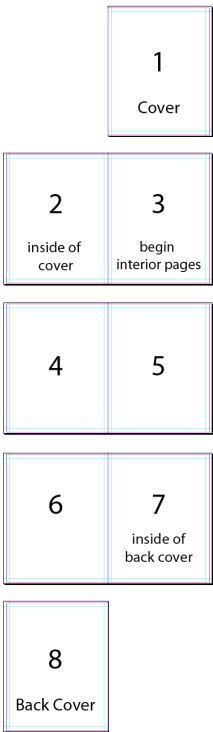
Spiral Bound

Spiral bound books can have individual sheets (two-sided).

- Therefore, the total page count is divisible by two.

MP Booklet Templates

- The MP InDesign templates include eight pages. You may add additional pages as needed.
- The page size includes bleed for our **saddle-stitched books, up to 24 pages.**
- **For 28+ page booklets, or perfect bound booklets,** ask for a custom template or add the additional bleed as indicated in the chart above.
- **For spiral bound books,** our regular flat templates have the appropriate bleed. To accommodate hole drilling, make sure all text and important information is 1/2" from the inside (bound) edge.
- Our PDF booklet templates include 2 pages, or one side of a four-page spread.



Best Practices *Due to the nature of the booklet binding process, there are some restrictions to consider.*

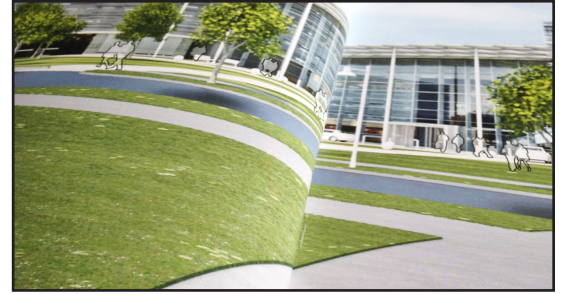
Saddle Stitch Binding

Due to the nature of the binding process, colors and images that end at the spine may leak onto opposite pages (most noticeable inside the cover spread). To help minimize this potential concern, try to use like colors or consistent backgrounds on the inside of the cover.

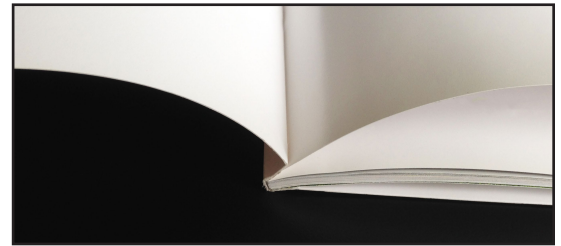


Perfect Bound

A portion of any content that runs across the spine over 2 pages in a spread (crossovers), will be ground off during binding. Consider adjusting your layout so that important elements are not lost. Images with content at an angle may not align across the fold. We don't recommend having crossovers in perfect bound books.



The outermost spread of perfect bound books will be glued to the first and last pages just inside cover. Keep any important elements outside of this area to maintain visibility.



Spiral Binding

Note the gap between pages and the thickness of the holes being drilled for the coils when positioning artwork and crossovers. Be sure to provide a margin that allows for the drill holes, and consider this when centering art on the page.

