

### Welcome to PocketMaps Templates!

We're glad you're here, and we know you're ready to get started so we'll get to it. Lots of key information is already in the Template files, conveniently located alongside the pages to keep you moving and everything looking spiffy. This guide has a few additional tips, as well as a File Prep Guide on the next page to make sure everything is good to go when you send the finished design off to us.

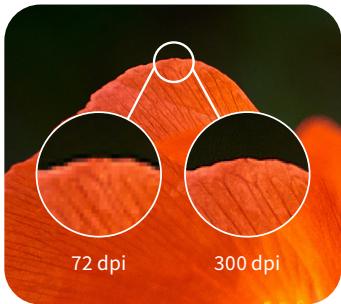
If you have any questions or if you need assistance at any point, please reach out to us by calling (404) 442-0296, or send an email to [design@pocketmaps.com](mailto:design@pocketmaps.com). Please include any screenshots that may help us understand your question.

## Design Tips

### Images

High resolution graphics and photos make a big difference in the quality of your finished PocketMaps. Here's a couple tips to get the best results:

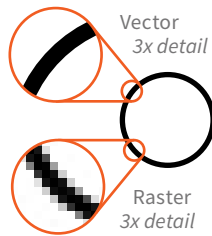
#### Photos: Low vs High Resolution



If your file ends in “jpg”, “png”, “gif”, or “tiff” (or “tif”), this is known as a raster image. It has a set amount of data (pixels) that dictate it's quality. For printing purposes, we need 300 dpi (dots per inch) or greater.

#### Graphics: Raster vs Vector

If your file ends in “ai”, “eps”, or “svg”, this means it's a vector graphic, and can scale up to any required size. Most PDFs also qualify as vector graphics too, though sometimes they can include raster graphics.



#### Ink Cracking

Using coated paper for your PocketMaps Interior? It's common to see “ink cracking” along fold lines in areas of darker color. This is normal, and will occur mostly along column fold lines. *Cracking is less likely with uncoated paper.*



#### Need to get a quote?

Get one in 3 minutes at [pocketmaps.com/get-a-quote](http://pocketmaps.com/get-a-quote)

#### Production Certificate Discount

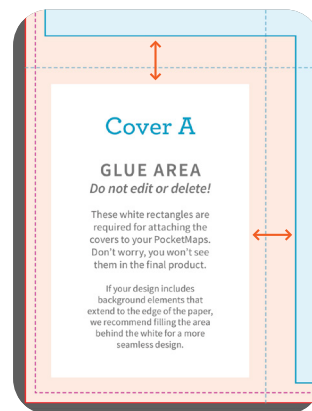
Get a discount on your order when you include the PocketMaps Production Certificate in your design! Contact us at [sales@pocketmaps.com](mailto:sales@pocketmaps.com) or (404) 442-0296 for more details.

Find the Production Certificate in the layer named “Production Certificate” in the Layers panel.



### Colors

Please make sure that your design and all related design elements are supplied in CMYK (and not RGB). Photos, graphics, and any other relevant files should be converted to CMYK before submitting your finished design to PocketMaps to ensure color accuracy in the final product. *Using Pantone colors? Please request a quote from [sales@pocketmaps.com](mailto:sales@pocketmaps.com).*



#### Cover Placement

When designing your “PocketMaps Interior with Covers” page, please make sure you give space around your covers. The Safe Area in the Templates indicates where you can confidently place content without fear of it getting cut off during manufacturing.

## Finalizing Your Design

Use this checklist to ensure your design meets production requirements before sending it off to PocketMaps. If you skip some of these steps, your project may be delayed to correct any issues.

- ❑ Make sure your design is not contained in any of the Template layers. Preferably it should live in the “Design” Layer.
- ❑ Keep the “Glue Area” layer visible and clear of any design elements.
- ❑ Delete the “Template (Delete Before Saving)” layer in the Layers Panel, as well as any other layers that do not contain your finished design or the Glue Areas.
- ❑ Ensure any design elements that reach the edge of the paper fill the entire **Bleed** area.
- ❑ Be sure to include a separate mockup file showing your PocketMaps Interior page with the covers in your desired location. This will help ensure correct placement during manufacturing.

***DO NOT** include your cover designs on the PocketMaps Interior page designs of your PDF. Doing so will create a visual-echo error in the final product.*

## Saving & Sending Your Design Files

Once you’ve finalized your PocketMaps design, there are two ways you can send us the files needed for production. Our preferred method is a print-ready PDF (see specifications below), alternatively you can send us the project files using the built-in Package feature in InDesign or Illustrator (select “Package...” from the “File” menu).

### Saving a Print-Ready PDF

#### Installing the PocketMaps PDF Preset

*Skip if you have installed the preset before*

- **InDesign:** open the “File” menu and select “Adobe PDF Presets > Define...”. When the “Adobe PDF Presets” window opens, click “Load...”.
- **Illustrator:** open the “Edit” menu and select “Adobe PDF Presets...”. When the “Adobe PDF Presets” window opens, click “Import”.
- Select the “PocketMaps PDF.joboptions” file from the Template Folder.

#### Saving a PDF with the PocketMaps PDF Preset

- **InDesign:** Select “Export” from the “File” menu.
- **Illustrator:** Select “Save As...” or “Save a Copy...” from the “File” menu.
- Choose “Adobe PDF (pdf)” from the format menu on the save screen. When the “Export Adobe PDF” screen opens, select “PocketMaps PDF” from the “Adobe PDF Preset” menu, then click the “Export” button.

#### Note on Outlining Type

You may have heard about outlining text when sending PDFs. In most cases you won’t need to do this thanks to Adobe’s PDF creation process, but if we have issues during the prepress stage we will provide additional steps that will help ensure your design prints accurately.

#### Saving a PDF manually

- **InDesign:** Select “Export” from the “File” menu.
- **Illustrator:** Select “Save As...” or “Save a Copy...” from the “File” menu.
- Choose “Adobe PDF (Print)” from the format menu on the save screen.
- When the “Export Adobe PDF” screen opens, select “Press Quality” from the “Adobe PDF Preset” menu.
- Select “Acrobat 6” from the “Compatibility” menu, and check “Create Acrobat Layers” under the “Options” section.
- Select “Marks and Bleeds” from the sidebar, and check “Crop Marks”, “Bleed Marks”, and “Use Document Bleed Settings”.
- Click the “Export” button.

### Sending Files to PocketMaps

- Go to [pocketmaps.com/upload-files](https://pocketmaps.com/upload-files)
- Select your files, add [contact@pocketmaps.com](mailto:contact@pocketmaps.com) as the “Send To” recipient, and fill in the rest of the form.
- You will receive a download confirmation once we receive your design. We will then prepress the design and send proofs for your approval.



#### We’re here to help!

If you have any questions or if you need assistance at any point, please reach out to us by calling (404) 442-0296 or send an email to [design@pocketmaps.com](mailto:design@pocketmaps.com)