

# VISITOR GUIDES

## Editorial Submission Guidelines



# Welcome to another round of Visitor Guide design.

These guidelines should help answer most of your questions. If you have any additional concerns or need help with anything, please contact us.

We make every effort to streamline the process of composing the magazine. For that purpose, we provide a Page Map along with these specifications and helpful hints. In addition, you may download a Visitor Guide InDesign template. This ensures correct document dimensions and pagination.

DOWNLOAD AT [campuspublishers.com/resources](https://campuspublishers.com/resources)

Please make sure to follow the most recent Page Map. If you wish to move the position of any pages in the map, please contact me with a request as soon as possible. Page shifts are not guaranteed due to our contractual obligations with advertisers.

Likewise, as information is received from our sales department, we may need to add additional pages or change the page layout. Please have at least two pages of optional "evergreen" content available in case the folio increases. This content can be large campus shots with minimal copy, athletics schedules, promotional or historical material, a city overview, or even a fun crossword puzzle.

I look forward to working with you!



**Sarah Miller**

Production Manager

2465 Central Avenue | Suite 203

Boulder, CO | 80301

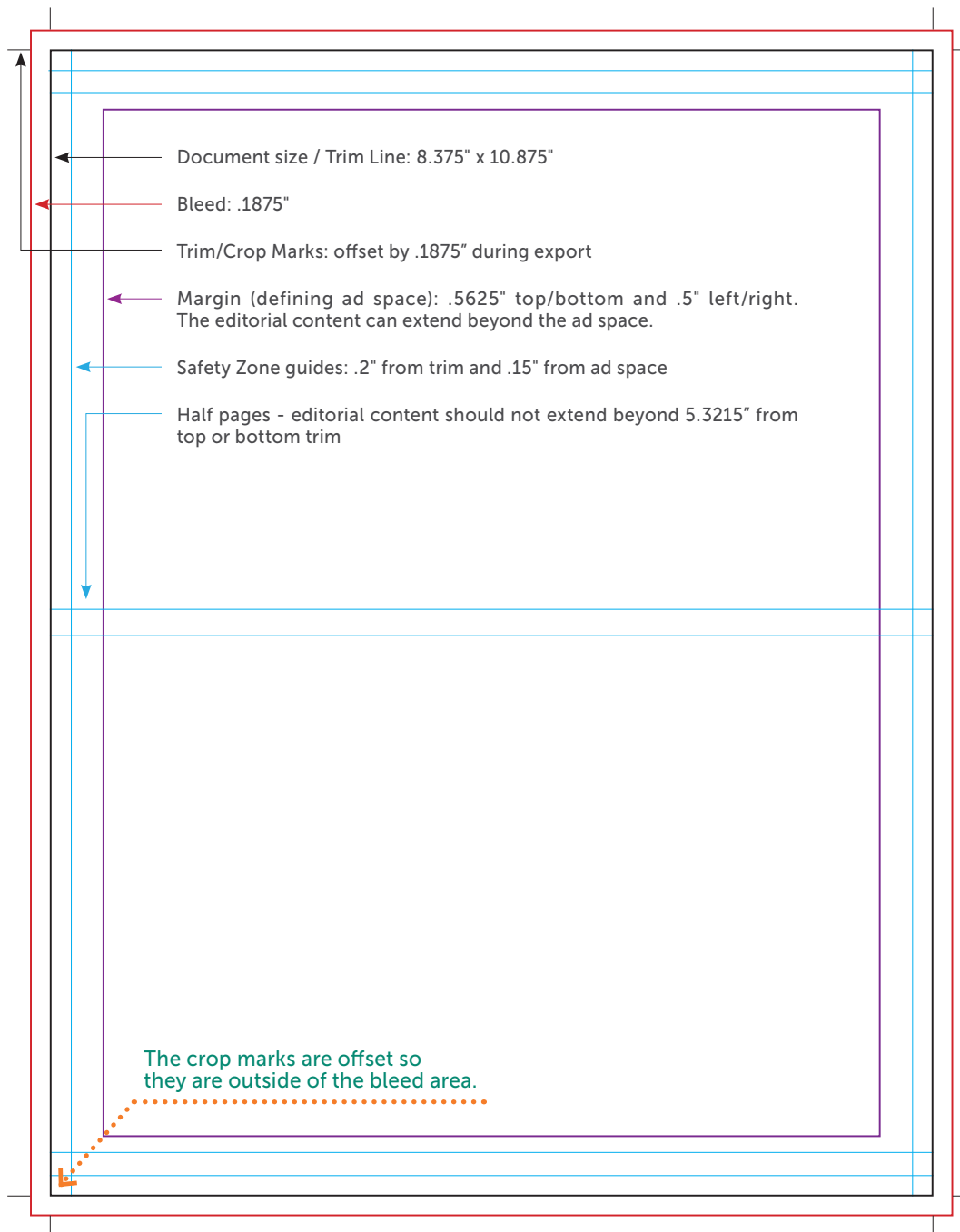
📞 (800) 807-1013 | ext. 100

✉️ [sarah@campuspublishers.com](mailto:sarah@campuspublishers.com)

## REMEMBER

- 1) to update the copyright year in the disclaimer.
- 2) to add environmental information and logos to the disclaimer.
- 3) to leave the inside front cover, inside back cover and back cover pages blank.
- 4) to offset the crop marks and include the bleed when saving pdf.
- 5) to submit the final version as a packaged InDesign files with all linked images.

# EDITORIAL SPECIFICATIONS



## 1. DOCUMENT SET UP

Download the InDesign Visitor Guide Template at:  
[campuspublishers.com/resources](http://campuspublishers.com/resources)

Trim Size = 8.375"w x 10.875" h

Bleed = 0.1875"

**Safety Zones:** All non-bleeding content should be kept at a minimum of .2" from the trim. Footers and headers should also be a minimum of .15" from the designated ad space. The two horizontal guides in the middle of the page indicate the gutter between half page editorial content and ads. They are set 5.3215" from the top and bottom trim. Guides are set up in the Master pages of our InDesign Visitor Guide Template to remind you of these safe zones.

## 2. DESIGN & LAYOUT

### LAYOUT

#### COVER ESSENTIALS

- ◆ The University name and logo
- ◆ **Identification:** Visitors / Visitor / Visitor's / Visitors' Guide.
- ◆ **Year** and/or **Issue** number to distinguish from issue to issue. The year can be formatted as 2017-18 or 2017.
- ◆ Optional: University web url, social media icons, magazine-style cover lines highlighting what's in the guide.

#### CONTENT ESSENTIALS:

- ◆ **The Disclaimer:** Your file needs to include a disclaimer, which is typically found on the Table of Contents or Welcome page. Disclaimer samples are provided as a reference on the last page.
- ◆ We have recently added an environmental statement and logos to the disclaimer. The logos are in a pdf that includes notes on use.
- ◆ The Visitor Guide includes Editorial pages, Ad pages, and Business Index pages. The file you send will need to include every page of the magazine, including the ad pages. The ad pages should be left blank except for your footer and/or header. Please make sure to have page numbers on ad pages as they will be referenced in our Business Index.
- ◆ The inside front cover, inside back cover and back cover of the guide should be left blank – no headers or footers.
- ◆ Check phone numbers and test website urls to make sure no broken links end up in the printed magazine.
- ◆ The Business Index will be created by Campus Publishers based on the advertisement contracts we receive. You may provide fonts and/or graphic elements for us to use. We keep it simple and try to complement your design and the university's brand.

## 2. DESIGN & LAYOUT CONT'D

### USING THE PAGE MAP

- The pages in your file should match the layout in the page map we provide. You can start working on your design using the previous year's issue anytime, but please be aware of the possibility that the page count may change.
- We will send you a preliminary page map approximately 6 weeks prior to the editorial due date and the final layout 2 weeks prior to the editorial due date. If there are any major changes in editorial page sequence and/or page count, please know that we will allow the time you need to adjust the design.
- It is highly recommended to have a few optional editorial pages ready in the event the page count increases.

### COLOR

#### 4 COLOR PROCESS PRINTING

- RGB and Spot colors will be converted using the U.S. Web Coated (SWOP) v2 color profile before printing. We recommend using CMYK colors only, especially the university's official CMYK build for either coated or uncoated paper, depending on your paper choice.
- *Do not use spot colors unless you have tested and approved the converted CMYK build.* To convert spot colors to CMYK, double-click on the color in the Swatches panel. Change the Color Mode to CMYK and the Color Type to Process.

#### BLACK BUILDS

- Set preferences to display and output blacks accurately.
- Text and thin lines should use the basic black build 0-0-0-100.
- Background fills, large graphic elements and outer borders should use a rich black build. We suggest 40-30-30-100 or a similar build that does not exceed 280% total ink coverage.
- Never use Registration black for anything. It has a build of 100-100-100-100 (400% ink density).
- RGB black converts to a 300% ink density with only 90% black.

### IMAGES

The optimum resolution for images is around 300 ppi. As you resize images in your layout, please pay attention to the change in the effective resolution, which can be found in the **Links > Link Info** panel.

### SPECIAL CONSIDERATIONS

- **Reversed text and logos:** To ensure that light colors over dark backgrounds print legibly, avoid small and thin fonts and strokes.
- **Transparencies:** When you export your file to pdf using Acrobat 4, the transparencies will be flattened. Check to see if your design looks as intended. If some colors become too pale or others too dark, you can revise your artwork accordingly.
- Sometimes when type is outlined in InDesign or Illustrator, it automatically gets set to **Overprint**. Open the Attributes panel (in InDesign, look under Output) and make sure Overprint is unchecked.

#### FOR ILLUSTRATOR FILES, SUCH AS MAPS:

- Set preferences to display and output blacks accurately.
- Make sure Illustrator art is created in CMYK, not RGB, and that Spot colors are converted to Process CMYK using Swatch Options.
- To reduce the file size of PDFs, be sure to **uncheck "Preserve Editing Capabilities"** in the PDF options.

## 3. EXPORT TO PDF

- File > Export. Export as a Print PDF.
- Press Quality or PDF/X-1a are good presets to use.
- Acrobat 4 will flatten transparencies. If you are using a lot of transparencies in your design it might be best to flatten it. Your Transparency Blend Space should be CMYK (Edit menu) and set to High (Export > Advanced, when using Acrobat 4).
- General: All Pages (not Spreads)
- Marks and Bleeds: Check Crop Marks only, Offset by .1875" and Check "Use Document Bleed Settings"
- Color Conversion: Convert to Destination (Preserve Numbers), U.S. Web Coated (SWOP) v2
- **The final InDesign PDF document size should be: 9.17" x 11.67"**

## 4. PACKAGE NATIVE FILES

Provide the native files for Online/Mobile Production and backup. Go to **File > Package** to create a folder with an .indl file and all images. Please make sure that there are no missing links and all images used in the InDesign layout accompany the file. The inclusion of licensed fonts is not mandatory. There are usually several rounds of revisions, so these files are not expected until after the hard proof is approved for print.

## 5. DELIVER FILES

#### OPTIONS 1:

Upload the final PDF and Packaged files to Campus Publishers' FTP site.

url = [campuspublishers.com/university-client-file-upload](http://campuspublishers.com/university-client-file-upload)

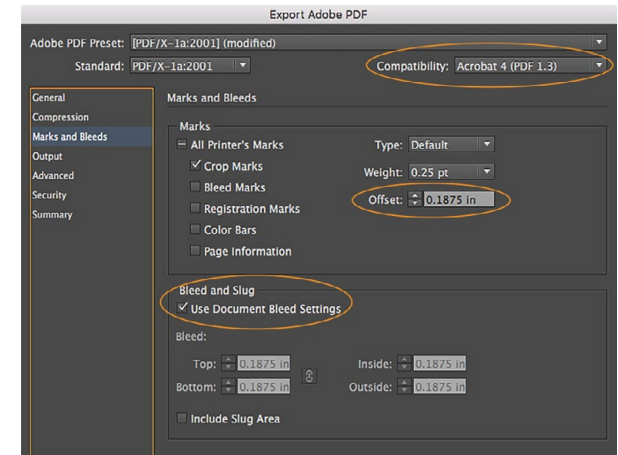
password = **uploadCP80301**

#### OPTION 2:

You may also use Dropbox, university FTP or another method of online transfer convenient for you. Share your link with:

[production@campuspublishers.com](mailto:production@campuspublishers.com)

**REMEMBER**  
to offset crop marks and use the bleed settings



**Color conversion is tricky.** If you have tested the conversion of your official Spot colors and approve of the resulting CMYK build, then feel free to use the Spot color. For some universities, this is a non-issue and for others it's an ongoing challenge. Likewise, RGB to CMYK can result in the wrong color or high-density builds. The safest thing to do is make sure everyone is using the official CMYK or process colors, including campus map creators and distributed logos used in department ads. Here's an example:

Official CMYK build 0-70-92-0	Official Spot color Pantone Orange 021 (0-83-100-0)	Color of downloadable logo on screen (0-53-99-0) and then color changes when saved to pdf!?	Official RGB 247/142/30
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# DISCLAIMER INFO AND SAMPLES

Here are some samples of disclaimers.

The language and layout varies but the publisher information should be:

- ... published by Campus Publishers, 2465 Central Avenue, #203, Boulder, CO 80301. Copyright 2017. All rights reserved.
- For errors or omissions in advertising content, contact Campus Publishers, 303-544-1198.

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We've set up the logos in a pdf that you can open in Illustrator or just place separate pages as is.



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In accordance with CU-Boulder's long-standing commitment to sustainability, this guide is printed with renewable vegetable-oil-based ink on paper containing 10 percent post-consumer, recycled fiber content. The paper is made from trees grown in North America and is manufactured using an Elemental Chlorine Free process.



**REMEMBER**  
to update the  
copyright year