**Texas Tech Alumni Directory Cover Specifications**

**Texas Tech Alumni Association Requirements**

• Texas Tech Alumni Association logo and main office contact information must appear on back cover for both the printed directory and the CD-ROM.

• CD-ROM cover should match the cover for the printed directory.

**Printed Directory**

Size: 8.5” x 11”

Versions: Hardbound and softbound

• The files must be formatted in an industry-standard page layout program, such as Adobe InDesign. PCI will provide InDesign templates (CS3 or CS4) for optional use in creating the cover and CD label.

• Please include the following for each document:

-- Fonts

-- Links (graphics)

-- Application files

-- High-resolution, print-quality PDF files

(with crop marks and bleed marks, but no registration mark)

• The Live Image Area (margins) of the cover must be a minimum of 0.5”. All text and graphics, except those that are to bleed off the page, must fit within the margins or they may be cut off by the printer.

• Bleeds for the hardbound version should be 0.5” on all four sides. Bleeds for the softbound version should be 0.25” on all four sides.

• All images should be 300 dpi or greater resolution, and either CMYK or PMS

• Up to four (4) individual PMS colors are allowed. If using PMS colors, please provide specific PMS numbers.

-- When including text on 4-color covers, the text should be either black or a

process of the existing colors. Any text derived from PMS or other color

specification is not allowed.

• Please format the cover as three (3) separate pages in one document. One page for the front, one for the back, and one for the spine. Please do not format these pages as “facing pages” or “spreads.”

• Please do not embed copy for the spine into the spine artwork. Please have the text/logos for the spine on a separate layer in the electronic file. This allows the printer to resize it, if necessary, when the exact spine depth has been determined.

• If the cover art is to “wrap around” from front to back, please place all text/logos for the cover and spine on a separate layer so that they can be moved by the printer to accommodate spine size adjustment.

**CD–ROM**

• Size: 6” x 8” or 6” x 9” (total sheet size of 12” x 8” or 12” x 9”)

• All images should be 300 dpi or greater resolution, and either CMYK or PMS

• Up to four (4) individual PMS colors are allowed. If using PMS colors, please provide specific PMS numbers.

-- When including text on 4-color covers, the text should be either black or a

process of the existing colors. Any text derived from PMS or other color

specification is not allowed.

• The disk has a 4.5” diameter printable area around the hole in the center. Try to keep your type away from the edges of the disk.