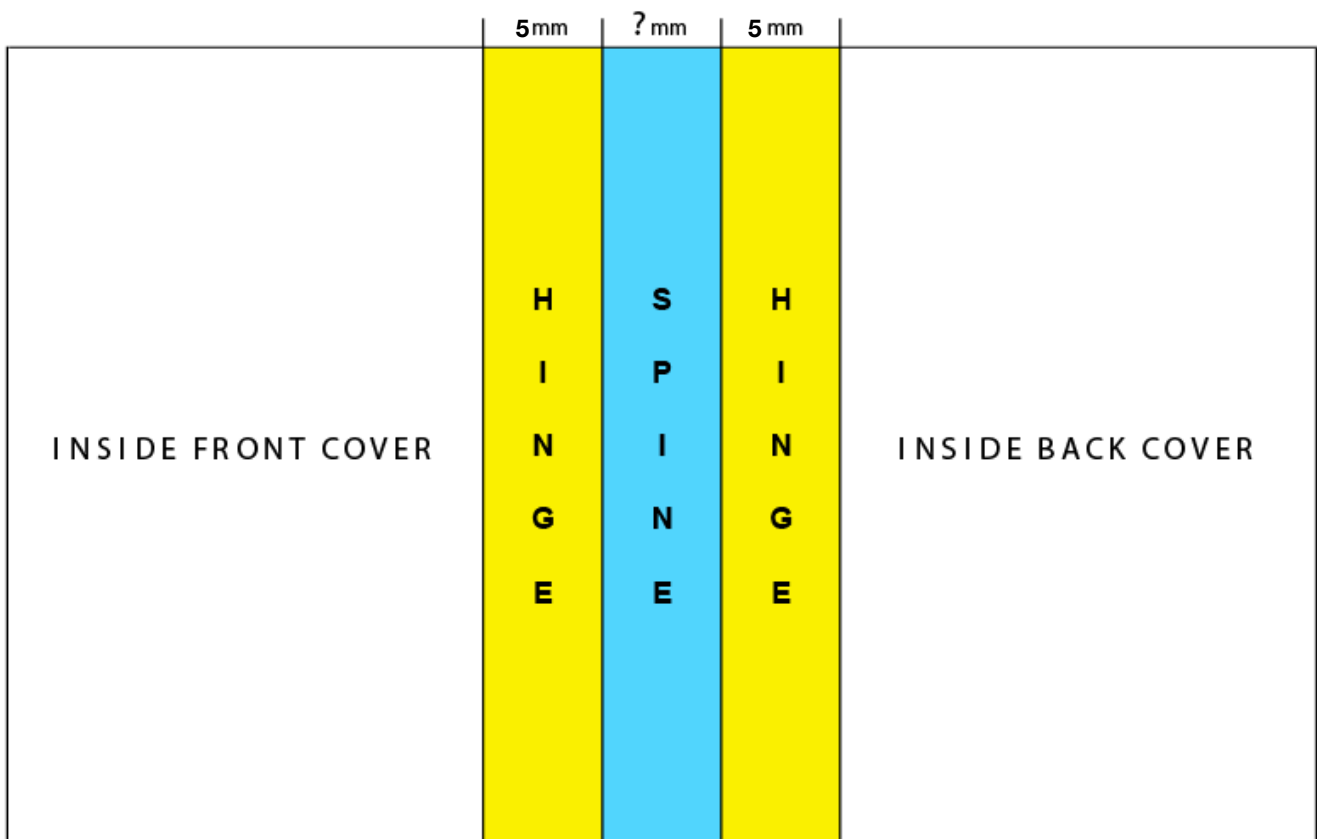


## Artwork set up & Spine Calculation for Burst/Perfect/PUR Bound Booklets

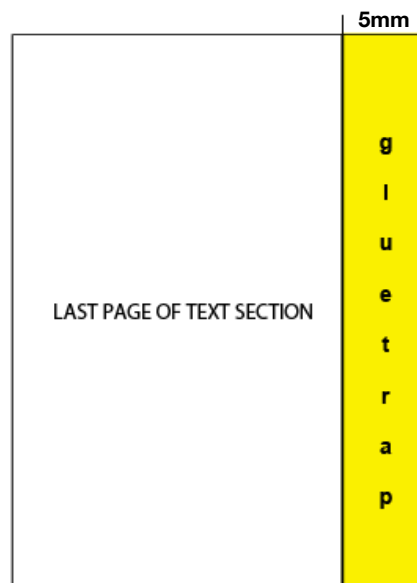
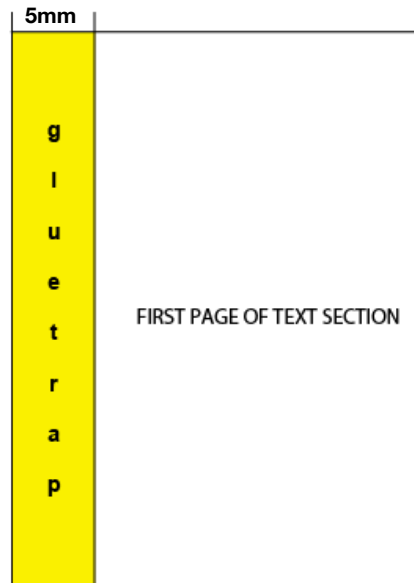
When designing a cover for a burst/perfect bound book you should consider the following:

- Cover artwork to be supplied in spreads, all text pages to be supplied as single pages.
- The width of the spine must be included in the cover spread (e.g. if the spine is 6mm and the booklet is an A4 portrait, the cover size would be 297x426mm).
- The width of the spine will be determined by the stock thickness of both the cover and text. **See page 3 on how to calculate the spine thickness.**
- It is not advisable to have the text on the spine that is closer than 2mm to the outer edges of the spine.
- As part of the spine will slightly wrap around to the front back cover it is best for the colour of the spine to be the same as either or both the front and back cover.
- The inner cover spread will have a hinge/spine area in the middle of the spread. The width of the spine and the first 3mm of each hinge must be print free. The first 3mm of the hinge is the "glue trap".



## Artwork set up & Spine Calculation for Burst/Perfect/PUR Bound Booklets

- There must also be a **5mm** glue trap area, which is print free on the first AND last page from the spine edge.
- The glue trap on the inner cover and first/last pages must span the height of the booklet.



# Artwork set up & Spine Calculation for Burst/Perfect/PUR Bound Booklets

How to calculate the spine thickness

1. Divide the total number of pages by 2  
E.g. a 96-page booklet:  $96/2 = 48$
2. Then multiple that figure by the thickness of the TEXT stock.  
E.g. 150gsm – 0.13 therefore  $48 \times 0.13 = 6.24$

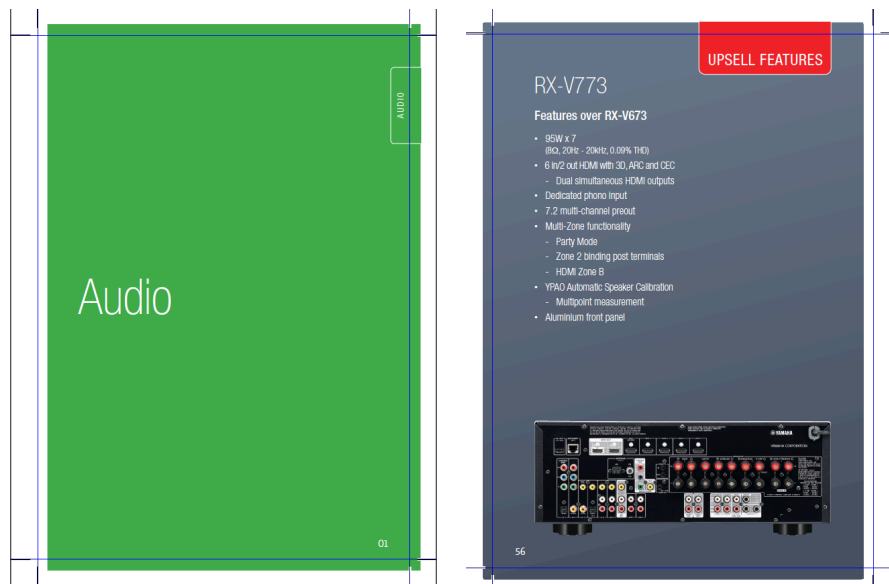
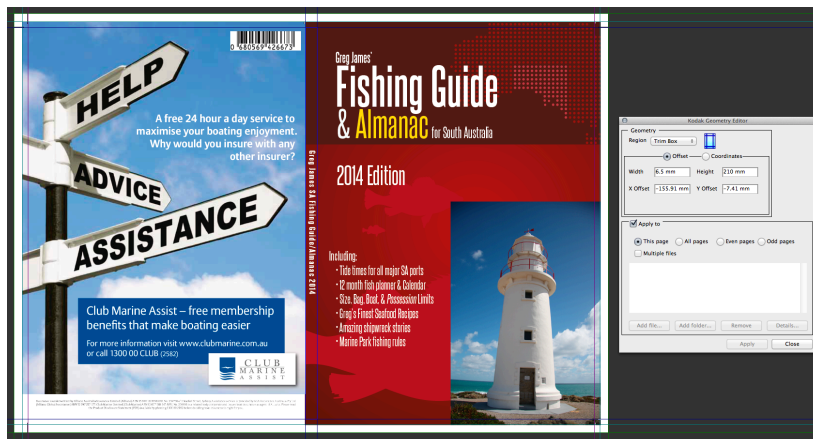
*See next page for a list of a standard stocks, please contact your Account Manager if your booklet will be on a specialty stock not listed*

3. Then take that figure (6.24) and add the thickness of the cover stock.  
E.g. 250gsm – 0.47 therefore  $6.24 + 0.47 = 6.71$   
If your cover will have cello, add another 0.03, therefore  $6.71 + 0.03 = 6.74$
4. Finally you then take the total number to the nearest 0.5 (up or down) and add 0.5mm.  
E.g. 6.74mm to the nearest 0.5mm =  $6.5\text{mm} + 0.5\text{mm} = 7\text{mm}$  spine

**For Perfect / PUR binding, calculate the spine as per above, DO NOT add the extra 0.5mm.**

5. The first and last internal text pages of the booklet must have a 3mm white strip on the spine edge of the page.

If you are unsure of this calculation please contact the Whirlwind preprint department.



## Artwork set up & Spine Calculation for Burst/Perfect/PUR Bound Booklets

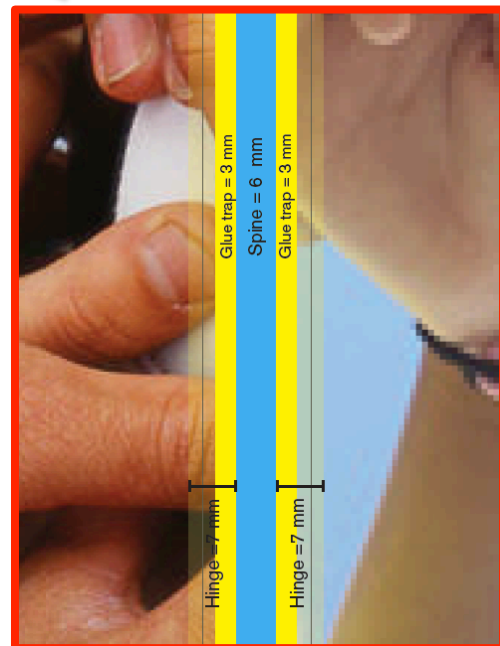
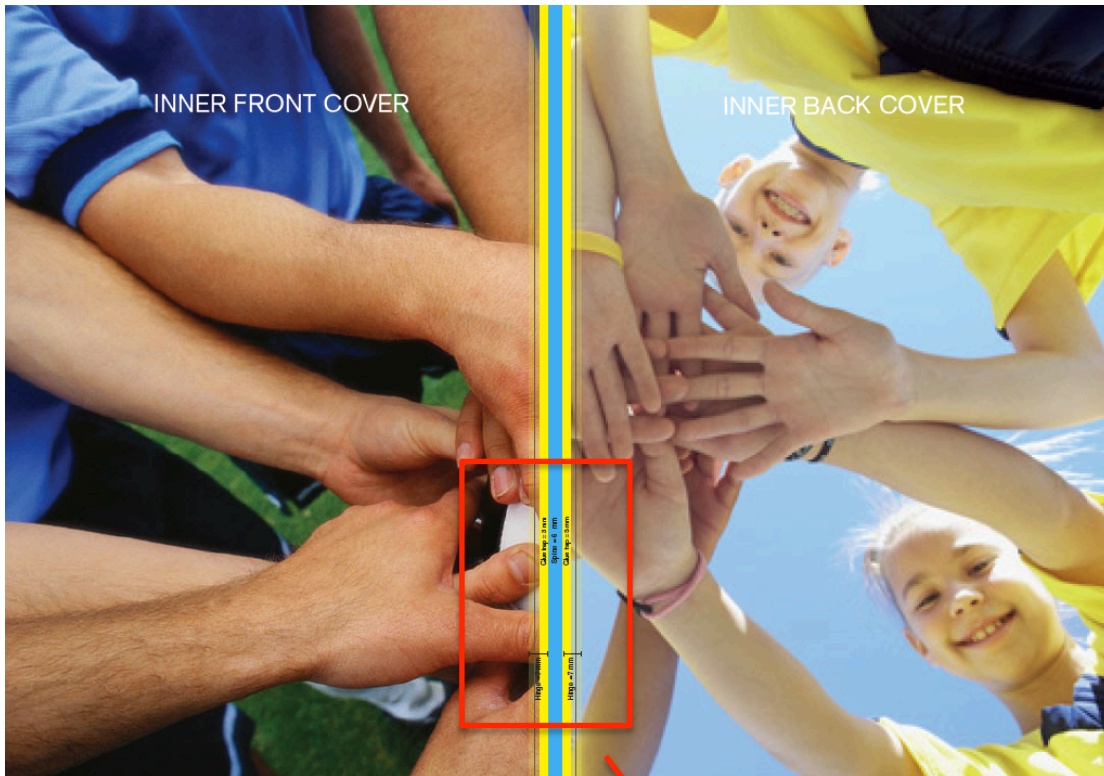
Stock Name	Type	GSM	Micron
Satin Art Board 420gsm	Coated	420	0.439
Strathmore 352gsm	Uncoated	352	0.400
Satin Art Board 350gsm	Coated	350	0.342
Envirocare 300gsm	Uncoated	300	0.340
Ecostar 300gsm	Uncoated	300	0.340
Impact 300gsm	Uncoated	300	0.310
Knight 280gsm	Uncoated	280	0.290
Bleach Board 270gsm	Coated / Uncoated	270	0.450
Monza Satin Recycled 250gsm	Coated	250	0.215
Maine Satin Recycled 250gsm	Coated	250	0.20
Satin Art Board 250gsm	Coated	250	0.235
Gloss Art 170gsm	Coated	170	0.150
Matt Art 170gsm	Coated	170	0.160
Matt Art 150gsm	Coated	150	0.150
Gloss Art 150gsm	Coated	150	0.130
Apex Gloss 150gsm	Coated	150	0.130
Gloss Adhesive 150gsm	Coated	150	0.170
Monza Satin Recycled 150gsm	Coated	150	0.118
Maine Satin Recycled 150gsm	Coated	150	0.110
Matt Art 130gsm	Coated	130	0.105
Gloss Art 128gsm	Coated	128	0.105
Apex Satin 128gsm	Coated	128	0.110
Knight 120gsm	Uncoated	120	0.170
Ecostar 120gsm	Uncoated	120	0.125
Impact 120gsm	Uncoated	120	0.125
Gloss Art 115gsm	Coated	115	0.100
Apex Satin 115gsm	Coated	115	0.110
Envirocare 115gsm	Uncoated	115	0.135
Strathmore 104gsm	Uncoated	104	0.120
Laser 100gsm	Uncoated	100	0.100
Silk 100gsm	Coated	100	0.09

\*Non house stock

## Artwork set up & Spine Calculation for Burst/Perfect/PUR Bound Booklets

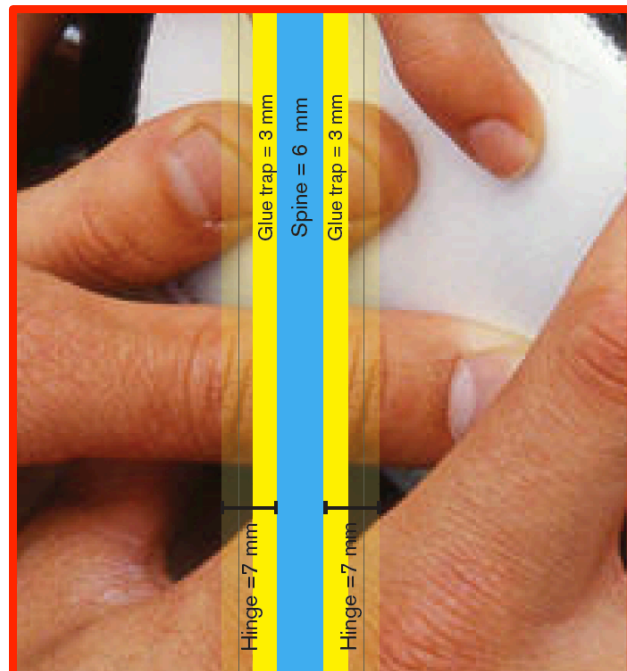
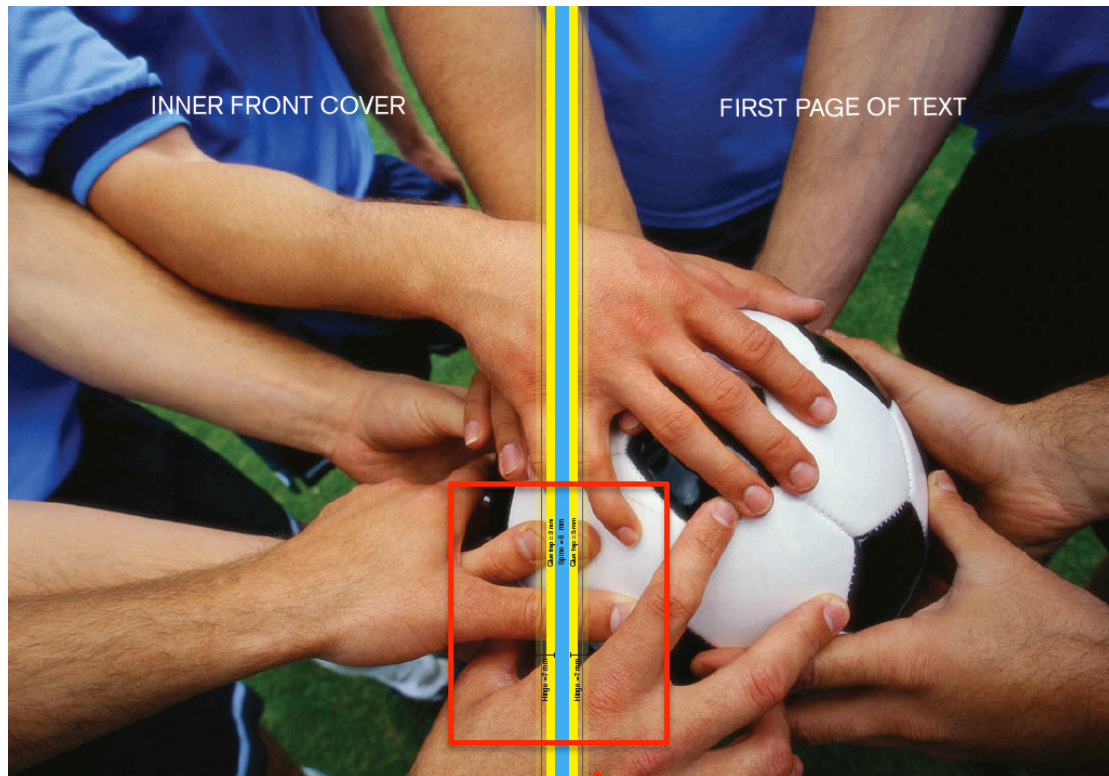
- If you choose to have an image/s or graphic elements/s that spread from either inner cover to the first/last page you will need to allow for the glue trap and hinge, in order for the image/s or graphic elements to line up.
- The width of the hinge is 7mm; this includes the 3mm glue trap.
- Once produced the hinge has 2mm of image under it to allow for movement

Below is how your inner cover spread would look. In this example the spine is 6mm.



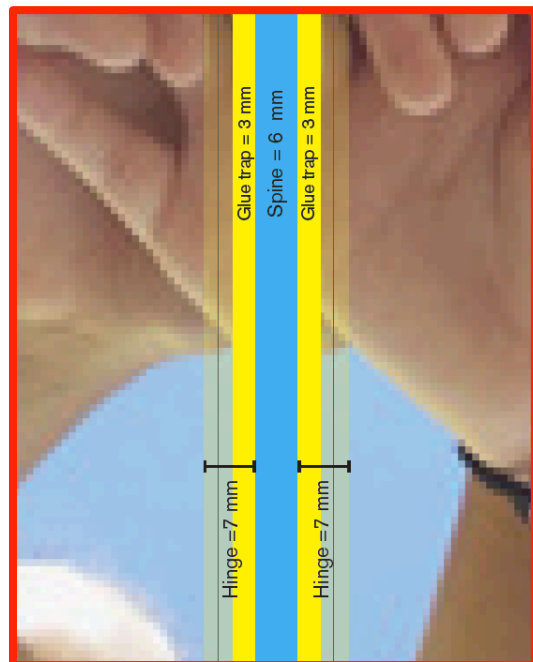
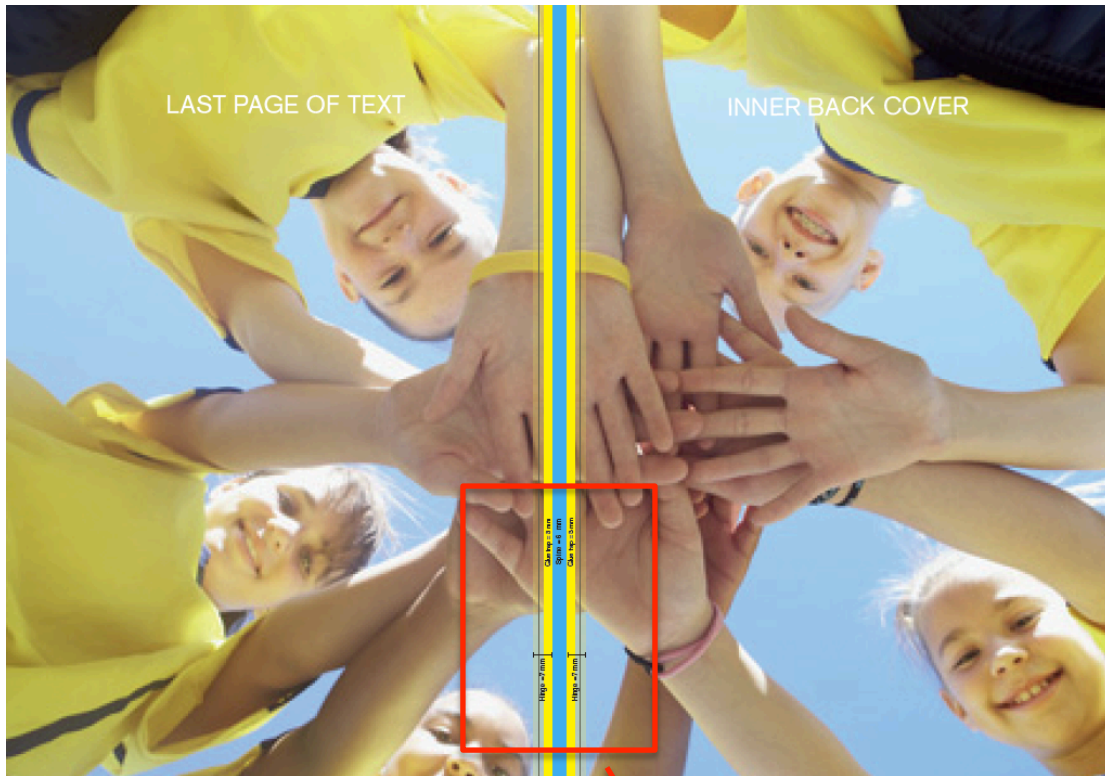
## Artwork set up & Spine Calculation for Burst/Perfect/PUR Bound Booklets

This image shows how the artwork for the inner front cover and first page of text would look like if they were side by side



# Artwork set up & Spine Calculation for Burst/Perfect/PUR Bound Booklets

This image shows how the artwork for the inner back cover and last page of text would look like if they were side by side.



## Artwork set up & Spine Calculation for Burst/Perfect/PUR Bound Booklets

To set up artwork with image/s or graphic elements where the line up is crucial. *Bare in mind that with the multiple processes involved with these binding options there will be some movement and the line up will not be exact.*

### Inside Front Cover

- Place a 0.25pt line in image where it needs to split
- Set up a document including the spine and hinges either side of the spine
- Each hinge is 7mm including the 3mm glue trap
- If the finished size is 210mm wide then the image box should be 207mm (to allow for the 3mm glue trap) plus bleed at foreedge, head and foot.
- Place the image in the picture box, the line where the split is should be 5mm in from the edge of the spine (or 2mm from the edge of the glue trap).

### First page of text

- Create a new page 210mm wide and make an image box 207mm plus bleed on the foreedge, head and foot.
- The image box should start where the glue trap finishes
- Place the right hand side of the image in the picture box. The line where the split is should be 5mm in from the edge of the spine (or 2mm from the edge of the glue trap).

**You will always loose approximately 2mm of the image in the hinge area.**

