FILE PREPARATION for projects with Goose Lane

Text Formatting

Your manuscript should be submitted as a word-processed file (i.e. MS Word). Goose Lane uses Canadian spelling. We reference the *Oxford Canadian Dictionary* for spelling and defer to the *Chicago Manual of Style*. Use double quotation marks for speech. Single quotation marks should only be used for quotes within quotes.

Text formatting should be kept simple and straightforward: use page numbering in the header or footer; employ page breaks between chapters; apply italics where needed (i.e. book titles). Most other formatting will be removed when your manuscript goes into layout.

In certain kinds of publications (such as poetry), there may be special formatting considerations. For instance, a poet may wish to avoid certain kinds of line breaks or may wish to use alternate conventions. If there are formatting considerations that may affect your book's layout, dimensions, or physical appearance, please notify our design department well before the design and production process begins.

Illustration Placement

All image files should be named in relation to where you'd like them to appear in the manuscript. For instance, the first three illustrations proposed for Chapter 1 should be labelled 01-01; 01-02; 01-03. The same references should appear in your manuscript to suggest the placement of the image in the text and with the relevant captions. If you're not sure about placement, please provide numbering anyway, and we'll discuss.

Illustration Formatting

The clarity of images is determined by the original image but also by the resolution (density) of the data in the digital file. If the data is "stretched" over an area larger than the original, it becomes diluted and the image will get fuzzy, and we're guessing you don't want that to happen. Your best bet is to have it rescanned at a larger size or to consult the original source to try and have it saved at a larger size.

All images should be submitted in high-resolution (300-350 ppi) JPG or TIFF format, at no less than the anticipated reproduction size of the image. Images are reproduced at 300-350 dpi resolution. We like to use a minimum 1:1.2 ratio for the best quality of reproduction (no stretching). For example, if your book is 6 x 9, plan on sending us 7 x 10 image files @ 300 dpi for a full-page illustration.

Delivery

The image files for your book should be submitted with your manuscript file, all at once, on a disc, memory stick, or via on-line transfer. Please DO NOT email individual files.

File preparation considerations for InDesign CC

A few ground rules for clean files:
- Ensure that your document size is set to the finished trim size of the pages in the book and that you are providing layout in facing pages. If your book will have bleed (images "bleeding" off the page edge(s)), ensure that you have a minimum 0.125 bleed allowance on all images.
- Ensure that your paragraph styles reference Canadian English dictionary for proper hyphenation (when hyphenation is applied). Avoid manual hyphenation in words.
- Ensure that you use paragraph and character styles for styling of margins, spacing, italics/bold, etc., rather than using overrides.

- Ensure that your colour transparency setting is set to CMYK for print, with the profile of the end colour space in mind (i.e. use Friesens profile for jobs destined to Friesens. You can read more [here](#).)
- If you are preparing your own print-ready, PDF files for Goose Lane, please contact me for instructions on preparing your PDF export.
- Avoid TrueType fonts and ensure that the fonts you are using are licensed and can be exported. They should be provided with your IDD files in the event that you are providing a packaged InDesign file set for production.
- Ensure that images placed in IDD files have a ratio of 1:1 to avoid distortion.

Contact
Julie Scriver, Creative Director
Tel. 506.450.4251, x223
Toll-free 1.888.926.8377
Email jscriver@gooselane.com