Image Preparation for Authors
Mountain Press Publishing Company

Image Submission

All images should be submitted with the manuscript unless your contract says otherwise. We accept high-quality photographs, slides, transparencies, illustrations, or artwork, or digital images with specifications outlined below. Include printouts of digital images, slides, and transparencies, so that your editor has viewable hard-copy images as well as the digital files. Due to large file size, digital photos and illustrations usually must be sent on disk rather than by e-mail.

Mountain Press reserves the right to refuse artwork or images that do not meet our standards. The author is responsible for any replacement or adjustment that is necessary due to quality or specification problems.

Numbering: Number all images by chapter number and order of appearance in your manuscript. For example, if chapter 3 has two photos, a map, and a drawing, they will be numbered in the order they appear: Photo 3-1, Photo 3-2, Map 3-3, and Illus 3-4. If the image is digital, use this numbering system to label both the hard-copy image and the electronic file.

Labeling: Label all images clearly and stack them together sequentially, in order of appearance in the manuscript. Include in the stack printouts of any digital images. Label every image with the image number; protect original photos or artwork by writing on the back lightly in pencil or using a self-sticking label. Clearly label with your name, address, and phone number any documents, artwork, photos, or disks that you want returned to you.

Permissions and Credits: You must get written permission from the copyright owner of any photograph or illustration that will appear in your book, except your own original work. A statement identifying the source of the image, called a credit line, will accompany the image in the book. Obtaining permissions, and paying any required fees for them, are the author's responsibility. Please send copies of permissions with the manuscript, and label each permission with the image number. (See chapter 12, sections 40–51, of the *Chicago Manual of Style,* 15th edition, for more information about image permissions and credit lines.)

List: Submit with your manuscript a list of images in the order in which they appear in the manuscript. Include on the list image number, caption, and credit line, and note whether the image is color or black and white. Attach to the list copies of the permissions. Label each permission with the image number.

Securing: Please make sure all materials are securely packaged and insured if necessary. Keep a copy of everything you send us. We handle your materials with the utmost care, but damage or loss can occur.

Photographs

Let us know in advance if you will be submitting prints, slides, or transparencies; we will need to scan these for printing.

- Prints should be first-generation, 4 x 6 to 5 x 7 inches, and with good contrast.
- For black-and-white printing we prefer black-and-white prints. If you have only color prints, do not make an interneg; we can accept color prints. Mark on the back of color prints whether they are intended for color or black-and-white printing.
- If image content is not obvious, mark on the back of the print which direction is up.

Digital Photos

When submitting digital photos, identify whether they come from a digital camera or were scanned from prints. If the photos do not come from a professional photographer, you may want to have a professional review them to be sure they are of good quality.
- Digital images must be in tif, jpg, or eps format (extension at the end of the file name).
- If you take pictures with a digital camera, be sure the camera is set at a high resolution.
- If you are scanning from a print, scan at 300 ppi (pixels per inch) resolution at a size as close to print size as possible. Check with your editor if you are not sure of the print size.

Digital Illustrations, Maps, etc.

If you are creating images with Adobe Illustrator or Macromedia Freehand, we would like to receive native files, so that they can be edited if changes are necessary. If you or your illustrator is creating images in a different program, you should export the images as Adobe Illustrator files (.ai extension at the end of the file name). Other file types, such as eps or tif, are acceptable, but may not be able to be edited.

Our production staff can make minor corrections on digital images that are editable, but the author is responsible for major corrections on editable images, and for any changes on non-editable images. At your request, Mountain Press can provide you with a list of illustrators who create editable images.

The following guidelines are for illustrators creating editable illustrations in Adobe Illustrator or Freehand:
- Use CMYK color mode. DO NOT USE RGB.
- Place like items, such as roads, towns, highway symbols, bodies of water, etc., on separate layers.
- Use Helvetica Light in all caps for state names, Times Italic for bodies of water, and Helvetica Medium for other labels.
- Final printed type should be no smaller than 7 point.
- Set any color text (not black) at 100% of color.
- Black overprints all colors, so it should be in the top layer.
- We are Mac based but can usually accept images from a PC with no problem. However, it is a good idea to send a test file in advance to make sure we can open it without difficulty.

Artwork

When sending paintings, drawings, or other original artwork, always keep a professional-quality high-resolution scan or color transparency for yourself. We will treat and store your artwork with great care, but it is essential that you have a quality copy in case of damage or loss during shipment or handling.

Follow these guidelines (or have your artist follow them) when creating art for your book:

- Art can be up to 27 x 18 inches (scanner dimensions).
- For bleed art (art that prints to the edge of the page), the completed area of the artwork should be larger than the intended print area, at least a half inch on all sides, to allow plenty of room for trim. No critical part of the image should fall within a half inch of trim size, or it may be cropped out.