

2024 CUSTOM COVERS

YOUR LOGO, OUR COVER OR YOUR OWN DESIGNED CUSTOM COVER.

SanMar is proud to offer you COLOR PRINTED LOGOS on all our CUSTOM CATALOGS

Please follow these guidelines to ensure your custom covers are a success:

- You may choose to add your logo to a pre-designed cover or design your own full cover.
- **Proofing:** We will send an email with a link to your PDF proof for your approval. You will need your SanMar login and password to access your proof. We are not able to send hard copy proofs.
- Please provide print-ready art files. We will not be able to make modifications to art files (i.e., we cannot change colors, addresses, phone #, etc.).
- We will continue to offer typeset text to customers who do not have art files. However, we can only offer this with black ink. (Color art files can be combined with black typeset text).
- Our digital press will convert your color profile during printing to CMYK and should be a close match to the original color. We are not able to offer a reprint due to subtle color differences. If a PMS color is requested in the submitted artwork, we will convert the file to print in the CMYK color space. We are not able to offer PMS or spot colors.
- If you will be submitting a full cover design for multiple catalogs, please submit separate art files sized to fit each catalog's template (catalogs may have different dimensions).
- Catalog templates are located in the custom catalog marketing tool and attached to this PDF.

Printing for Success

Option #1: PRE-DESIGNED SANMAR COVER + YOUR ART

- You may choose any of SanMar's pre-designed covers to imprint with your logo.
- We cannot modify any area of our pre-designed covers to match your logos. This includes changing colors, fonts, spine, etc.
- Imprint Area for all catalogs: Front: 7"wide x 2"tall; Back: 7"wide x 9"tall.
- The spine is not available for customization when a pre-designed cover is chosen.
- We only accept full vector EPS, PDF and TIFF files created at 300 DPI or better.
- White backgrounds of flat TIFF/EPS/PDF files will print. If you do not want the white backgrounds to print, please apply a clipping path to appropriate areas to remove the background.
- All files must have fonts either converted to paths (EPS, PDF) or embedded (TIFF).



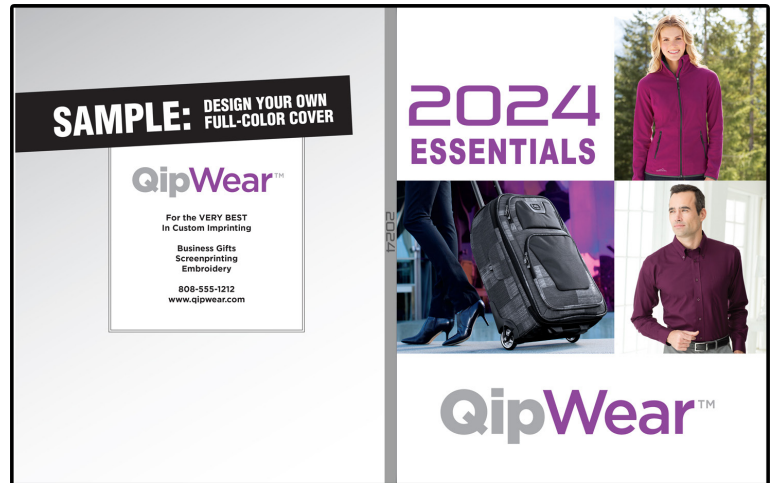
CUSTOM COVERS

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Printing for Success

Option #2: YOUR OWN FULL COVER DESIGN

- We only accept EPS, TIFF or PDF files created at 300 DPI or better.
- Fonts must be converted to paths (EPS) or flattened/embedded (TIFF/PDF).
- Adobe InDesign users: Please export your file as a high resolution PDF with all links and fonts embedded. **Please do not send your InDesign file packages when submitting artwork.**
- Please refrain from creating designs with large areas of a single color. Please consider using a texture in large areas of color or breaking it up with images and/or text.
- If you placed an order with a full cover design in a previous year, please adjust your design for the current layout and submit new artwork. We cannot make changes to past customer created designs.
- Dimensions must match the provided templates. If you are ordering different catalogs, please submit multiple art files which match each catalog's dimensions.
- Please submit your art in one file as a cover spread. Please do not submit separate files for the front, back or spine.
- Please remove the SanMar catalog template from your design before submission.

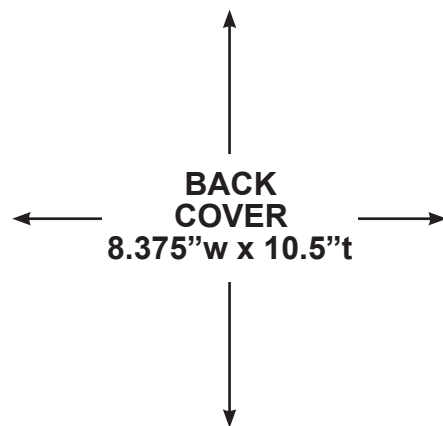


Submitting Art Files

- EPS, TIFF and PDF files smaller than 200 MB, navigate to www.SanMar.com, login first and then upload your art file here: <https://marketing.sanmar.com/wizards/cw/artupload.jsp>
- EPS, TIFF and PDF files larger than 200 MB, please submit via our dropbox: <https://spaces.hightail.com/uplink/SanMarCorporation> please include your account number with each submission.
- If you need further assistance or have questions, please contact your sales representative at 800.426.6399 or Customer Tech Support at 800.426.6399 x 4830.

.25" Bleed

Edge of finished cover - Keep text out of grey area



Submission Guidelines:

- Please extend your design through the bleed (Lavender edge).
- Please make sure all images are 300 DPI at full size.
- Please **remove** this template from your file before submission.
- The grey area represents the finished edge of the cover. Please make sure important design elements do not fall into that area as they could be cut off during trimming.
- Please do not include crop marks or registration in your final submission.

Acceptable File Formats:

High-resolution (300 DPI) EPS, TIFF or PDF.

Submitting Art:

- Files less than 200 MB: Navigate to www.SanMar.com, login first and then upload your file here: <https://marketing.sanmar.com/wizards/cw/artupload.jsp>
- Files greater than 200 MB or larger: Please send via our dropbox and include your account #: <https://spaces.hightail.com/uplink/SanMarCorporation>

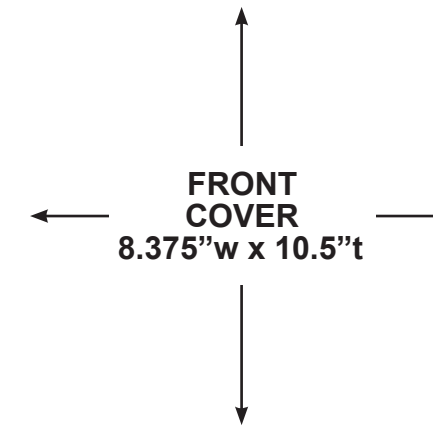
Edge of finished cover - Keep text out of grey area

.25" Bleed

.25" Bleed

Edge of finished cover - Keep text out of grey area

2024 Spring New Arrivals Catalog Template



Finished size = 16.969"wide x 10.5"tall
Bleed = .25" all sides

Final submission size = 17.469"wide x 11"tall

Edge of finished cover - Keep text out of grey area

.25" Bleed

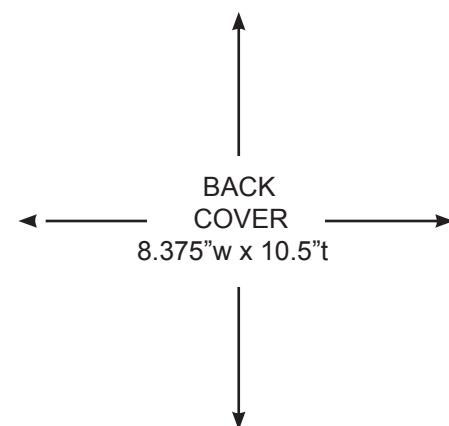
Spine .219" (7/32")

Edge of finished cover - Keep text out of grey area

.25" Bleed

Edge of finished cover - Keep text out of grey area

.25" Bleed



Spine .25"

Submission Guidelines:

- Please extend your design through the bleed (**Red edge**).
- Please make sure all images are 300 DPI at full size.
- Please **remove** this template from your file before submission.
- The **grey** area represents the finished edge of the cover. Please make sure important design elements do not fall into that area as they could be cut off during binding.
- Please do not include crop marks or registration in your final submission.

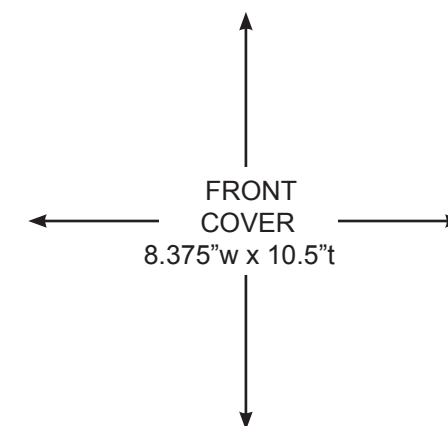
Acceptable File Formats:

High-resolution (300 DPI) EPS, TIFF or PDF.

Submitting Art:

- Files less than 200 MB: Navigate to www.SanMar.com, login first and then upload your file here: <https://marketing.sanmar.com/wizards/cw/artupload.jsp>
- Files greater than 200 MB: Please send via our dropbox and include your account #: <https://spaces.hightail.com/uplink/SanMarCorporation>

2024 Essentials Catalog Template



Finished size = 17"wide x 10.5"tall
 Bleed = .25" all sides

Final submission size = 17.5"wide x 11"tall