

Now Registering:

Claudia McCue's Adobe Boot Camp

You asked for it. We're making it happen—a full day of intense training on Adobe applications including Illustrator, Photoshop, InDesign and Acrobat taught by graphic arts expert Claudia McCue. For an sneak peak at topics to be covered, [click here](#).

Basic Boot Camp Info

Training will take place August 18th from 8:30 a.m. - 4:00 p.m. EBSCO Industries will provide the classroom facilities at their beautiful international headquarters in Birmingham, Alabama. Lunch will be provided onsite by EBSCO Media. Seating is strictly limited to 40 students, so register early to lock in your spot.

Please bring your laptop (Mac or Windows) with Creative Suite 4 (or CS3) installed. You'll get much more out of the class if you "play along" on the exercises and demonstration files.

Who Should Attend?

Attendees should have at least one year of experience in at least one of the Creative Suite applications (Photoshop, Illustrator, InDesign, or Acrobat). The most important prerequisites? A desire to learn more, and a willingness to ask questions.

Take-Home Materials & After-Class Support

All attendees will receive a workbook and a disk of lesson files and resources. Plus, you'll be entitled to one year of follow-up e-mail tech support directly from Claudia McCue!

How Much Does It Cost?

The full-day Adobe Boot Camp is \$129. If you send three or more people from the same company, you pay only \$99 per person!

To Register

Register today online by going to:

www.claudiamccue.com/bhmseminar.html

If you have any questions about the Adobe Boot Camp, simply email them to claudia@claudiamccue.com.



Claudia McCue will whip you into shape pronto!

About the Instructor

Claudia McCue is a nationally recognized expert in graphic arts production training and speaking. Her specialty is education and support for print service providers and print production professionals.

Claudia is the author of *Real World Print Production with Adobe Creative Suite Applications* (Peachpit Press, 2009), which is used as a reference text in many graphic arts classes. She is the primary author of *Adobe's Printing Guides for Creative Suite 3 and 4*, and a contributor to *Real World Quark XPress 7* by David Blatner, and *Professional Design Techniques with Adobe Creative Suite 3* by Scott Citron. Claudia has also contributed to Adobe's InDesign and Acrobat certification tests.

Since 2002 her wit and knowledge have entertained thousands at seminars and conferences across the country, including the HOW Design conference and the InDesign and Creative Suites conferences.

What is a Booklet?

The USPS defines booklets as printed matter consisting of bound sheets or pages. Binding methods that are compatible with machine processing include perfect binding, saddle stitching with at least two staples, pressed glue, or any other method that creates a nearly uniformly thick mailpiece. Large booklets may be folded to letter size for mailing if the final mailpiece remains uniform in thickness.

USPS Update:

New Mailing Standards for Letter-Sized Booklets on the Horizon

On September 8th, 2009 a new set of standards for letter-sized booklets mailed at automation rates will go into effect. Some changes pertain to design, others to mail prep. To ensure you are in compliance, we've prepared the quick primer below.

If the spine or final fold is...	And the length is...	The cover stock must be at least...	Mailers must seal the piece with...	And place the tabs in these locations...
<p>Spine or fold on the bottom (longer) edge</p>	5" to 9" long	50-pound	Three 1.5" non-perforated tabs	Two tabs on leading edge; one tab on trailing edge. Position lower leading tab 0.5 inch from the bottom edge. Position upper tabs 1 inch from the top edge.
	Over 9", up to 10.5" long	60-pound		
<p>Folded Booklet - Final fold on the bottom (longer) edge, with the folded spine on the leading or trailing (shorter) edge</p>	5" to 10.5" long	40-pound		
	5" to 9" long	60-pound		
<p>Spine on the leading (shorter) edge</p>	Over 9", up to 10.5" long	70-pound	Two tabs on top edge; one tab on trailing edge. Position top tabs 1 inch from left and right edge. Position trailing tab in the middle.	
	5" to 9.5" long	80-pound	Continuous glue line or glue spots	Perfect bound or saddle stitched with a continuous glue line along flap preferred, minimum 1" glue spots acceptable if placed within 3/4" of right and left edges.

The Main Changes

The following requirements represent the main changes to the rules:

- Cover stock needs to be a minimum of 40 lb. text for folded booklet designs and a minimum of 60 lb. - 70 lb. text for pieces larger than 9" (70 lb. is strongly recommended).
- The bottom edge of booklets must be on a bound edge or fold unless the mailpiece is prepared as an oblong booklet.
- Oblong booklets must be prepared with a spine on the leading edge (in other words, the address panel must be on the back).
- Tabs used to seal booklets must not have perforations.
- Generally, booklets will need three 1.5" tabs as closures.

Booklets that do not comply with the new standards will not be eligible for machinable or automation letter prices. Nonmachinable booklets will be assessed a surcharge (for First-Class Mail®), pay nonmachinable prices (for Standard Mail®), or pay nonbarcoded prices (for Periodicals).

If you have questions about how these changes might affect your jobs, please contact our mail specialist, Tasha Davis, at tdavis@ebSCO.com.

For a pdf copy of the Postal Service's complete rule change, [click here](#).

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