

Printing Guidelines

- TRIM SIZE:** Size of the printed product after the last trim is made.
MOST COMMON SIZES ARE: 5 ½ X 8 ½
6 X 9
8 ½ X 11
- IMAGE AREA:** The area that you are allowed to use for printing text, page numbers, etc.
- TRIM SIZE: 5 ½ X 8 ½ = IMAGE AREA OF 4 3/8 X 7 ½
6 X 9 = IMAGE AREA OF 4 7/8 X 8
8 ½ X 11 = IMAGE AREA OF 7 3/8 X 10
- PAGE COUNTS:** Total number of pages, including blanks and printed pages without numbers. (Your actual page numbered 1 may start on the tenth page of the book.)
- 5 ½ x 8 ½ books and 6 x 9 books are printed in page counts of 32 pages, 16 pages, 8 pages and 4 pages. You will be more cost-effective if you stay away from the 4 page and 8 page books.
- 8 ½ x 11 books are printed in page counts of 16 pages, 8 pages and 4 pages.
- COLOR:** 4-Color Process - Technique of printing that uses the four process colors of ink (yellow, cyan, magenta, black) to simulate color photographs or illustrations. A color photo on a book is called 4-color process. We can help you design a cover if you need this service.
- PMS - These are the standard ink colors used in the printing industry. Virtually any color swatch can be matched back to a PMS color. PMS colors are red, blue, purple, etc.
- Black over Black -Text Pages are generally black ink printed on both sides of the sheet.
- BLEED COLOR:** Printing that extends off the edge of the sheet or page after trimming. Will not have a white margin around the copy.
- STOCK:** The most standard stocks used on paper back perfect bound books are:
- Cover – 10 pt C1S (shiny on one side of the sheet), usually 4 color process and film lamination
- Text – 60 lb white offset. This will give you good coverage with minimum bleed-through.
- ELECTRONIC FILES:** If you choose to submit your book electronically, we need your files provided to us on either a floppy, zip disk, or CD along with a printed copy. We can work with either PC or Macintosh files. We need to know the name of program you used to create your book, for example, Microsoft Word. When the disk is submitted to us, it should be ready to process. This means you have already done the necessary editing and checking of spelling, grammar, etc. If you are working in Word format you will want to save it as a PDF and then print out a set of lasers and check them close to make sure all looks ok. **If you can not convert to a PDF please get with Vickie and we might be able to convert here.**
- PROOFS:** **Type Proof.** If A. J. Bart formats your job from your disk, you will receive lasers to proofread and correct. (We also have proofreaders on staff if you need this service.) At this point, you should only have to check type flow and general layout (see Electronic Files), but this is the time to carefully check your book copy over and be sure

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you have everything the way you want it. **If you need to make corrections, now is the time.** It is much less expensive to make corrections on paper than at the next stage of proofing, the blue line stage.

Blue lines are produced from film after your lasers are shot on the camera. You will receive a blueline proof of all the text pages to check the page sequence, to be sure that all copy matches your original draft, and to make any other changes you may have missed. Making corrections and changes at this point is much more expensive than making them at the point of the paper proof.

IRIS. This is a color proof of your 4 color cover. If your cover is 1, 2 or 3 colors you will see it in blueline form. It is your responsibility to check all items carefully to make sure the book is correct. Mark on the blueline in **red pen** any corrections that need to be made. The pressman uses this as a guide in printing.

SPINE: The spine connects the front and back covers. Your name and the title of the book appear here.

ISBN NUMBER: When we quote your job let just know if you need a bar code. (If you don't know what an ISBN number is, ask me. You need one to produce a book for sale.)

OVERS: The industry standard is up to 10% overs and unders. For example, if you order 500 books, 5% over/under is would be from 475 to 525 books. We will not go back to press to make up any shortages. We will bill you for only the number of books you receive.

TAX: Quotes do not include sales tax. You will be responsible for either the tax or supplying us with a tax ID certificate.

TERMS: We require a deposit of half the total of the quoted price to start your job, the balance due upon delivery. **From start to finish it takes about 2 to 3 weeks to get your book.**

Quotes over 30 days old are subject to review of current paper pricing.

If you have any questions, please call Vickie Goble at A.J. Bart to discuss or set up an appointment. Self-publishing can be a rewarding and easy process if you start off correctly.

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How to Format Your Book for Printing Using Microsoft Word

1. Then Save your file on your computer as a PDF.
2. If you can not save as a PDF on your computer save it as a word document
Word document for Macintosh 5.0 this feature will be in your choices when you save the file. We can then look at the file and see if it will rip ok thru our processor.

1. Set the proper paper size in the computer:

Go to File/Page Setup. Click on the tab at the top for Paper Size. For a 5 ½ x 8 ½ book finished size, change the paper size to be 5.5 x 8.5 even though you are printing it out on 8 ½ x 11 sheets. This will make the book print out in the correct size and placement.

SIZE OF BOOK

5 ½ x 8 ½ finished book size
6 x 9 finished book size
8 ½ x 11 finished book size

SET PAPER SIZE

PAPER SIZE 5.5 x 8.5
PAPER SIZE 6 x 9
PAPER SIZE 8.5 x 11

2. Go to Page Setup again and choose the Margins tab at the top. Set the following settings. Use the same settings for all three book sizes.

Top	.750
Bottom	.750
Left	.625
Right	.5
Gutter	.0
Header	.5
Footer	.5

Check the box yes to Mirror Margins

3. Set the header and footer. This is for the title of the book (top of page) and the page number (bottom of page.) We suggest you center the information on the page.

4. Set the Alignment. Go to Format/Paragraph. At the Alignment box, choose Justify. Set up your paragraph indentation for Left at .5". If you don't like the way this looks, experiment, but try to make it as uniform as possible throughout the book.

5. Set up your Styles (if you want to). Go to Format/Style and choose the options for how you want your book to look. If you don't know how to do this, you'll need to research further or get someone who knows how to work with Styles to help you. You can skip this step until you learn this process.

6. Type your book. Once you tell your computer what to do in the above steps, it will automatically do what it should. Put one space after periods at the end of sentences (on the typewriter, you put 2). Don't hit the enter key until you are ready for a new paragraph. Most books indent the first line of each paragraph with no extra

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space between paragraphs. If you are short on copy and need to increase your page count, you can double space between the paragraphs to make the book longer. Keep in mind that the more pages the book has, the higher your cost to print it. We can also suggest other methods to increase your page count. Try using size 11 or 12 Times New Roman as your font for the body text of your book. Usually headings, such as chapter names, etc., are larger type and bold. Make your book reader-friendly. You can make changes after you have all the words typed in. As you are working, keep in mind that normally you want chapters to begin on a right-hand page (the pages that are on your right when the book is open). These are the odd-numbered pages. Anything that you want to stand out in the book needs to fall on a right-hand page. You may need to insert a blank page on the left hand side to achieve this goal. When doing your manuscript, insert a blank page so your important items chapters, etc will fall on the odd number (right hand side of the book. The computer will number it and this will keep the page number order correct. If you can get your book set up the way you want it before you start typing it you will save yourself a lot of time. However, you can always go back and adjust the settings if you change your mind. When you give us your book, we need a list of fonts used to create it.

Ideal page counts for books are:

- 96 pages plus cover – this is a fairly thin book
- 128 plus cover
- 160 plus cover
- 192 plus cover
- 224 plus cover

These page counts are divisible by 32. This is the most efficient way to print books.

The next best buy for you would be page counts of 112 pg, 144pg, 176 pg, 208 pg, 240 pg.

There are techniques that you can use to increase or decrease the number of pages in order to get more efficient in the printing. If I can view you disk we can make some suggestions to either get more pages or decrease the pages.

9. A suggested page order is:

a) Title Page

b) ISBN page / Copyright page. This page has your ISBN number and copyright information. Also, you should include “All Right Reserved” to protect the rights to your book. This would appear as follows:

Jane Doe
All Rights Reserved
ISBN Number
Cover Design by John Smith

c) Dedication or whatever you want to appear at the front of the book.

d) Table of contents- the table of contents should always be on an odd page.

e) The text of your book

We suggest that you place an order form or a page that promotes your next book in the back of the book. It should be on the next to the last page with the last page being blank. If someone purchases

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your book and later wants additional copies, he can fill out the order form in the back of the book and mail it back to you.

VERY IMPORTANT: Send us a hard copy of the book with your disk. 1,000 and over) we use your hard Files on the disk should be saved in PDF format if possible. We also need a copy of lasers with the disk to see how you expect your book to look.

If you have any questions, please call, and we can go over anything that is not clear to you regarding the flow of the book, layout etc.

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Publisher's Guidelines

Copyright Registration*

To register a copyright, you will need to send application Form TX, and two copies of the finished publication (no galleys) within two weeks of printing to the Register of Copyrights, Copyright Office, Library of Congress, Washington, DC 20559 (202-707-9100). (Copyright registration is effective upon receipt of the above.) Within 16 weeks you will receive a certificate of registration. Website: lcweb.loc.gov/copyright/.

ISBN Number (International Standard Book Number)

A.J. Bart will help you fill out your ISBN number- forms etc. - This step of the process will be charged to your charge card and you will receive 10 numbers that are registered in your name. You can use the additional numbers for future books, audio tapes, CD's, etc.

This is a worldwide book identification system. There is a different ISBN number for each edition and binding for each book, audiotape, software, or videotape.

Advance Book Information

Select an ISBN number from the log sheet for use with the current project and return an Advance Book Information form for each project. This may be done online at www.BowkerLink.com. This will place the book into the electronic print database and the Books in Print catalog used by bookstores.

Bar Code

EAN bars code. Chain bookstores require a bar code printed on the lower right corner of the back cover. This number is created from the ISBN and usually also includes the suggested retail price..

UPC (A) bar code. This is a manufacturer's bar code and can be found on almost all general merchandise in retail stores. The system digit and the manufacturer's number are assigned by the Uniform Code Council, Inc., 8163 Old Yankee Road, Suite J, Dayton Ohio 45458, 937-435-3870. There is a fee for registering.

ISSN Number* (International Standard Serial Number)

This eight-digit number is used for periodicals, magazines, and directories expected to continue indefinitely. Contact the Library of Congress, National Serials Data Program at 202-707-6452. Website: lcweb.loc.gov/issn/.

Library of Congress Control Number*

This number is recommended for publishers if the publication is appropriate for placement in libraries. Write to the Library of Congress, CIP Division, Washington, DC 20540 or phone 202-707-9791 and request Form #607-7 Application for Preassigned Card Number. Return the completed form to the CIP Division and they will respond, usually within two weeks, with your LC number. For quicker service you may set up an account online at pcn.loc.gov/pcn. After receiving an account number and password by email, fill out the application for each particular book online and receive a number by email in approximately 24 hours. This is a free service.

CIP Data (Catalog in Publication Data for library indexing)

The Library of Congress CIP Data Block on the title verso page should be used for every book with a library market. Publishers can create this indexing information with the help of a cataloger at a local library. The following information will have to be taken to the library: (1) manuscript, (2) author's name and birthdate, (3) LC number, (4) ISBN number, (5) LC subject headings (librarian should review), (6) LC classification (librarian needs to supply), and (7) Dewey Decimal Classification Number (librarian needs to supply). After a publisher has received two LC numbers from the Library of Congress, they will supply the indexing information for a fee.

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