



Formatting Hints and Other Tips

Need a Bar Code?

Same thing. After you've obtained your numerical ISBN, that number can be used to create a barcode for your back cover. A barcode is a graphic of vertical lines that can be scanned for sales or inventory

To ISBN or Not to ISBN

If you plan sell your book through retail or distribution outlets you'll need an International Standard Book Number (ISBN). With this 13-digit number and a matching bar code your book can easily be added to any booksellers inventory.

If you aren't selling your book, are selling it through your own website, or through back-of-the-room talks, an ISBN is not necessary.

A single ISBN is \$125. ISBNs are also sold in blocks of 10 or more. A block of 10 cost \$250 and can be purchased from www.bowker.com.

We offer two options. If you provide your own ISBN we'll make a barcode for it and place it on your cover, for a small fee. Or, we can arrange for your ISBN number, Bar Code, Library of Congress Cataloging Number, and Copyright under our Premier Publishing Set-Up.

How to Copyright Your Book

To copyright your book, place a notice on the copyright page. Either the word copyright and/or the copyright symbol must appear along with the year of

Do You Need to Hire a Designer or Professional Copy-Editor?

If your objective is to create a book for friends and family you can produce something wonderful without investing a lot of time or money. Or, if you think you're going to sell 150 copies of your book or less (that's about the average) you most likely can't afford a book designer.

However, if your book has a complex layout, or you need it to look **totally "pro"**, and indistinguishable from a book by a "real" publishing

house, it's hard to get everything right, especially if you're a novice at book formatting. Hire a professional. Regardless, if you're serious about your book, no matter how many copies

you think you can sell or giveaway, get it copy-edited, either by a professional or a friend with excellent copy-editing skills. Look for someone who is experienced and will be upfront and honest with you.

first publication and the name of the copyright owner, such as "Copyright 2011, I Street Press, All rights reserved." You may then elaborate on the all rights reserved phrase if you wish. Check other books for accepted variations.

After your book is printed, you may register your copyright online (for a \$35 fee and two copies of your book, one if it is not for sale). Registering your work officially recognizes you as the copyright holder. Although recommended, it is not absolutely necessary to register your work. Copyright is secured automatically when the work is created. Registration strengthens your legal position. More information on this subject is available at www.copyright.gov.

How to get a Library of Congress Control Number

If you have created a publishing company we highly recommend you request a PCN (Preassigned Control Number) from the Library of Congress for your book. The number is then printed on the copyright page of your book, preceded by the phrase, Library of Congress Control Number. When the book is published, one complimentary copy is sent to the Library of Congress. This number allows libraries to catalog your work. For more information, guidelines about what books qualify, instructions and PCN forms, visit <http://pcn.loc.gov>. There are no fees for participating in the PCN program.

If you choose to do your own formatting you need to know the following information.

PDF Document Formatting

When submitting your files for print, please format the PDF documents according to the following guidelines:

We really recommend that you use InDesign or another publishing software but if you do use Microsoft Word to create your PDF documents it requires a few steps. In order to create a PDF on your computer that is compatible with the EBM, you must have Adobe Reader installed. It is available as a free download. Visit: <http://www.adobe.com/products/reader.html>

The page size specified in your PDF file should be the same as the intended trim size for your final book. It is best to create your original document at this size — when typing your book or arranging your pages, set the document size to your intended trim size.

To do this, follow these steps:

- Click File
- Choose Page Setup and alter the page size to match your desired trim size.

You will need to save the PDF with the preset of “High Quality Print.” This option is only available when you follow the “Print to PDF” option in Microsoft Word

We suggest opening your PDF documents on another computer to ensure they’ve exported correctly. Check for font accuracy, color accuracy, and graphical aspects. If these components, or any others, of your files seem to appear incorrect on another machine, it is very likely the document will print incorrectly on the EBM.

If the fonts are not embedded or graphics seem to be incorrect, return to the PDF exportation settings to ensure all fonts are embedded and the proper PDF standard has been selected (High Quality Print).

PRINTING TO PDF ON A MAC

1. Click File, then Print.
2. On the bottom left of the Print window is a PDF button. Click this to open a drop down menu.
3. Click “Save as Adobe PDF”
4. Select “High Quality Print” from the list of available presets.
5. Click Continue
6. Continue through the rest of the saving options as you would when saving any other file.

Permissions

If you use materials you did not create yourself you must secure permission to do so. This includes words and images from books, magazines, newspapers, and the Internet. Some sites appear to be “royalty free” but this is only true if you use that image for personal use. You should contact the individual, business or organization for rights. You may be asked to pay a royalty fee for its use. The price can vary depending on the material, the project it is used in and how many copies you intend to distribute.

Front Matter

Front matter comprises all pages before your book’s core matter (the numbered pages full of content). Front matter generally includes your title page, copyright page, dedication, forward and may also contain a list of the figures, illustrations or tables in the book, a list of abbreviations, the frontispiece, list of contributors and endpapers.

This section does not necessarily require page numbers. Therefore, it may be easier to create this section as another document, (with the same specifications such as page size, fonts, formatting, etc.). You can then merge the front matter with the rest of your text (starting at page one) and turn the entire manuscript into a PDF file. Page numbers are difficult to manually format in programs such as InDesign. Using multiple documents lets you easily work around this problem.

Core Matter

The core matter is your book’s content — the pages filled by your text. Generally, these pages are numbered. You can use the numbering feature to easily format them. It is best to keep them either centered on the page or aligned to the outside margin. Use a font for your page numbers that either matches your bookblock or complements it. Typically, numbers use the same font size (or just a bit smaller) as your content. Page 1 is usually the first page of content — it is the first page to the right of the spine facing you.

Chapters and Sections

You may wish to treat the beginning of your chapters or sections with modified formatting to set them apart from the rest of the text. Consider dropping the first line of each chapter 1/3 of the way down the page, or implement a drop cap for the first letter of the chapter's content. A drop cap will signify to the reader that this is clearly a new chapter/ section, easing the reading experience. Often, the title of the chapter is specially formatted with a different font, weight, and size.

Headers and Footers

You can place headers or footers on your pages to signify the chapter title, author, etc. Often, the left page shows the book title in the header and the right page shows the chapter title.

Back Matter

The back matter of your book comprises anything that comes after your core matter. This includes an epilogue, afterword, bibliography, appendix, notes, indexes, glossary, list of contributors, colophon, etc.

It is suggested that you format the back matter in the same way you formatted the front matter. This will, again, ensure a consistent and easy read.

Font Types and Families

Font Size

Books tend to use a font size between 10pts and 12 pts. These fonts are easy to read - but keep your audience in mind. If you believe your audience may prefer a larger size, use it. You could even decrease the size to a 9pt font. The smaller fonts are harder to read. The larger the font, the more uncomfortable it may be to read. Run a test page to test for readability before submitting your finalized file.

Using a variety of fonts can give your book character setting it apart from others. However, three should be enough for almost any book. Any more than this and your readers become confused or your pages will look busy and difficult to read. Check out books whose look and feel you like. In either the front or back of the book the designer will list the font used.

Serif

Serif fonts are much easier to read for long periods of time. The “caps” at the ends of each letter’s stroke distinguish the font family. Examples of serif fonts we recommend can be seen below.

Text fonts are designed to set large amounts of text, like the pages in your book. Display faces, on the other hand, are designed to be seen in larger sizes. It’s easy to tell a professional cover from one put together by a novice. The giveaway is usually the fonts. Make sure the fonts on your book cover are highly legible, meant for display and appropriate for the book you are publishing.

Our recommendation: Avoid Times New Roman. This typeface gets really old, really fast.

There are two basic font categories: serif and sans serif.

Baskerville: Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0123456789

Bodoni: Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0123456789

Garamond: Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0123456789

Caslon: Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0123456789

Palatino: Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0123456789

Century: Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0123456789

Serif Font Size

7 point size
8 point size
9 point size
10 point size

11 point size
12 point size
13 point size
14 point size
15 point size

16 point size
17 point size
18 point size

Sans Serif

Sans serif fonts can look much more clean and modern when used in conjunction with serif fonts but are much harder to read over extended periods of time. Examples of sans serif fonts can be seen here.

Helvetica

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo
Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0123456789

Verdana

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo
Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0123456789

Calibri

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo
Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0123456789

Corbel

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo
Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0123456789

Gill Sans

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo
Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0123456789

Myriad Pro

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo
Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0123456789

San Serif Font Size

7 point size

8 point size

9 point size

10 point size

11 point size

12 point size

13 point size

14 point size

15 point size

16 point size

17 point size

18 point size