i publish at i street press

at

street press

share your story

I'M EXCITED ABOUT I STREET!

I've been a librarian for over 20 years and many things have changed. One thing has stayed the same; people love to read and write. Some people are reading in a different format but in my experience many, many people still love a physical book. They love the feel, the portability, the smell and the convenience. A book offers a glimpse into another world and into the mind of a writer.

Here at I Street we want to find the next Great American novel and the best family cookbook. We want to feature all kinds of writers and to nurture the next generation of book makers. Join us on this journey. We want to stretch your creativity through writing and publish your next book.

I Street is a big dream and we have the California State Library and the Institute of Museum and Library Services to thank for a very generous grant that got us started. But we need you to help fulfill this dream. Take a class. Write a book. Publish.

I've heard some people say that print is dead. I know better. I am surrounded by books and book lovers. I Street is here to encourage you to explore your inner author. Do you have a book inside? We can print it for you!

Let's write!

Rivkah Sass

Director, Sacramento Public Library

CONTENTS

publish

at i street press

Welcome to I Street!

Have a book inside? We can print it for you!

Join us at the Sacramento Public Library as we jump into the world of print-on-demand and indie-publishing.

We are creating a space for budding and established writers to come together, connect, hone their craft, and publish. We hope that *I Street* will become your go-to destination for all things written and published.

I Street's heart is the **Espresso Book Machine**, a book robot that prints, binds and trims bookstore quality paperbacks in minutes and can access a database of more than 3,000,000 books, many out of print or hard to find.

Getting Published

Nowadays, it's easy to publish things. Your home computer lets you write the story of your life, a community cookbook, a how-to-manual for urban gardening, a graphic novel, a guide to the best science fiction movies, or even an epic romance. Cut and paste using programs like InDesign, or Word; then publish it with the *Espresso Book Machine.* In a few days *your* book is in *your* hands!

It can be that easy and fast. If you want creative control over the publishing process and a larger share of potential profits, publishing at **I Street** is for you.

Not sure how to get started? Attend our *I Street: Info Session* on how to create a cover design, incorporate images, adhere to copyright laws, register an ISBN, and make the book print-ready. It's offered twice a month and it's free.

Soon, **I Street** will offer classes on writing, editing, and revision; design basics, book marketing and distribution. Our referral list of local editors and designers can assist you in any aspect of the book publishing business — including how to get your book distributed in bookstores, develop a marketing plan, arrange for publicity, book signings and other public appearances, make sure you're listed in all the right online places, and so on. Plus . . . how to find the money to pay for it all. I Street offers a world of new opportunities for writers and non-writers, alike.

HERE'S HOW IT WORKS

Once all the writing, editing, proofreading, and general interior design of your book is done, you convert your book to press-ready PDFs.

Make an appointment with **I Street.**

We will print a high-quality paperback edition of your book with black-and-white interior pages and a full-color satin cover, in any size you want, from 5" x 5" to 8"x10." The book can be 40-800 pages!

Whether you hire someone to help you or format the book on your own, here are some guidelines for getting started.

Quick Guide

Here's your checklist!

- ☐ Write, edit and revise your book until you're satisfied it's ready to publish.

- ☐ Choose a size for your book.

- ☐ Format your manuscript with either Word or InDesign.

- ☐ Turn your document into a Bookblock PDF.

- ☐ Create Cover Art in Photoshop or InDesign.

- ☐ Turn that into a Cover PDF.

- ☐ Attend an **I Street: Info Session.**

- ☐ Make an appointment to meet with a Publishing Assistant.

- ☐ Bring your PDFs, Bookcover and Bookblock, with you.

- ☐ Decide on the publishing package that is right for you.

- ☐ We'll guide you through the process. We print your books. If you have a small order we may be able to print them on the spot. If not, we can deliver them to your local Sacramento Public Library branch.

Print-Only Set-up

$25 set-up fee plus printing charges for each copy

$6 per book $.03 per page for a book with white or cream interior paper

Self-Publishing Set-up

$99 set up fee plus printing charges for each copy

$6 per book plus $.03 per page for a book with white or cream interior paper

Pricing

Our prices are competitive with those of on-line publishing sites. But, we offer something they can't. Face-to-face individualized attention. Depending on what tier of service you choose, we provide you with a printed proof before your book goes into production; they send you an electronic proof. Most importantly, we're a community-based service of the Sacramento Public Library

We offer three tiers of printing service — the Print-Only, Self-Publishing or Premier Set-Up.

Tier 1: Print-Only Set-up

- Upload your book to the Espresso Book Machine

- No proof copy

- Order up to 10 copies

- We delete your files when done. If you need more copies you'll need to pay the set-up fee again or upgrade to another package.

Premier Publishing Set-up

$300 set up fee plus printing charges for each copy

$6 per book plus $.03 per page for a book with white or cream interior paper

A La Carte Services

Author Revision $10 for upload

ISBN & Bar Code insertion: $50
LCCN: $25

Basic Cover and Spine Construction: $25

Tier 2: Self-Publishing Set-up

- You consult with the Publishing Assistant through every step of the process.

- The Publishing Assistant ensures your book is correctly formatted and ready to print.

- Uploading of your book to the Espresso Book Machine

- One free proof copy — a single copy printed before your first production run, so you can review it and make any necessary changes before printing more.

- One free upload of revisions

- Your files remain on the EBM's secure server indefinitely. We can print more copies *whenever* you want them.

- You have the option of uploading further revisions at any time for a $10 fee.

Quantity discounts are available!

30 or more copies results in a 10% discount
75 or more copies results in a 15% discount

Tier 3: Premier Publishing Set-Up

- You consult with the Publishing Assistant through
- every step of the process.

- The Publishing Assistant ensures your book is correctly formatted and ready to print.

- We provide you with an ISBN number, bar code, Library of Congress Control Number and Copyright registration.

- Uploading of your book to the Espresso Book Machine

- One free proof copy — a single copy printed before your first production run, so you can review it and make any necessary changes before printing more.

- One free upload of revisions

- Your files remain on the EBM's secure serve indefinitely. We can print more copies *whenever* you want them.

- You have the option of uploading further revisions at any time for a $10 fee.

- Your book becomes available on the NetEspress system so that anyone can order your book from anywhere in the world.

Quantity discounts are available!

30 or more copies results in a 10% discount
75 or more copies results in a 15% discount

Note:

By using I Street Press you give permission to the Sacramento Public library to add the I Street imprint to your book.

Submission And Formatting Guidelines

For each project we ultimately need two PDF files; one for the Cover and one for the interior text (The Block). The Cover includes: back cover, front cover, and spine. The Block is all the rest.

Pick the Right Size Book for Your Unique Project!

Size 1 Trim Size: 5" x 5"

Common Use:
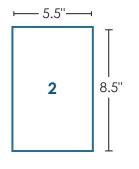
Small, square book, great for gift giving. A good choice for poetry books as well.
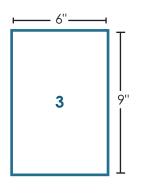
Size 2 Trim Size: 5.5" x 8.5"

Common Use:

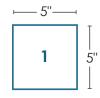A good option for journals and other general printing.

WANT HELP?
WE'VE GOT IT!

If you are not confident of your ability to put together a well-designed cover or clearly laid text we can refer you to a class in our writing center or connect you with one of the local designers listed in our resource section.

3

6"

9"
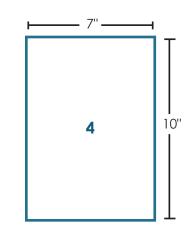
Common Use:

Trade paperback size, also called "quality paperbacks." Great for novels or other general printing.
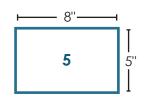
Common Use:

Referred to as the "textbook size." Many cookbooks and manuals use this size.

4

7"

10"

5

8"

5"

Common Use:
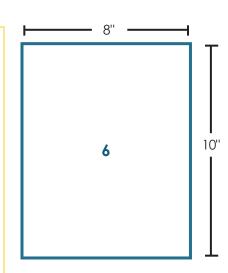
Landscape book great for comics or even black and white photo albums.

Common Use:

Near Workbook size. This is the largest size we print. Many how-to books or even magazines are printed at this size.

6

8"

10"

The Bookblock (The Block)

The **Block** is your content, the pages inside your book. The text, where you tell your story, arrange your recipes, combine your poetry into an anthology — whatever. It should include everything you want in your book — front matter, core text, back matter, images, and blank pages, all in one PDF. All books begin on a right hand page (Recto) and end on a left hand page. (Verso)

Paper and Color Options

Our books have satin-finish covers and white 28lb text (50-lb offset) paper. A cream 60-lb paper is also available. All our papers are book-store quality.

Content

The EBM prints black and white, double sided on 8.5" x 11" paper. Excess margins are trimmed during binding. The final page size of your Block PDF should MATCH the trim size for your book. For example, if your finished book is to be 5.5" x 8.5" then your PDF should also be 5.5" x 8.5". To print properly, your Block must adhere to these requirements.

Are margins set up the way you want them? Check that all text and images lie inside those margins. Headers and footers can lie outside the margins as long as they are still close enough to the margin lines to not cause a problem. Using images? Scan them at 300 DPI, the highest quality possible.

Determining Page Count

You will be charged a set-up fee, a per book rate and a per page rate which depends on the final count of your book. The final page count is the number of pages in your PDF document and includes everything — blank pages, dedications, table of contents, about the author, notes, bibliography, index, etc. Note that each sheet of paper has two sides, a front and back, and thus counts as two pages. To find your page count, open your PDF and open Tools/Page Count.

PAGE LENGTH

**Minimum:
40 pages**

**Maximum:
8$0 pages**

PAGE LENGTH

Maximum Trim Width X Height

Up to 100 pages
8" x 10"

Up to 200 pages
8" x 10"

Up to 300 pages
8" x 10"

Up to 400 pages
7.875" x 10"

Up to 500 pages
7.75" x 10"

Up to 600 pages
7.6" x 10"

Up to 700 pages
7.5" x 10"

Up to 800 pages
7.4" x 10"
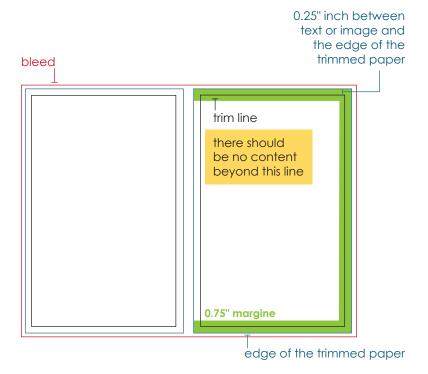
TRIM SIZE

Minimum
5" x 5"

Maximum
8" x 10"
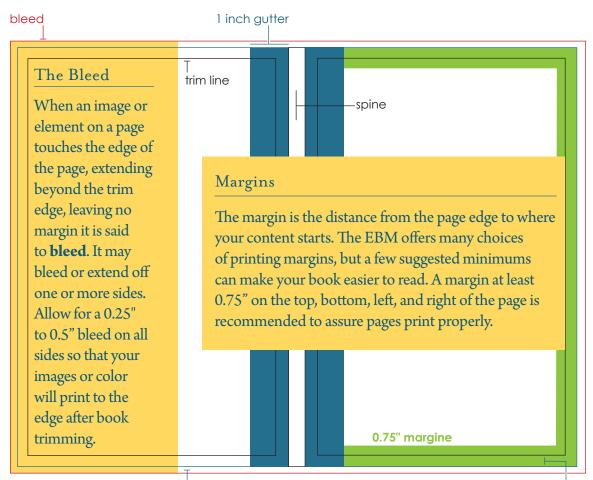
In the process of mechanical trimming it's natural for a cover to shift around slightly, the bleed allowance gives room for this shift, and is an industry standard. The trim is the small distance between the edge of your design and anything you don't want to be cut off. We recommend about a 0.25".

0.25" inch between text or image and the edge of the trimmed paper

bleed

trim line

there should be no content beyond this line

0.75" margine

edge of the trimmed paper

Most books have trim sizes between 5" x 7" and 6" x 9". Most fiction falls in the smaller ranges; most non-fiction falls in the larger ranges. Traditional trade paperbacks such as those on the shelves of your local library are 5.5" x 8.5"

When formatting for trim size, do not include crop or registration marks — the machine knows where to trim the book based on the files submitted. Books do not have to be any of the specific sizes listed; they can be any size between the minimum and maximum.

The maximum trim size for a book changes depending on page length. If your book is a hundred pages or more refer to the list to the left.

bleed

1 inch gutter

trim line

spine

The Bleed

When an image or element on a page touches the edge of the page, extending beyond the trim edge, leaving no margin it is said to **bleed**. It may bleed or extend off one or more sides. Allow for a 0.25" to 0.5" bleed on all sides so that your images or color will print to the edge after book trimming.

Margins

The margin is the distance from the page edge to where your content starts. The EBM offers many choices of printing margins, but a few suggested minimums can make your book easier to read. A margin at least 0.75" on the top, bottom, left, and right of the page is recommended to assure pages print properly.

0.75" margine

edge of the trimmed paper

0.25" between text or image and the edge of the trimmed paper

Tabs

Generally, tabs (used to indent paragraphs) are set between 0.25" and 0.5". Specify this distance under your Paragraph settings to ensure uniform indentations throughout your book.

The Gutter

An inadequate gutter is usually the hallmark of a poorly designed book. The gutter is the thing directly to the left of these words. It's the trough between two opened pages. It tends to make the inside margins — on the left side of odd-numbered pages and the right side of even-numbered pages — appear smaller. If you want your book to look like it came from a major publishing house make your inside margins .35".

In Microsoft Word™ this is fairly easy: from the format menu, select Document, and click on Margins; there is a value called "Gutter." Set to .35".

Line Spacing

Books usually use a setting between 1.15 and 1.25. Double-spaced lines are too large to read comfortably, single-spaced too cramped. The Paragraph Settings Panel lets you adjust this line spacing.

SETTING UP YOUR COVER PDF

Before you can create your cover you must know:

- The total number of interior book pages in your PDF, including blanks, front and back.

- The kind of text and paper you are using, and that paper's PPI. Our standard white paper is Xerox Expressions Elite 28lb laser, White PPI 432. Our cream paper at 24lb, has a PPI of 434.

Images

You must own the rights to, or have permission to use, any images included in your book. Images included in the block will print in black and white. If there is shading in the artwork (i.e. photographs or paintings) scan as Grayscale. Otherwise scan as line art. The higher the resolution the better it looks when printed. When saving images, make sure your original files are as large or larger than the size intended for the final document. Larger images scale down without quality loss, but enlarging an image may make it hard to view.

For best quality, images should be 300 dpi (dots per inch) and saved as .tiff files.

The Cover

Your book cover positions it in the marketplace, enticing readers to sample it and, hopefully, buy it. The cover layout and design is all up to you. However you like — a full-color illustration, two colors or even black and white. Only a few limitations to keep in mind. Nothing can be printed on the interior sides of the front or the back cover.

We recommend designing your cover using InDesign, even if the rest is in Word. If you haven't designed a book before we suggest you check a how-to book out of the library, take one of our classes or consult a professional designer.

Your cover is the back, plus the spine, plus the front of your book, centered vertically and horizontally in a landscape oriented 17" x 11" PDF document. It will be printed on a 17" x 11" (tabloid) sheet of coverstock, which will wrap around the printed bookblock and be trimmed to the book's trim size. No crop registration marks are necessary. Allow for a bleed of at least 0.25" on all sides.

Cover Margins

Keep at least a 0.5" margin around all sides of the document — keep all text and information within this border.

- The cover must be centered both vertically and horizontally.

- Nothing can print on the interior side of the front or the back cover.

- Maximum dimensions of your cover image cannot exceed 10.75" x 16.75".

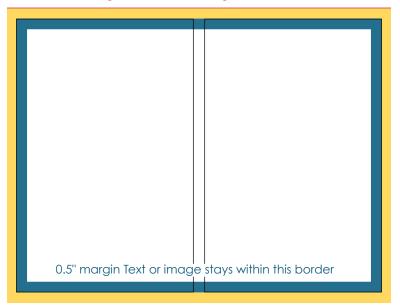- A bleed of .5" should be around all sides of the cover image.

REMEMBER!

Complete the checklist on the following page *before* going to your appointment to ensure the most success.

Don't crowd the edges of the document — your file will print and look best when everything is kept within the margins.

The margin requirement doesn't pertain to graphical elements that you want to reach the final trimmed edges of your cover.

Create a 0.5" bleed around the document. Make your graphic elements (backgrounds, images, etc.) extend to this line. This is to ensure that no white borders appear surrounding your images and that the printed area goes from edge-to-edge of the cover.

0.5" bleed - background color or image extends to here

0.5" margin Text or image stays within this border

Fonts

Make sure that the fonts used on the cover are easily read and properly aligned within the margins and the spine.

File Formatting

Files submitted for print **must** be in PDF form.

Color Settings

To ensure the most accurate reproduction when printing your cover, please make sure the PDF cover file you bring us is in CYMK color mode, not RGB. CYMK is meant specifically for printing, not computer screen display.

A CHECKLIST FOR SUCCESS!

☐ Proof read thoroughly, and review your layout carefully!

☐ Ensure that text and/or images are where you want them on each page.

☐ Use margins large enough to not crowd the page edges. Slight (unavoidable) variations in the trimming process might cut off words or images.

Please use as many numbers after the decimal point as possible. This will make the alignment of your cover much more precise.

☐ Cover colors extend to the edge of the bleed. When using solid colors that extend to the edge of your covers make sure they go to the edge of the "bleed".

☐ Every image is 300DPI and is saved as a TIFF.

☐ Fonts are easy to read.

☐ Breaks in text are clearly distinguished. Bold, or use a slightly larger point size, for fonts indicating chapter titles, sections, etc.

☐ Consistency throughout your layout (fonts, sizes, chapter headings, etc.) yields a more professional, and easy to read, final result.

☐ Pages are numbered correctly. Odd page numbers on the right hand and even pages on the left.

☐ You must have permission to use photos/ artwork or copyrighted text.

Calculating Your Spine Width

In order to have room to print on the spine of your book, it needs to be at least 100 pages. The width of your book's spine depends on the page count of your book and the paper thickness used to print your bookblock.

Use this simple formula

$$\frac{\text{Page Count}}{\text{Pages Per Inch (PPI)}} = \text{Spine width PPI}$$

For example

$$\frac{\text{Page Count} = 250}{\text{PPI} = 432} = \text{Spine width PPI of 0.58 inches}$$

Our standard white paper has a PPI of 432

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

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 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.

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.

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).

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 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

I Street: Resources

Winding your way through the POD world can be bewildering. Few of us can be a natural born editor, designer, and publicity department all rolled into one. Sure, you can type like no one else, you can use your cell phone to do cool things, and hey, once you even put a home video on YouTube. And, you've obviously finished an entire manuscript in a word processing program, but have you ever tried to design and layout an entire book? Do you know how to set your gutter margins or ever tried to create a PDF in Word? Do you have a copy of InDesign or other professional book design software, and if you do, do you know how to use it?

In a publishing house an entire staff is devoted to all of the technical stuff as well watching out for errors everywhere. Can you be that whole staff, spotting problems and fixing them as they occur? More than one indie publisher has proudly opened a box of books from the printer, only to notice right away that there's a big typo on the back cover. Damn.

It all seems so easy to do, and in some ways it is. But, be honest with yourself. Does your book look anything like a book from a publisher? If the answer is no, and if you want to do it right, there are some technical things you need to learn. Fortunately, we have professional editors and designers we can refer you to who can help you get through the process and make sure your book ends up looking

like something you and your family can be proud of, not something that will make others blush on your behalf.

We recommend attending an **I Street: Info Session** before making an appointment with the publishing assistant. If you aren't quite ready to publish take a writing, design or publishing class from **I Street: A Community Press and Writing Center**. I Street will offer a variety of writing and publishing classes, beginning in late January 2012.

www.saclibrary.org/istreet

I Street: Info Sessions are facilitated by:

Jennifer Basye Sander, author of the Complete Idiot's Guide to Getting Published and 50+ other books. She was acquisitions editor for Prima Publishing and Random House and founder of Big City Books Group. Jennifer works as a ghostwriter, co-author, book doctor, and consultant to authors. She teaches in the UC Davis Extension program and her own Publishing School for Writers, Write By the Lake and Write by the Farm.

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Maryellen Burns spent her early years in the publishing business. As director of ArtWorks@ she connects museums, libraries, schools, artists, writers and other creative types to the resources they need. She is also a free-lance researcher, writer, and editor, plus teaches workshops on the book arts, food writing, and community and family history.

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Vanessa Perez has been a designer in the publishing business for over fifteen years. A former art director at Prima Publishing and Random House, she now freelances for large publishing houses, self-published authors, and everything in between, creating artwork from cover

For additional editorial, design, marketing and publishing services contact:

Art Directors and Artists Club (ADAC)

The Sacramento Art Directors & Artists Club, is a 100% volunteer-staffed, non-profit organization. The mission of ADAC is to educate, inspire and advocate for visual communication professionals in Sacramento. ADAC provides a list of freelance professionals.

www.adac.org/about

to cover. Vanessa has created print-ready book files for many types of print presses, including the Espresso Book Machine.

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Natana Prudhomme has been a freelance graphic designer for roughly six years. Her projects span small business branding and marketing, promotional design for musicians, and independent literary magazines. She has developed the identity of I Street Press at the Sacramento Public Library and designed the magazine Under the Gum Tree. Natana Prudhomme finished her Masters in Studio Art at California State University, Sacramento, in May of 2011.

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Other Resources

Amberly Finarelli has worked in the publishing and writing field since 2003 as a copy editor, proofreader, manuscript evaluator, and writer. In addition to writing, editing, researching, and proofing for magazines and literary reviews, Amberly has worked for book publishers and literary agencies offering such services as copy editing, manuscript evaluation, and project management.

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Karen Phillips is a book cover designer who has produced covers for Poison Pen Press and other indie publishers. Karen studied Applied Art & Design at California

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Ingrid Lundquist – TLC Publishing provides custom book services for authors who wish to self-publish but are uncomfortable and inpatient jumping through the hurdles of the POD industry. We guide your manuscript through editing, cover design, printing, and into your hands.
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FAQ for Espresso Book Machine

What is the Espresso Book Machine?

The Espresso Book Machine® (the "EBM"), is a book robot that prints, binds and trims bookstore quality paperbacks in minutes and can access a database of more than 3,000,000 books, many out of print or hard to find.

Create an original work, upload it to the machine or select a pre-existing title to print, and within a few minutes a book emerges, with a full-color cover, trimmed to an exact size and indistinguishable from the publisher's version.

Where is it located?

The Espresso Book Machine is located on the 2nd floor of the Central Library, 828 I Street, Sacramento, California.

What are the specifications of a Books-on-Demand book?

Binding: Perfect-bound, with a full-color paperback cover

Interior: Black and White

Page-Count: 40 to 800 pages

4.Trim Size: Infinitely variable between 5" x 5" to 8" x 10"

I have a self-publishing project in the works. Can I use the Espresso Book Machine to publish my own book?

Yes. If you've written a novel, how-to, family or community history, cookbook, memoir, journal, course materials, conference handbook – the only limit is your imagination. You provide us with two print-ready PDF files: one for your book's interior pages and one for the cover, formatted the way you want them to look.

Can the book be illustrated?

Yes, the book can be illustrated. Please check our submissions guidelines for hints on how to scan photographs and illustrations.

Color or Black and White?

The cover will be in color (300 dpi) and the interior pages will be in black and white.

Do you offer cover designs?

Not at this time. Eventually we hope to have templates you can download for free. Cover design is very important so you may want to contact a freelance graphic designer. We have provided a list of freelance editors and designers in the resource section.

Can I make modifications to my book?

Yes. After the initial set-up and the printing of the proof copy, you may make modifications to your work. There will be a second set-up fee of $10 plus the cost of an additional proof copy (based on price per page).

Do you edit?

No. We do not offer editing services but we can put you in contact with professional editors. If you need help formatting your documents, creating a personalized cover, and/or converting your documents to print-ready PDF files, a professional editor or designer can help.

Can I wait in store for the book to be printed?

At this point, we may are not able to print most books immediately. We hope to print all "proof" copies while you wait though. The book will be ready depending on how many other orders are in line ahead of you and how many copies you need. When your book is ready we'll call and either arrange for you to pick them up or, we can deliver them to your local Sacramento Public Library branch.

What is the quality of a book produced by the EBM?

There is no difference between a book produced by the EBM and a book from a regular publisher. They are indistinguishable in appearance and quality.

What is the minimum and maximum numbers I can print at one time?

Print 1 copy, 10 copies, 100 copies or 300 copies or anywhere in between. The benefit of the Espresso Book Machine, though, is not having to print hundreds of copies at once and stacking them in the living room until they're ready to sell.

How long will it take to print my book?

The process only takes 4 to 5 minutes to print, bind and trim a book. However, set-up of the files may take longer and completing the full print run requires more time. Existing demand also influences delivery time. The Publishing Assistant will be able to provide a delivery date when you submit your files. We ask that you make an appointment with the Publishing Assistant when you are ready to print. We are not accepting walk-ins at this time.

Does anyone else in Sacramento have the Espresso Book Machine®?

I Street has the only Espresso Machine in Sacramento. In fact, there are only two other located in California. And, we have the newest machine West of the Mississippi.

I have more questions. Is there someone I can contact?

Send your questions to istreet@saclibrary.org

Do I have to pay California sales tax for books I order?

If you are an independent publisher and can provide a valid re-sell license you do not pay sales tax. Otherwise, we'll collect sales tax when you order your books.