

## 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!

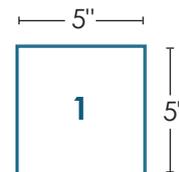
#### WANT HELP? WE'VE GOT IT!

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.

#### Size 1 Trim Size: 5" x 5"

##### Common Use:

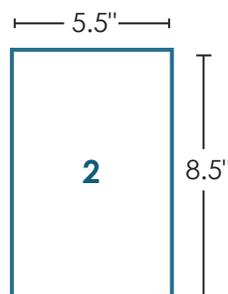
Small, square book, great for gift giving. A good choice for poetry books as well.



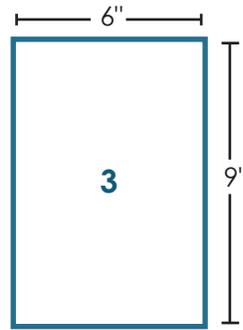
#### Size 2 Trim Size: 5.5" x 8.5"

##### Common Use:

A good option for journals and other general printing.



Size 3 Trim Size: 6" x 9"



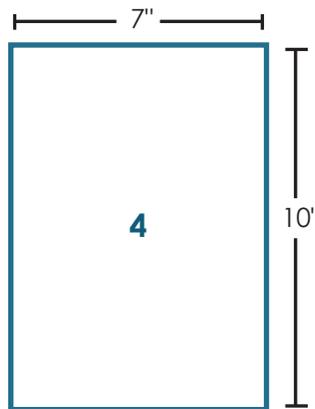
Common Use:

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

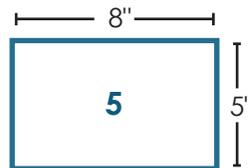
Size 4 Trim Size: 7" x 10"

Common Use:

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



Size 5 Trim Size: 8" x 5"



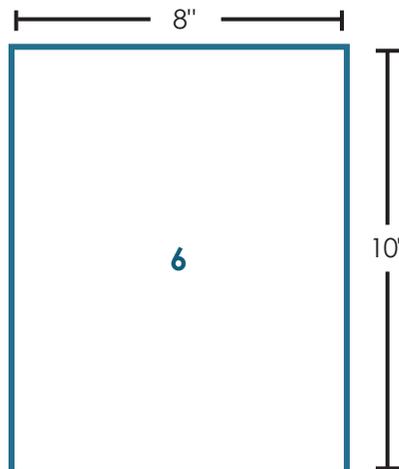
Common Use:

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

Size 6 Trim Size: 8" x 10"

Common Use:

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



## The Bookblock (The Block)

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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

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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

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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

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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

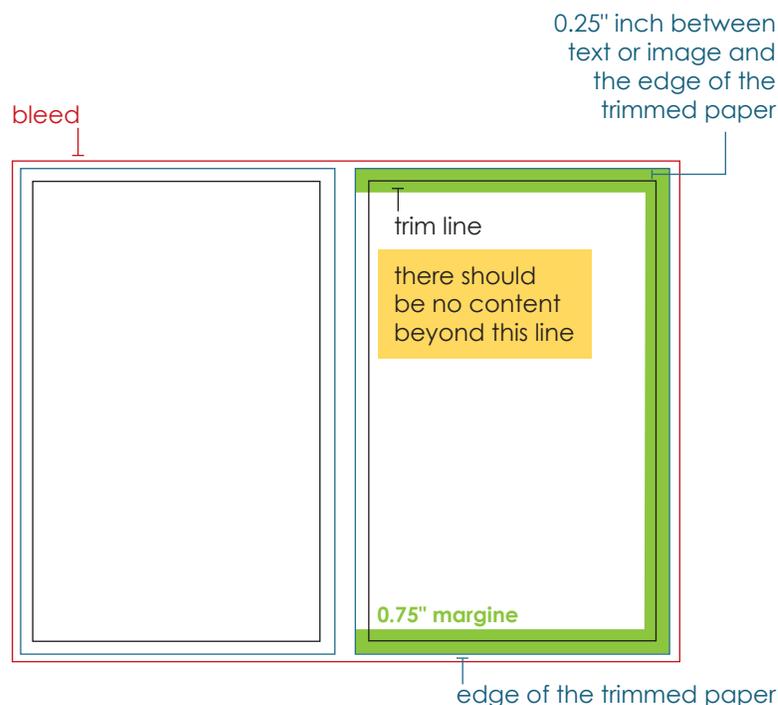
**Minimum:  
40 pages**

**Maximum:  
850 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"

## A Word on the Trim

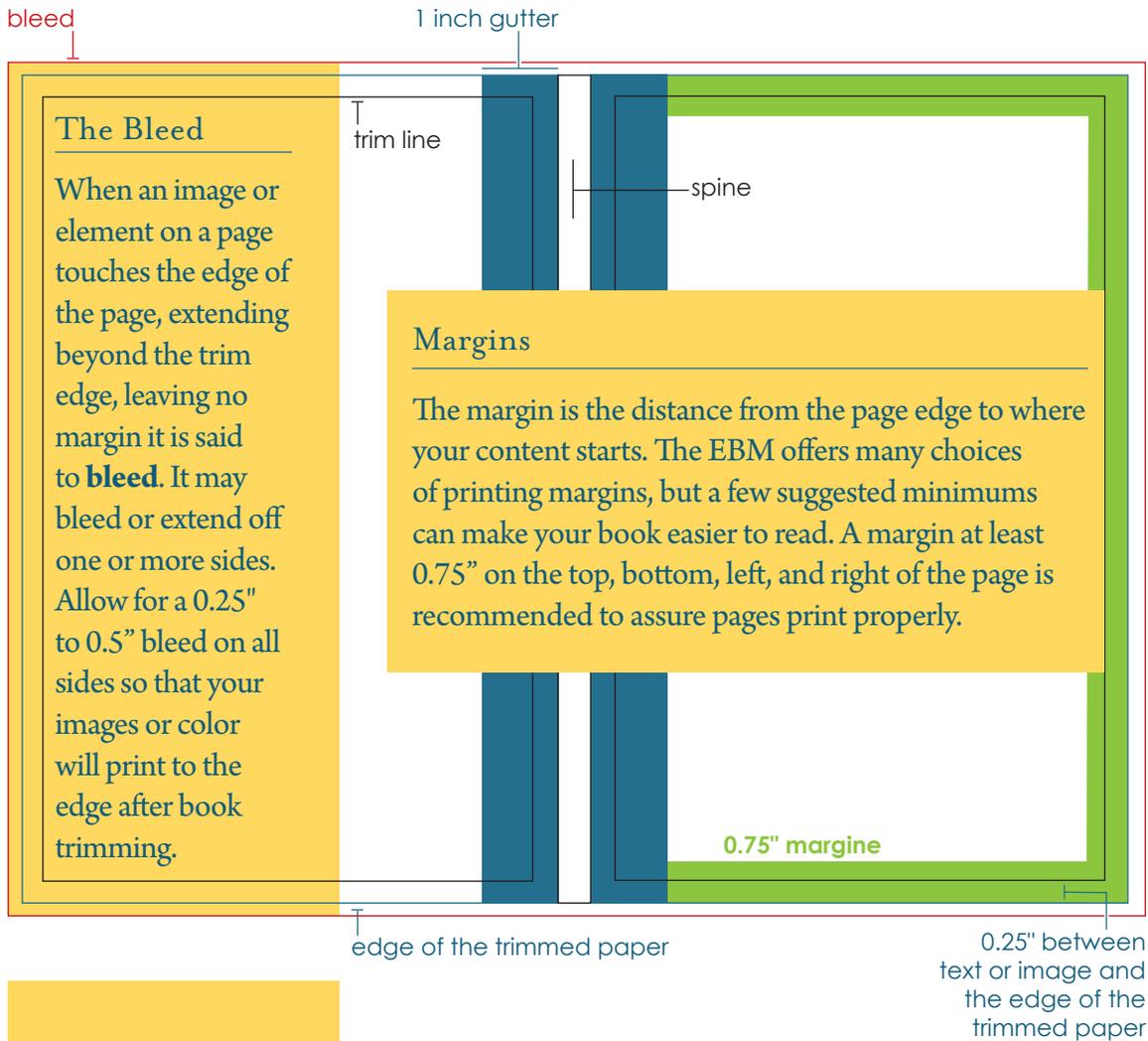
In the process of mechanical trimming it's natural for a cover to shift around slightly, the bleed allowance gives room for this shift, and is an industry standard. The trim is the small distance between the edge of your design and anything you don't want to be cut off. We recommend about a 0.25".



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.



### 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.

### 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

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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

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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

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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

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

## SETTING UP YOUR COVER PDF

- 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!

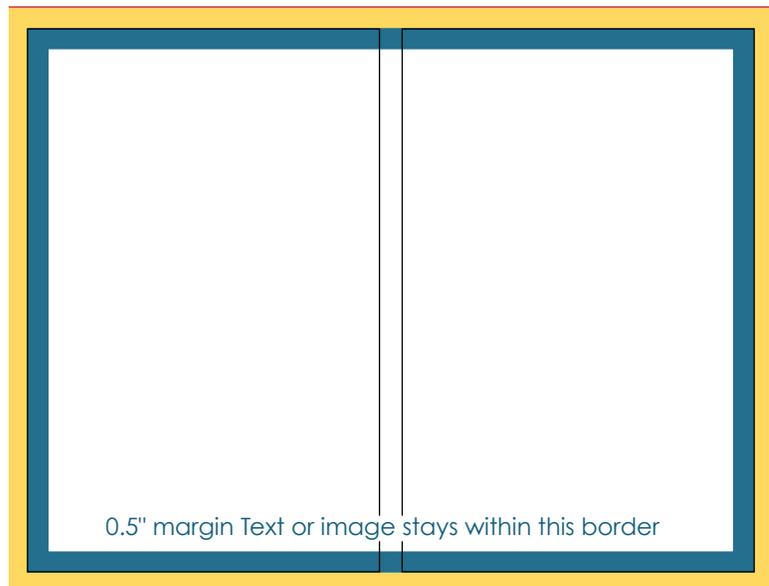
Complete the checklist on the following page before going to your appointment to ensure the most success.

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



### 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 CMYK color mode, not RGB. CMYK 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.
- 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

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