

Hi there, and thank you for downloading our free guide all about book printing. Or maybe you've gone and printed this off? Either way, pretty exciting stuff.

In this guide, we'll cover everything you could possibly want to know about book printing; helping you get your head around paper types, sizes, covers, all the weird words, phrases, and each step taken to ensure your idea becomes a reality - a wordy, readable, tangible, paper-based reality.

The main purpose of this guide is to give you a clear understanding on whether your book is ready or not to be printed, and if it isn't, how to get it there. It's also so you can go over to our website and use our online calculator confidently, with the knowledge that you are entering all your information correctly.

Sample Book

If you like how we sound and want to see an example of our work so you can get a good idea of our print quality, get in touch with us or visit our website and request a sample book. They're free and are just waiting to be shipped!



One of our babies in action. They grow up so fast.

Contact Us

Have a question? Want to discuss something? Need an extra person for your 5-a-side?

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Products/Binding

The first thing you need to be aware of is that there are various types of books – they're first defined by their binding in our industry. In this guide, we'll be looking at the three main types: hardback, paperback and coiled. We also print booklets, but they're not touched upon in this guide. We're producing a booklet guide soon, so watch this space!

We do all of our printing and binding in-house. Having complete control of the binding process means that we guarantee a professionally bound book every time.

For binding, we use Planamelt. This is a new hot-melt technology, developed for the requirements of the graphic arts industry – and the first choice for adhesive bindings and side gluing of any print products. But all you really need to know is it means that your books aren't going to fall apart any time soon.

There are quite specific reasons for choosing each binding type. Over the page are the types and their benefits to help you decide which style will best suit your book.



Hardback

Why choose hardback?

- Prestige final product
- Durable, long lasting binding
- Perfect for special editions and gifts

Hardback books are more durable, more impressive, and really stand out on a bookshelf.

In short: A perfect bound book is cased into a board casing with strong glue.

Everyone loves hardback books. They're just that little bit more special, which means that they should be reserved for special occasions and special books.

The first stage of hardback binding is identical to paperback binding, except rather than using a cover to hold all of the pages together, a heavy paper is used. This is then attached to the hard casing, made out of board which has either had a cover printed on or a cloth cover added. Hardback binding is a longer process than paperback binding and much of the process has to be done by hand.

Whilst costing a little bit more than paperback the benefits of printing in hardback are significant: the final product is incredible and they last a really long time, which is why they are perfect for yearbooks, limited editions or biographies.

We have in-house case binding machinery, which means that we are able to print short-run hardback books.

Perfect for:

- Wedding guest books
- Special edition autobiographies
- Photo books

Sizes

We produce hardback books in A5, A4, royal or a custom size of your choice.

Different types of books work best in different sizes. For example, a yearbook works best in A4, whereas a novel would be best in A5 or royal. A couple of pages later on in this guide, on **page 9**, we'll go into more information about sizes, so don't sweat it yet.

Pages

Hardback books need to have a minimum of 50 pages and a maximum of 600 pages in order for the binding process to be effective. For books of less than 50 pages we suggest you go paperback.

What material is used for the hardback case?

The hardback case is made using a cloth material or we can print onto the cover. A wrap-around cover/dust jacket can be added to the cased book. The dust jacket has oversized flaps that are folded and tucked in to the cased book.



Paperback

Why choose paperback?

- Paperback books are the most popular books in book stores
- Provides a professional finish and is the standard for most novels
- A more cost effective method of binding than hardback

Paperback books need no introduction. They are the most popular book type and the ones we are asked to print most often. Sometimes they are referred to as perfect bound or softback.

In short: With paperback books, the cover and pages are held together using a strong adhesive.

To create a paperback book we 'mill' the spine edge of the unbound book. This creates a rough surface allowing the glue to bond more successfully. The book is passed over a very hot glue tank, where a revolving wheel applies the glue. The cover is then clamped to the book and the glue is allowed to set. Once cooled the books are trimmed to the desired size. Impressive, right?

Perfect for:

- Novels
- Poetry collections
- Children's books

Sizes

We can print paperback books in a range of sizes A6, A5, A4, royal or a custom size of your choice.

The size you choose will depend largely on what your book is. Most novels are printed A5, but workbooks, reference guides and training manuals are often better in A4.

Pages

Perfect bound books need to have a minimum of 26 pages and a maximum of 600 in order for the binding process to be effective. If the book has too few pages the glue might not take properly, and if it has too many the insides might become too heavy and break up the glue. If you stick to the 26-600 page rule, you can't go far wrong.

If you do need to print fewer than 26 pages, we recommend our booklet printing service. This uses stitch binding and as such there are no minimum page quantity restrictions.



Coiled

Sometimes referred to as spiral bound, coil binding is a popular binding method for functional books - books that you plan on using regularly, and opening and closing frequently. The main advantage of coil binding is that the books can be opened 360 degrees and lay flat on a surface.

In short: A plastic coil is wound through both covers and every page to bind the book together.

When producing a coil bound book the inside book pages are sandwiched between two sheets of card (a front and back cover). Holes are then punched in to the spine edge of the book, before a plastic coil is threaded and twisted through the holes to form the binding.

Recipe books, annual reports, training manuals, reference books, and diaries all work brilliantly with coil binding.

Why choose coiled?

- Books can be opened 360 degrees and be placed flat on a surface
- Coils are incredibly durable, making them perfect for books that will be used frequently
- Works brilliantly for books of all sizes

Perfect for:

- Staff handbooks and training manuals
- Recipe and cookery books
- Staff and student diaries

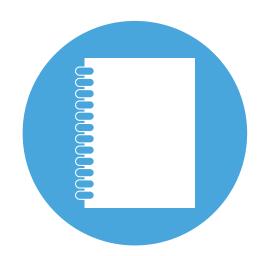
Sizes

We can print coil bound books in a range of sizes such as A6, A5, and A4.

The size you choose will depend on what your book is. A workbook or cookery book is likely to be printed A4, whereas a diary or reference book will probably be A5.

Pages

There is no minimum page count for coil bound books and they can feature up to 600 pages.



Book Sizes

We've had people ask us before, "What size is a book?", so maybe this section will help. How long is a piece of string? It always varies, and we can print in a variety of sizes, even to a custom specification – but it's good to get your head around the basics.

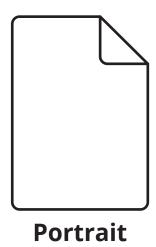
| | Colour/ Black & White | Size | We Reccomend |
|--------|--------------------------|-------------|------------------------------------------------------|
| 0.4 | Colour | 297 x 210mm | Ideal for workbooks, reference |
| A4 | Black & White | 287 x 205mm | guides and training manuals. |
| Royal | Colour | 234 x 156mm | An ideal size for a |
| | Black & White | 234 x 156mm | novel of significance. |
| A5 | Colour | 210 x 148mm | Common for novels, poetry books and autobiographies. |
| | Black & White | 202 x 143mm | |
| Slim | Colour | 180 x 120mm | Good for pocket guides and |
| Volume | Black & White | 180 x 120mm | small, novelty books. |
| 0.6 | Colour | 148 x 105mm | Works great for a |
| A6 | Black & White | 143 x 100mm | 'little book of poems' or illustration books. |

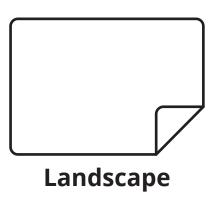


Portrait vs. Landscape

Just to clear this up, if you have an A4 piece of paper and the height is longer than the width, it's portrait. If you turn the paper on its side, and the width is longer than its height, that's landscape. Simple, right?

So next to discuss is which format you want your book printed in. Hopefully you already have some sort of idea, but as rule of thumb, here is a list of types of books and their more common format. Notice that the majority of books are printed portrait.





Portrait:

- Novels/short story compilations
- Autobiographies/biographies
- Poetry books
- Guides, handbooks and manuals
- Yearbooks and annuals
- Diaries
- Recipe and cookery books

These are the book types most commonly printed portrait. You probably already have an idea which format you want to print in, if not this might help point you in the right direction.

Landscape:

- Children's books
- Photo/art books
- Lookbooks

Not many books are printed landscape, so if you are going to go against the grain, you need to be able to justify why and be sure that it is suitable.



Colour vs. Black and White

One of the most frequent questions we are asked is "should I print my book in colour, or in black and white?" – buddy, we don't know! But we can certainly offer some advice.

There are a number of factors that would contribute to the decision. If your book is plain text, then the decision is simple: black and white, all the way. But if your book features images, you have a decision to make.

Black and white printing is less expensive than colour; our online calculator can demonstrate the cost difference for you. But sometimes the look of the book is more important than saving a few pounds. If your book relies on images or colourful illustrations, or if you've written a children's book, they often look much better in colour.

It is worth remembering that there is a third option: colour inserts. If your book contains a small number of images or annotations that you would like to be printed in colour, then black or white printing with colour inserts will most likely be the best choice. Think back to a footballer's autobiography – in the middle of the book there's a photo section. This gives you the benefits of cheaper black and white printing, whilst keeping colour where it is needed.

We can print in full colour, black and white, or black and white with colour inserts. But the decision is ultimately yours.

A5
Paperback
100 Pages
50 Copies
Black & White
100gsm

£109.36 (£2.19 per book) A5
Paperback
100 Pages
50 Copies
90 Black & White Pages
With 10 Colour Inserts
100gsm

A5
Paperback
100 Pages
50 Copies
Full Colour
100gsm

£196.56 (£3.93 per book)

(Price difference between three same specifications apart from Black and White / Colour)

(£2.48 per book)



Paper

Paper types can often be neglected or not even thought of until it's too late. So let's break it down. There are three main types that we use: uncoated, silk and gloss. You will need to decide what paper type you are going to use for your book, so let's take a look, shall we?

Types of Paper

Paper types refers to the finish of the paper, this affects the look of the pages rather than the feel or the weight. Here, we can help you understand the differences between each type, but if you want advice on which to use for your book specifically, you are best off getting in touch.

Uncoated

This produces a matte finish. The majority of books that you read have an uncoated finish.

Perfect for:

- Novels
- Poetry books
- Anthologies
- Short stories
- Biographies

Silk

Paper with a silk finish has a low sheen coating. This improves colours and sharpens images. Silk is somewhere between uncoated and gloss, it provides a high quality look in a more subtle way than gloss.

Perfect for:

- Photo books
- Posters
- Leaflets
- Brochures

Gloss

The paper has a higher sheen coating which further enhances colours and sharpness.

Perfect for:

- Children's books
- Colour inserts
- Photo books
- Recipe books



Paper Stock

The paper stock is the weighting of the paper. As a general rule, a higher stock paper is a little more expensive to print on, but higher stock is also perceived as being higher quality. Don't let that fact alone be the decider – certain stocks suit specific types of books more than others.

There is a common mistake you need to avoid here. Many people either go for the thinnest paper to save money, or the most expensive assuming it will result in a better quality book. Whilst that can sometimes be true, it's often not the case.

What is GSM? Sounds sciencey...

GSM is an acronym standing for 'Grams per Square Metre'. Quite simply, it allows print buyers and print suppliers to know the quality of paper that is being ordered. The higher the GSM number, the heavier the paper.

70gsm - Uncoated

70gsm is suitable for black and white printing, and used to lower the weight of a book. It can help cut costs on international postage, you know, if that's your thing.

80gsm - Uncoated

Our standard paper for black and white books, and is perfect for novels, biographies and poetry books.

80gsm - Uncoated (Off-White)

As above, but the colour of the paper is off-white, rather than a more distinctive white. Maybe opt for this if you want more of a traditional or vintage look.

100gsm - Uncoated

Our standard paper for colour books. Also works well as a heavier alternative for black and white books, particularly A4 books. Perfect for autobiographies, anthologies, history books.

115gsm - Gloss or Silk

Slightly heavier than 100gsm, but with a gloss or silk finish. It works best in books and booklets with a lot of colour.

120gsm - Uncoated

120gsm provides an outstanding finish for colour pages, and work perfectly as colour inserts in black and white books. It's best suited for brochures, presentations and colour inserts in biographies.

135gsm - Gloss or Silk

A high quality, thick paper stock that can make colour pages look more vibrant and sharp. Perfect for leaflets and flyers.

170gsm - Gloss or Silk

This is our heaviest paper; it's very strong, durable and provides a beautiful, vibrant finish. It works brilliantly for postcards, menus, and posters.



Cover

No. We're not doing it. We're not lowering ourselves to quote that idiom. Instead, we'll tell you about the stuff that matters – you need to know what stock you want, its finish and well, how it's going to look. Judge that.

Hardback

Brace yourself, when you print hardback, you have a plethora of options for your cover. You need to know what your finish will be and whether you would like a dust jacket or not.

Cover Stock

One size fits all when it comes to hardback. It's a stock we call board and is 2mm thick. Glued on top of the board is a laminate in gloss or matte, or a cloth finish.

Cover Finish

There are three finishes you can have on top of your stock: gloss, matte and cloth. There is an endpaper glued on the inside, to keep it all in place – these are 160gsm cream stock.

Cloth

The type of cloth used to cover the board stock is called Wibalin, and it in glued on top. It's available in: black, blue, red, and green.

Be aware that if you opt for the cloth option, it will be plain – you cannot print a design on top of the cloth. (You can add a dust jacket however.)

Dust Jacket

The dust jacket is not exclusive to a cloth finish; you can also place one on top of a gloss or matte finish. The jacket itself is always 170gsm, with a gloss or matte finish.

Paperback/Coiled

Cover Stock

Like with paper stock, cover stock deals with the thickness of a cover (when you are going down the paperback route). There are two options available for you:

250gsm

Our standard card for covers, we recommend it for most of the books we print. Perfect for novels, anthologies, biographies, children's books, poetry collections, and more.

300gsm

A slightly heavier cover stock, and a little more expensive than 250gsm, but not significantly. It works brilliantly on recipe books, manuals, workbooks and children's books.

Cover Finish

The finish can be in either gloss or matte.

Acetate

If you are printing a coiled book, you have one final option available to you – and that's acetate. It is a clear, thin screen-like sheet that acts as a protector. You'll see this commonly with training manuals, school diaries and some cook books.



Cover

Gloss vs. Matte

Here we go, another fight on our hands. Never underestimate a good cover lamination, or as it's more commonly known, its finish. We produce 250gsm and 300gsm in matte and gloss for soft covers, and it's a feature that requires your attention. After all, it houses your entire work.

The main difference is the 'shine' of the paper under light – gloss is shinier and more vibrant in colour than matte, which is considered understated. They both feel different to the touch, and despite having more coating than matte, gloss is a little bit thinner.

Gloss Matte Gloss is the more visually attractive of Matte finish offers an understated, the two, and the more common - its natural and soft look - it's not as colours are of a higher contrast and reflective and can take more of a the images are cleaner and crisper. beating than gloss. It's considered It works better for darker colours. more professional and is the more There is a shine to the card, as it has a fashionable option. reflective finish. A benefit is that as it is not as common as gloss, it automatically A gloss finish gives off the impression of a richer product, and has draws attention. However, the finish durable qualities: it repels dirt, dust, does lessen the intensity of the colour fingerprints and can be wiped clean. on the cover, producing a washed-out look, and the finish can be more likely The downside however, is that to show stains and spills. scratches, scuffs, creases and dents are more visible.

And the winner is...

We feel novels are most commonly and best suited with a matte cover, and if you're a non-fiction writer, stick to gloss for now.

Ordering proof copies of your book in both gloss and matte can give you the ability to compare and contrast finishes. You will need to request those sample proofs separately – so our printers know what to print. There is a little extra fee to pay, but just think about that peace of mind assurance that comes with it.



Cover Design

There are two things you need to now consider (maybe even before you choose what stock you want to use for your cover):

- Size
- Design

Without either, you really don't have a cover. So in order to design your cover, you need to know what the correct dimensions are.

You can only know this once the insides of your book are finished.

There's not a ready-made template as each book is of a different size, depending on page count and the stock chosen. However, you can roughly work out your overall size:

- See our Book Sizes section (page 9).
 Take the width and double it
- This is the tricky bit. You need to know the width of the spine (the bit that goes in between the front and back cover). Thankfully, we've got you covered with our easyto-use spine calculator

Just head on over to www.bookprintinguk.com/tools/spine-calculator, choose your paper type and the number of pages your book will include and our easy to use spine calculator will work out the size your spine needs to be.

Example: If you were printing an A5 black and white portrait paperback, on 80gsm paper (your classic novel), and it had 250 pages, your measurements would look a little something like this:

Page size:

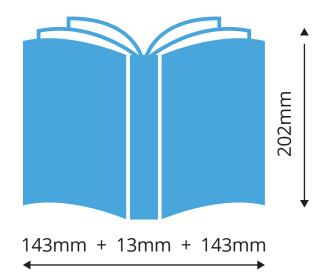
202 x 143mm

Spine width:

13mm

Cover size:

202 x 299mm



Note: These are measurements without the bleed included. The next section on **Page Layout** will go into detail about the bleed and how to apply it.



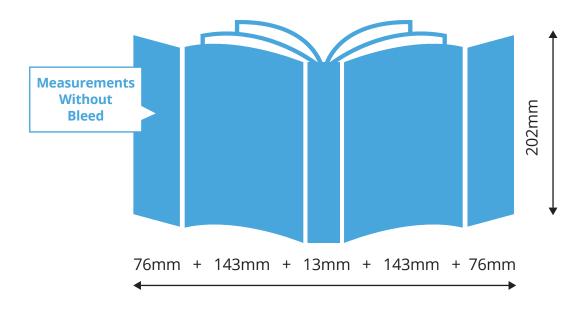
Cover Design

Remember, that was just a rough example. The measurements may not always be as we set out – so you're better off speaking to us directly to be sure (that way we can go over the bleed bit too).

Is the size going to be different for a dust jacket cover?

You're looking at adding an additional 5mm to your cover width, and also 76mm for the wrap around/inside panel if you're designing a dust jacket cover. So if your book (like above) is an A5 black white portrait paperback, on 80gsm paper, with 250 pages, the width would be roughly:

76mm + 148mm + 13mm + 148mm + 76mm.



Note: Covers should be supplied as separate files – not as part of the PDF which contains the body of the work. If not supplied separately, it may affect the running order of your book.

Put the artwork for the front cover, the back cover and the spine all in a single file and in the form of one single unbroken image with 2.5mm bleed and crop marks if you can.

More on bleeds and supplying files in just a bit.

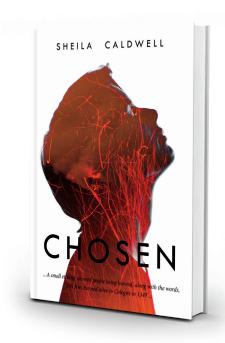
Cover Designs II

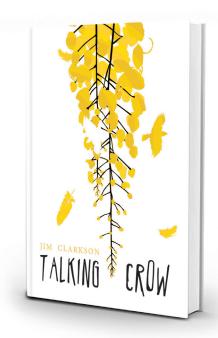
Is there anything I have to include on my cover?

When you're designing your cover, get creative and go wild. But always remember there are two things you **must** include on the back: the book's ISBN and a barcode. Without them, you cannot sell the book.

We can do this bit in-house – and we're pretty good at it! Your cover has got to sell the book, and grab attention, so make sure it looks good.

The printing of a full colour cover is included in the quoted price. If you haven't created a cover yet, our book cover design service might be for you? We can create you a bespoke cover design for just £50.













So if you're stuck at this part, just give us a call – we'll make sure this is sorted for you and you're ready to have your book printed.



Other Design Information

Here is just a quick run through of some other pieces of information you may want to be aware of to ensure everything is a-okay. You'll find most of this over in our sample book too.

Page Layout

First of all, ensure you set the document up at the correct page size from the beginning; it saves a lot of time and money doing this.

- Always supply as single pages, never double page spreads
- Your inside pages should be sent in the form of one complete document, not a series of documents
- If you are including page numbers, ensure they are not placed on the binding edge

Bleed

So we've hinted at it enough, but what is it? The bleed is the area at the edge of a document which gives the printer an amount of space to allow a cleaner finish for trimming.

We require 2.5mm bleed on all edges for jobs with any images, backgrounds or colours that extend to the edge of the page.

For example, an A5 book's dimensions are 210mm x 148mm; with a 5mm bleed it will be 220mm x 158mm.

The extra 5mm bleed will be cut off, so any important text or images should not appear in or near this area.

Margins

Margins are the 'blank' spaces on the page before the content, such as the text or images. Unless, of course, you want your words or picture to be right up at the edge of the page.

For A5 and A4 books we recommend that you set top and bottom margins to 10-15mm, set inside margins (binding edge) to at least 18mm, and outside margins to 15mm. For anything more specific, just let us know and we can advise.

For coiled books however, the main design criteria to take into account is the impact of the coil binding. The holes that the coil threads into will encroach on your page by 7mm, so any text should be kept at least 10mm away from the bind edge of the book.

Pages and Sheets

To work out how many pages you have in your book, each printable side of paper is classed as one page. One sheet of paper equates to two printable pages. If a page is purposefully left blank, it is still counted as a page. When you generate a quote online you need only count inside pages but the quote includes a full colour front and back cover.



Fonts

How many words do I get per page?

A5 pages will carry an estimated 52 characters per line, including spaces etc., 32 lines per page; so an estimated 350 words per page at 11 point size.

Font Type

Typesetting is when you arrange the text inside your pages in a legible way – the font, size and style suits that of your book's genre and context, and is overall pleasing.

Get these things wrong however and they'll stand out like a sore thumb.

Styles



Serif

Serif fonts have little 'feet' or lines attached to the ends of their letters. They're generally thought to look more serious or traditional.



Sans serif

Sans serif literally means 'without serif' – these fonts don't have the extra lines on the ends of letters. For that reason, they're generally thought to look more modern and streamlined.



Script

Scripts are what we might think of as cursive or handwriting style fonts. They generally have connecting letters. You'll find that script fonts come in many different styles, from elegant, to fun and casual, to hand-drawn.



Decorative

When you hear a font categorised as decorative, display, or novelty, it all means the same thing – that font is meant to get your attention. They're often more unusual than practical and should only be used in small doses.

Fonts

Weights



Light









Heavy

Emphasis





Regular





Italics

Bold italics

Small caps

Underline

Case

Example of text

Example Of Text

Sentence case

Title case

Font Sizes

Choosing your font size is a very important factor in the typesetting process. It can be tricky to get right to suit the style of your book. Consider the following two things when selection a font size:

- The length of your book
- The target readership

Here are some recommendations we can suggest:

Novel: We recommend a body text size of **11pt**.

Children's book: We recommend a body text size of **14pt**.

Biography: We recommend for a biography a body text size of **10-12pt**.

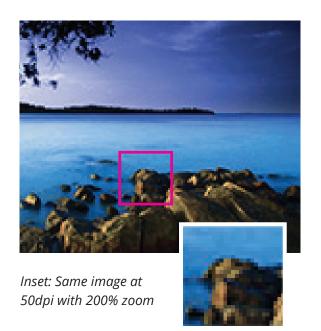


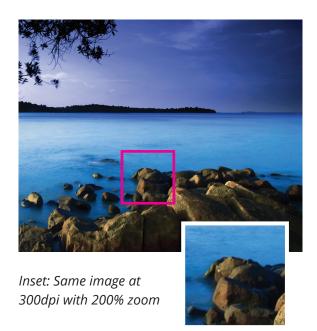
Images

If supplying separate images, please ensure they are a minimum of 300dpi, this will ensure the best printing quality, lower resolution may result in pixelated images. Anything lower and it will look fine on any computer, but will look terrible in print. We accept JPEG, TIFF, PSD, AI or PDF files.

If you unable to digitally supply your image, post them to us and we scan them in to your book.

It is very important for you be aware that when putting any pictures into your book, you and you alone, must own the rights to them or have been granted permission by their owner to use them, or you have the legal rights to.





Colour

We print in CMYK, please ensure all images are supplied in this format to guarantee a faithful colour reproduction.

Images supplied in RGB may result in a variation of colour and is highly recommended that you do not do this.

File Formats and Layouts

So, when you're ready to print, you're going to be supplying files to us or another book printing company – there's a few things you need to know regarding the file formats and layouts. We already talked a bit about bleeds, margins and cover designs, so hopefully you won't feel lost as we bring them up again in this section. Check back if you need a refresher – otherwise, let's get stuck in with some of the most common sizes...

Covers

Regardless of size, always include a 3mm bleed to each side of the 'file': top, bottom, left, and right. This 3mm is very important, especially if your colour background or any images go to the edge of the page.

Your cover should comprise of your front cover, spine, and back cover in a single PDF file – unless it is a coil bound book, in which case the front cover and back cover should be in separate PDF files.

Unable to work out your spine? Check back to **page 19**.

Insides

Paperback

If you have images or colour backgrounds that run to the edge of the page you will need to add a 2.5mm bleed on all edges.

Set top and bottom margins to 15mm. Set the inside (binding edge) margins to 18mm, and the outside margins to 15mm.

Hardback

With hardback books, we will usually trim an additional 4mm from the top and bottom of the internal pages. This is to ensure that the internal pages sit within the hardback casing.

Set top and bottom margins to 19mm. Set the inside (binding edge) margins to 18mm, and the outside margins to 15mm.

Coiled

The coil cuts into the book by 7mm on the binding edge. Which means that any images that stretch to the edge of the page on the inside margin will be cut into.

Set top and bottom margins to 15mm. Set the inside (binding edge) margins to 18mm, and the outside margins to 15mm.

Booklets

Like paperback, if you have images or colour backgrounds that run to the edge of the page you will need to add a 2.5mm bleed on all edges.

Set all four margins to 10mm.



Flyers, Bookmarks, Posters, etc.

Please create your artwork to the size you would like the finished item to be printed to, but including a 5mm bleed on all four edges of the artwork. Unlike any book or booklet, supply these as a single PDF.

For example: A5 Paperback

You should supply a single A5 PDF with each page in the PDF as a single page – so not in 2 page spreads. We (and the majority of other companies) print all of our books digitally; this means that our A5 sized books are often a couple of millimetres smaller than A5, as shown in the Book Sizes section.

To prepare an A5 Word document for print

- 1. Click 'Page Layout' and set the document size to A5 (148 x 210mm)
- 2. If you have images or colour backgrounds that run to the edge of the page you will need to add a 2.5mm bleed on all edges. To do that, go to 'Page Layout > Size > More Paper Sizes'. There will be an area to enter a custom size, so set your document to 153 x 215mm
- **3.** Set top and bottom margins to 15mm. Set the inside (binding edge) margins to 18mm, and the outside margins to 15mm
- **4.** Go to 'Page Layout > Margins' and set them to 'Mirrored'



Embedding Fonts

Here, we'll tell you how to embed your fonts using with Microsoft Word. The aim of the game is to provide your printer with the highest quality graphics files possible for your book's covers and insides to look their absolute best. But first...

Why is it important to embed fonts when creating a PDF?

Embedding fonts ensures that all of the font information used to make your document look the way it does stored in the PDF file. In other words, no matter what fonts a reader has on their computer, they'll be able to see the file as you intended it to be seen.

If you don't embed front, Adobe Acrobat or an equivalent PDF software will make its best guess at font substitution using whatever fonts are available on the computer the reader is using. Substitution can result in significant differences between your intended output and what the reader observes (particularly with font symbols).

How to Embed Fonts

Once your document is all typed up and ready to be saved, do the following:

- 1. Click 'File' or the Word icon in the top-left corner
- 2. Press the 'Word Options' button
- **3.** On the left side, choose the 'Save' option
- 4. Tick the 'Embed fonts in the file' box

You can then save the file as a PDF with no hesitation. Unless you're worried about global warming or the economy collapsing or something.



We (and other companies, but why would you want to go elsewhere?) would prefer a PDF to save everyone time in getting your books made. "But what is a PDF?", we hear you ask... Good thing there's this section to explain.

We, like most printers, will accept a Word document, handwritten/typed manuscript, or PDF.

If you're unsure whether your file is ready, remember that we offer a **free file assessment**. This is where we'll let you know if your file is ready to go to print and if it isn't, we'll tell you where the problems are. Take advantage of us! We're always happy to help.

What is PDF?

Portable Document Format ensures your printed or viewed file retains the formatting that you intended. The PDF format is also useful if you intend to use commercial printing methods.



Saving a PDF from Word

You've probably used a word processing programme to write your book – you may have used our free file assessment to get all the margins and headers and bleeds spot on, or maybe you're crafty and mastered that yourself (pat on the back). Now you need to convert it to a PDF to get that file over to us to print.

Here's a little step-by-step guide to show you how:

- Click the Microsoft Office button, point to the arrow next to 'Save As', and then click 'PDF or XPS'
- 2. In the 'File name' list, type or select a name for the document
- 3. In the 'Save as type' list (below the filename text box), click 'PDF'
- **4.** If you want to open the file immediately after saving it, select the 'Open file after publishing' check box. This check box is available only if you have a PDF reader installed on your computer
- **5.** Next to 'Optimize for', do one of the following (depending on whether file size or print quality is more important to you):
 - If the document requires high print quality, click 'Standard (publishing online and printing)'
 - If the print quality is less important than file size, click 'Minimum size (publishing online)'
- **6.** Click 'Options' to set the page range to be printed, to choose whether mark-up should be printed, and to select the output options. Click 'OK' to confirm
- 7. Finally, click 'Publish'

If you want to make changes to the PDF after saving it, return to your original Microsoft Office system file in which you created it and save the file as PDF again.

Note: If you don't have the PDF option, we recommend you download and install Acrobat from Adobe Systems.

If you have any difficulty during this process, please contact us and our design team will endeavour to help.



Checklist

Okay, so what do I need to make sure I know about my book? We put together this list for you to tick off, one-by-one, to ensure you understand each step going into having your work ready to print, and of course, making sure you've done the work required!

| I've written my book (like, fully) |
|-----------------------------------------------------------------------|
| I high-fived the person nearest to me |
| My book will be hardback/paperback/coiled |
| The size of my book will be |
| My book will be portrait/landscape |
| The cover stock will be |
| The finish of my cover will be gloss/matte/cloth |
| My cover will have a dust jacket/acetate (if applicable) |
| I have the cover of my book designed, and at the correct size |
| I thought about giving up, but remembered that winners don't quit |
| My book will be printed in colour/black and white/with colour inserts |
| The paper in my book will be uncoated/silk/gloss |
| I know what font types and font sizes will be inside my book |
| Images? Yeah, got them all sorted - 300dpi and everything |
| The inside pages of my book are designed correctly for print |
| My book is in a PDF file, and ready-to-print |
| I wantcopies of my book printed (once I've seen my proof) |
| I've drank my well-earned cup of tea/coffee/hot chocolate/green tea |



FAQs

Q. Do you supply ISBNs for my book to be sold?

Unfortunately not, they can only be purchased through Nielsen Book, or through our publishing partner, Spiderwize.

Q. How much does it cost to print a book?

There are a number of factors that go into calculating the cost of print. The number of pages, the size of the book, the type of paper and binding, the list goes on.

As we are a digital book and booklet printer it is more economical for us to set up and print between 25 and 500 copies. Setting up fewer than 25 copies is very time consuming and uses a lot of our resources. As a result it might seem like ordering a smaller number of books is less cost effective.

The best way to find out how much it will cost to print your book is to get a free quote online using our calculator. This guide was designed to cover every question you will encounter whilst you use the calculator to create your quote.

Q. Does my quoted price include delivery?

Yes. Delivery to one UK address is included in our base price. Additional deliveries will be charged at £6 per box.

Q. Does my quoted price include VAT?

No, it doesn't. This is because you may not have to pay VAT on your order. If you are printing a 'complete book', such as a novel or a biography, it will not be subject to VAT. Take a look at our VAT guide over on our website for more information.

Q. Does my quote include a cover?

Yes, the printing of a full colour cover is included in the quoted price. If you haven't created a cover yet, our book cover design service might be for you? We can create you a bespoke cover design for just £50. Go check out the **Cover Design** section on **page 19** of this guide for a flavour.



FAQs

Q. How long will it take to get my books?

All of our turnaround times are estimated.

Paperback:

- PDF Proof from PDF files = 3-4 working days
- PDF Proof from other file format = 3-4 working days
- Printed bound proof = 3-5 working days
- Full order black and white printing = 7-10 working days (after proof is signed off)
- Full order colour printing = 7-10 working days (after proof is signed off)

Hardback:

- PDF Proof from PDF files = 3-4 working days
- PDF Proof from other file format = 3-4 working days
- Printed bound proof = 4-8 working days
- Full order black and white printing = 15 working days (after proof is signed off)
- Full order colour printing = 15 working days (after proof is signed off)

At present, we do not offer a fast track service, and books are delivered the next working day to a mainland UK address through UPS couriers.

Deliveries to Scotland and Northern Ireland take 3-4 working days.

Deliveries further abroad may take longer.

Q. Why do hardbacks take so much longer than paperbacks?

Hardbacks take longer because each cover has to be handmade. They are worth the wait though, the final product is stunning.

Q. How do I order re-prints?

Re-prints can be ordered through your online account. Your account will save your past orders so it is very quick and easy to re-order. If you would like to make changes to your order before re-ordering you would either need to upload a new file or get in touch with a member of the team.



FAQs

Q. What type of paper do you use?

We use FSC-certified paper. FSC do incredible work in protecting forests around the world. All of their paper is sourced responsibly, and they work closely with the WWF to protect animals and people who call forests 'home'.

Q. Can I get help with marketing and publishing my book?

Yes, through our assisted self-publishing arm Spiderwize. You can find out more about them by visiting **www.spiderwize.com**

Q. Who would win out of a fight between Godzilla, a scorpion with a rocket launcher for a tail, and 'Macho Man' Randy Savage?

Macho Man, ooh yeah.











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