



FIRST CHOICE BOOKS

# Self Publishing Guide

A Guide to Publishing Your Book with First Choice Books



Includes:

- ▶ Steps to Publishing
- ▶ Layout and Design Services
- ▶ Do-It-Yourself Instructions and Technical Specifications
- ▶ E Book Publishing
- ▶ Checklists for preparing files



firstchoicebooks.ca  
 info@firstchoicebooks.ca  
 graphics@firstchoicebooks.ca

2817 Quesnel Street  
 Victoria, BC, Canada, V8T 4K2

Phone 250.383.6353 • Fax 250.383.2247

facebook First.Choice.Books

twitter @firstchoicebook

Copyright ©2014 First Choice Books.

Revised 2015, 2017.

All rights reserved. No part of this publication may be reproduced, stored in a retrieval system or transmitted in any form or by any means – electronic, mechanical, photocopying, and recording or otherwise – without the prior written permission of the author, except for brief passages quoted by a reviewer in a newspaper or magazine. To perform any of the above is an infringement of copyright law.

Text and design by Felicity Perryman and Jenny Engwer.

Illustrations by Jenny Engwer, First Choice Books ©2013, 2017

ISBN – 978-0-9780466-0-6

# CONTENTS

Welcome to First Choice Books . . . . . 5  
 Steps to Publishing with First Choice Books. . . . . 7  
 ISBN International Standard Book Number . . . . . 11  
 Copyright . . . . . 13

## ► *First Choice Books* DESIGN SERVICES

Cover Design . . . . . 16  
 First Choice Books Cover Design . . . . . 17  
 Book Interior Page Design . . . . . 18  
 First Choice Books Page Design . . . . . 19  
 eBook Publishing . . . . . 20  
 Showcase Website. . . . . 22  
 First Choice Books Website Design . . . . . 23

## ► *Do It Yourself* BOOK & COVER DESIGN

Technical Specifications for DIY Print Ready PDFs . . . . . 26  
 DIY Cover Design . . . . . 28  
     Soft Cover . . . . . 29  
     Hard Cover . . . . . 30  
     Dust Jacket . . . . . 31  
 DIY Book Design . . . . . 32  
 Text Formatting — Fonts. . . . . 34  
     Serif and Sans Serif Fonts . . . . . 34  
     Which font should I use? . . . . . 35  
     Font Size Examples . . . . . 36  
     Line Spacing Examples. . . . . 37  
     Justification. . . . . 38

Hyphenation . . . . .	.38
Widows and Orphans . . . . .	.38
Experiment and Test Print . . . . .	.39
Minimum Margins . . . . .	.40
Setting page size and margins in Microsoft Word . . . . .	.42
Page size . . . . .	.42
Margins . . . . .	.43
Headers . . . . .	.44
Page Numbering . . . . .	.45
Setting Up Bleed . . . . .	.46
Making PDFs	
From Word . . . . .	.48
From Adobe InDesign . . . . .	.50
Page Order . . . . .	.52
Frequently Asked Questions (FAQ) . . . . .	.55
Glossary of printing terms . . . . .	.63
Check List – Files for Layout + Design by First Choice Books . . . . .	.67
Check List – Print-Ready PDFs . . . . .	.68



## Welcome to **FIRST CHOICE BOOKS**

Congratulations on taking the next step to publishing your book! Our aim at First Choice Books is to support you in producing your book beautifully and efficiently. Advantages of publishing with First Choice Books:

**FLEXIBILITY** – Print any quantity from 25 to thousands • Soft Cover • Hard Cover • Smyth Sewn Library Edition • Coil binding • Saddle-stitch • Full Colour • Black and White

**COMPETITIVE PRICING** – You’ll find our print pricing matches or betters pricing in North America.

**SPEED** – We’ll have a printed proof ready for you within a week of receiving print-ready files, and the press run within 2-4 weeks after proof approval, for most books. Need books by a specific date? Let us know and we’ll work with you to achieve that.

**PERSONAL SERVICE** – We’re a small company and you’ll work with the same people all the way from beginning to end, and you can contact us at any time with questions.

**EXPERIENCE** – First Choice Books staff have years of experience in the self-publishing field, and our bindery has been in operation for over 50 years.

**CONTROL** – You control every part of the publishing process – we’re here to help! Copyright of your book remains with you.

**PRINT AND EBOOK EDITIONS** – With First Choice your book can be published both in print and online for eReaders like the Kindle and iPad.



**REPRINT ANYTIME** – We archive your book files, so you can reprint or revise at any time.

**YOU KEEP ALL PROFITS FROM SALES** – First Choice Books' authors market, distribute and sell their own print copies. First Choice does not take any royalties from sales, as we sell only to you, the author.

**ACCESS TO YOUR BOOK MATERIALS** – Need your book files to work with another printer? No problem. We can supply the print files when needed, including design files if we have done design work for you.

**A STRAIGHT-FORWARD AGREEMENT** – The quoted price for services is our contract with you. If there are any additional services needed, we will approve those with you first.

**IN-HOUSE PRINTING & BINDING** – Every stage of your book's production is done here in house, so quality control and speed are maximized.

**FREE ISBN & BARCODE** – We can assign an ISBN to your book, or use yours, and create the copyright page and barcode.

**QUALITY** – We run Xerox digital printers, expertly maintained for clear, crisp, consistent printing in black or colour. Our binding is high quality and extremely durable, done by experienced binders.



## STEPS TO PUBLISHING WITH *First Choice Books*

---

From manuscript to published book, First Choice Books can help you every step of the way. Get started with these steps to publishing your work and making it look great in print:

### 1. Get a Free Quote for Publishing Your Book

First Choice Books offers competitive prices for printing, and as we print and bind in-house, your books will be produced swiftly and efficiently. Fill out our quote form for pricing for your project. The form lists almost all of our options for printing and binding, and you can ask any questions you may have about what's best for your project.

Website: [firstchoicebooks.ca/quote](http://firstchoicebooks.ca/quote)

Email: [quotes@firstchoicebooks.ca](mailto:quotes@firstchoicebooks.ca)

**Deposit and payment:** First Choice Books requires a deposit of 50% of the quoted costs before starting work. The balance is due when the books are ready for shipping.

We send a detailed sales order before work begins, and updates when any changes are made to the book's production details (e.g. revisions or a change in paper stock or page count).

Payment can be made by credit card over the phone: 250 383 6353 or toll-free 1 800 957 0561. Hours: Mon-Fri 8-4:30pm, PST. We also accept payment by PayPal or e-Transfer.



## 2. Prepare Your Files for Print

Books need design work before being printed, especially for the cover. There are two routes to designing the cover and insides of your book:

### A. First Choice Books Layout and Design

Have First Choice Books do the layout and design of your book insides and the cover. We produce beautiful, polished and professional work that will increase your book's appeal to readers and buyers.

Send us your edited manuscript as a Word document, along with any photos and notes on how you would like the book to look. We will send you an assessment of how long layout will take and what the costs will be. The design process includes PDF proofs, design consultation, and time for basic revisions.

▶ *Tip! Parts of this Guide intended for First Choice Books Layout and Design are marked by blue triangles.*

OR

### B. Do It Yourself DIY – Print Ready PDFs

Many of our authors do their own design work, or have a friend or relative help them. This guide provides tips on how to do book and cover layout, and send PDFs that are ready to print.

▶ *Tip! Parts of this Guide intended for DIY (Do It Yourself) are marked with red triangles*

## 3. Double-Check and Send Your Book Files

### Checklists for sending files:

- ▶ First Choice Books Layout and Design Checklist (page 67)
- ▶ DIY Print Ready PDFs Checklist (page 68).

**Files under 5 MB: email** [graphics@firstchoicebooks.ca](mailto:graphics@firstchoicebooks.ca)

**Files over 5 MB: file transfer**  
[wettransfer.com](http://wettransfer.com) or [dropbox.com](http://dropbox.com)

## 4. Copyright, ISBN and Barcode

Make it official! First Choice Books will place a **copyright notice** in your book, which identifies you as the copyright holder. All rights to the book remain yours. We can also **assign an ISBN**, or use yours if you have one already, and create a **barcode** from that ISBN.

The copyright usually goes on the back of the title page, page 2 of your book. It lists the copyright holder, along with any credits for editing, design, photographs or illustrations, etc.

## 5. Proofing

After the book and cover have been designed, the next step is to **proof the book**, and see what the covers and book insides look like in print. No matter how many times you've seen it on screen, it will look different in print, and you may want to tweak the colours, the layout, or find a few last typos. Plan for a week or two of time for proofing and revisions.

**The Proof:** Once First Choice has final PDF files that are ready to go, we produce a printed proof. **Proofs are printed on the same paper stocks as your final product, and trimmed to size, but not bound or laminated.** Your first proof is included in the print costs.

**Additional proofs** are available for \$40 each. Bound soft-cover proofs are \$100 each. For hard cover bound proofs, please contact us for more details.

## 6. Revisions to Your Book or Cover

**First Choice Books Design** If your book and/or cover have been designed by First Choice Books, email [graphics@firstchoicebooks.ca](mailto:graphics@firstchoicebooks.ca) with a list of the needed revisions. Your Graphics team designer will do the requested revisions and send you a PDF proof to confirm the new version of the book. Revisions are billable at \$80/hour, minimum half hour.

**DIY - Print Ready PDFs** For any revisions to a book you have sent as Print Ready PDFs, please send a new PDF of the entire book and/or cover. There is a \$50 charge for new file preparation and a new printed proof (applicable taxes and shipping are extra).

## 7. Proof Approval

**Proof Approval:** You must see a proof of the final version of the book before going to print, and sign the **proof approval form** that accompanies your proof.

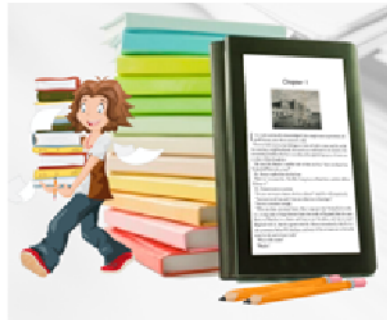
## 8. The Press Run — Printing and Binding

Once you approve the proof of your book, we schedule the printing and binding of your book's press run. Printing and binding usually takes about **2-4 weeks**, depending on the binding type and the time of year. If you have a specific date that you need the books for, please let us know, and we'll work to meet that deadline.

**Shipping:** Shipping costs are determined by the final weight of the books, number of boxes, destination, and method of shipping. For shipping quotes, please contact us.

## 9. eBook Edition

While your book is being printed and bound, we can create the eBook edition and set it up for sale on Amazon.ca. More info on our eBook program on page 20.



## 10. Marketing Materials

**Get the word out!** There are many channels to do this, but the strongest ones are word of mouth and the internet. Consider starting a blog about your book even as you begin writing it, and in the run-up to having the books printed. First Choice Books can help with marketing materials, including creating **bookmarks, posters, and business cards**.

**Website:** We can create 5-page websites to showcase your book, with excerpts of your story, and links for readers to contact you and purchase the book. If you wish, we can add a blog feature, ready for you to jump in and start writing about your book and become the expert in your area of interest.



## ISBN International Standard Book Number

ISBN stands for International Standard Book Number. It is a 13 digit identification number assigned to all published material such as books, pamphlets, digital publications, etc.

When you publish a book, **First Choice Books can assign an ISBN unique to your book**, which is available for immediate use. Or, if you would like to apply for your own ISBN, and list your own publishing imprint, you can do so.

In Canada, ISBNs can be obtained through the Library and Archives Collections Canada. ISBNs are free for Canadians, and take 10-14 business days to obtain. [collectionsCanada.gc.ca/ciss-ssci](http://collectionsCanada.gc.ca/ciss-ssci)

In the US, American authors can obtain an ISBN through the US ISBN office: [isbn.org](http://isbn.org). They cost around \$100 US.

Please note that ISBNs are international numbers: you only need one ISBN for a book to sell it anywhere in the world. You do not need a US ISBN to sell your Canadian book in the US, or vice versa.

Multiple editions of the same book require separate ISBNs. Hard cover, soft cover, and eBook versions are all different editions, and require different ISBNs. Revised and updated versions of a book also require a new ISBN, especially if the title of the book changes in any way.



First Choice Books will create the ISBN barcode for your book.



#### STANDARD COPYRIGHT NOTICE

Copyright ©2017 Author's Name.

All rights reserved. No part of this publication may be reproduced, stored in a retrieval system or transmitted in any form or by any means – electronic, mechanical, photocopying, and recording or otherwise – without the prior written permission of the author, except for brief passages quoted by a reviewer in a newspaper or magazine. To perform any of the above is an infringement of copyright law.

Edited by: Editor's Name

Cover image by: Artist's Name

Book and cover design by: Designer's Name

ISBN: 000-0-00000-000-0

Printed and bound by First Choice Books & Victoria Bindery  
Victoria, BC, Canada.

For more information about Canadian copyright, visit the  
Canadian Intellectual Property Office: [cipo.ic.gc.ca](http://cipo.ic.gc.ca).

For more information about American copyright, visit the  
United States Copyright Office: [copyright.gov](http://copyright.gov).

## COPYRIGHT

Copyright refers to the ownership of a creation by its creator. It applies to any created work, such as literature, art, music, dramatic works, etc. The creator of the work retains his or her copyright for life and it remains with his or her estate until 50 years after the year of death.

### Your Copyright

When you publish with First Choice Books, **the copyright of the book remains with you, the author.** You are free to make changes to the book at any time, or have it printed elsewhere. If First Choice Books did design and layout for you, we can supply high resolution PDFs of your book's print files (\$50), or the full layout files in Adobe InDesign (\$250). You are free to publish variations on your work in other ways at any time.

### Using Other Copyrighted Materials

**Stock photographs and illustrations** are usually licensed for a single, specific use. If we have purchased a stock photograph or illustration specifically for your book, you may not use that image for other purposes besides the book itself. If you wish to do so, most stock photo agencies will allow you to purchase rights to further usage of the photograph or illustration. Please enquire if you have questions about photo and illustration usage.

### Permissions and credits

**To use copyrighted material** (lyrics, quotations, artwork, photographs, etc.) for your book, you must **obtain documented permission** from the copyright holder. Credit the author or artist on your copyright page. Remember that any work that you use and did not create yourself requires permission to avoid a copyright violation. This includes works found on the Internet.

When the copyright expires, work enters the **public domain**, which frees it for use by the general public without copyright violation, unless a publisher or the author's heirs have renewed the copyright. Never assume a work is copyright free without researching its status.

# *First Choice Books*

## **DESIGN SERVICES**

- ▶ Cover Design . . . . . 16
- ▶ Book Interior Page Design . . 18
- ▶ E Book Publishing . . . . . 20
- ▶ Website Design . . . . . 22





# First Choice Books COVER DESIGN

The cover is the first thing your reader sees, and gives the first impression of what your book is about and how interesting it will be to read. A striking cover design can increase sales dramatically.

First Choice Books can take your ideas for your cover and bring them to life with professional design. Don't forget about the back cover! It's a great place to tell your reader about the book, and about you, the author. We'll take care of all the measurements, and make the ISBN barcode. You are welcome to supply your own ISBN, or we can assign one for you.

Your cover matters - and we can make a great one for you.



## Checklist: What to send for FIRST CHOICE BOOKS COVER DESIGN

To get started, send us whatever you would like on the cover by email ([graphics@firstchoicebooks.ca](mailto:graphics@firstchoicebooks.ca)) and we'll put it together. The design process includes sample PDFs so you can see the design and have us make changes. We'll need:

### 1. Cover Photo or Illustration

High resolution photograph or illustration as a JPG or TIFF.

- ▷ Don't have a photo or illustration? We can help you find one that's affordable and licensed for use for your book.
- ▷ Not sure your photo is high resolution? Email it to us and we can check. For a 6x9 book, it should be +- 2000x3000 pixels.
- ▷ Need some Photoshop work done to adjust size, clean up, or fix your images? We can do that. Design rate of \$80/hour applies.

### 3. Back Cover Text

Any text for the back cover (about the book, about the author, max 250 words total.)

### 4. Ideas for the Style

A general idea of what you would like the book cover to look like. Dark and dramatic? Light and romantic? Browsing your local or online bookstore can give you lots of ideas. Just let us know the title of the books you like, and we'll take it from there.

Send us your files by email to: [graphics@firstchoicebooks.ca](mailto:graphics@firstchoicebooks.ca)

### 2. Title + Names

The title, any subtitle or tagline, exact spelling of the author's and other contributors' names.

Example:

Title: The Hobbit  
 Subtitle: Or There and Back Again  
 Author: J.R.R. Tolkein  
 Illustrated by: Arthur Ransom  
 Tagline: Join the adventures of one small hobbit in the magical world of Middle Earth!

### COVER DESIGN RATES

Simple cover design: Front only, one image and text. \$80

Standard cover design: Front, back, spine, 1-5 images, plus book description. \$175

Complex cover design: Multiple images, collage or image compositing: Quote on request.

Think back to the last good book that you read. What did it look like? Good book design lets the reader get lost in a book, and not be aware of the printed page. Complex information can be communicated more clearly with good design — from business books to illustrated memoirs and children’s books.

Here are some examples of First Choice Books page design. We will design a professional, polished, and saleable look for your book.



*Wind In Your Sails*  
by David J. Greer  
Business advice

*The Travel Adventures of PJ Mouse*  
by Gwyneth Jane Page  
Illustrated children’s book

*View from the Tower*  
by Grant B. Evans  
Memoir with photographs

Checklist: What to send for

FIRST CHOICE BOOKS PAGE DESIGN

We take care of all the technical and design details, including setting margins, page numbering, title page, chapter starts, font choices, placing photos and captions, copyright notice and ISBN, and preparing the book for print. The design process includes sample PDFs so you can see the design and have us make changes.

To get started, send us your edited manuscript, photos and captions, and any instructions on what you would like for style. We’ll assess your files for the time needed for design and layout, and let you know before starting work. Design rate: \$80/hour. Here’s what to send:

1. The Manuscript

- ▷ **Edited** and proofread for typos
- ▷ **File format:** Saved as a single **Word document** (.doc or .docx). Most word processing programs can save in Word format, check when saving your document. (Save As under the File menu.)
- ▷ **Copyright:** Exact names for the copyright notice, plus any credits (photography, editing, etc).
- ▷ **ISBN:** We will assign an ISBN, or you can supply your own.
- ▷ **Front matter:** Dedication, acknowledgments, foreword
- ▷ **End matter:** Index, end notes, epilogue, etc.
- ▷ **Notes:** Book size, plus any special requests for style or set up

2. Photographs or illustrations

- ▷ **File format:** Saved as JPGs or TIFFs. Images can be RGB, CMYK or grayscale.
- ▷ **Placement notes:** In your manuscript, put in notes where you want images to appear. and include any caption that goes with it.  
Example: Image 02.jpg - Mary and Jeannie at Orchard Beach, 1924.
- ▷ **File Names:** Name the image files in the same order as they appear in the book, with the number at the start of the file name.  
Example: 01-photo.jpg, 02-map.jpg, 03-George.tiff, etc.

**Note:** Extra charges may apply for multiple Word documents, or images sent without required file-name convention and corresponding placement notes in the manuscript. We cannot work with images embedded in Word documents.

**Sending Files:** Word files can be sent via email to [graphics@firstchoicebooks.ca](mailto:graphics@firstchoicebooks.ca). Multiple files and all image files send using [wetransfer.com](http://wetransfer.com) or [dropbox.com](http://dropbox.com), attention [graphics@firstchoicebooks.ca](mailto:graphics@firstchoicebooks.ca).

# First Choice Books

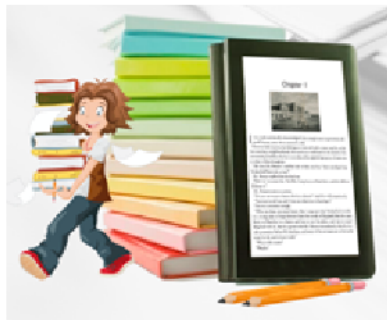
## EBOOK PUBLISHING

Publish your book as an eBook, ready for Amazon Kindle, iBook, the Nook, Kobo, tablets, and smartphones. You will reach a whole new market of readers.

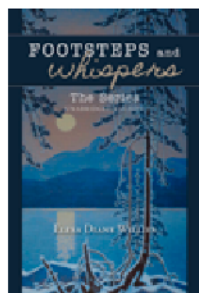
First Choice Books will carefully reformat your printed book and turn it into a professional-quality eBook that is fully ready for online distribution. Your eBook edition will look like your printed book, including a cover page that matches your book, and be optimized to work well for a variety of different eReader devices, including tablets and smart phones.

### Professional Quality

We create our professional-quality eBooks with Adobe InDesign, then perfect the coding using HTML editors. This ensures that your eBook will display consistently and attractively across all types of eReaders.



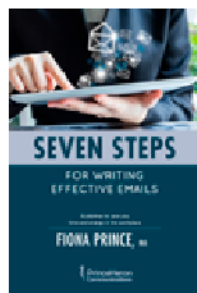
Once formatting begins, the entire process usually takes between 1-2 weeks, depending on the complexity of the book and any time that you may need for revisions.



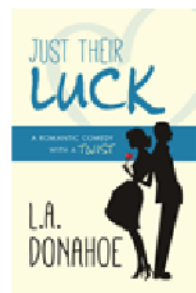
*Footsteps and Whispers*  
by Elsa Willies  
[amazon.ca](http://amazon.ca)



*WIND IN YOUR SAILS*  
by David J. Greer  
[amazon.ca](http://amazon.ca)



*Seven Steps for Writing Effective Emails* by Fiona Prince  
[amazon.ca](http://amazon.ca)



*Just Their Luck*  
L.A. Donahoe  
[amazon.ca](http://amazon.ca)

### Sell Your Book on Amazon

First Choice Books will help you set up your own account for selling your books on Amazon. You'll be able to monitor book sales and receive the maximum royalty from each sale (70%). Amazon receives the 30% balance. For example, if your book retails for \$10, you receive \$7, and Amazon \$3. First Choice Books is not involved in your sales beyond the initial set up, and takes no royalty.

We will take care of the initial upload and activation of your eBook, and then show you how to access it and make changes to the listing if necessary. Let us know what email address to connect to your account and what price you would like assigned to your book. We will set it up with a basic password which you can change at a later date. You can also use this account to sell printed copies of your book, for which you would be responsible for keeping in stock, packaging and shipping.

### EBooks from First Choice Books Layout and Design

If First Choice Books did the layout and design of your book, we can produce an eBook for you. Standard rate: \$295. Email [graphics@firstchoicebooks.ca](mailto:graphics@firstchoicebooks.ca) to request an estimate for formatting your book into an eBook.

### What if First Choice Books did not do the design & layout?

First Choice Books can produce an eBook for you using your Microsoft Word or packaged Adobe InDesign files. Send us the files and we'll assess them for what it will cost to convert them for an eBook. Layout charges apply, at \$80/hour. We cannot create eBooks from PDFs.

### Will the eBook look exactly like my printed book?

First Choice Books will make the eBook version of your book look very similar to the print edition, but it will not be identical. When designed for print, all parts of the book are firm: the text and images cannot be changed in any way. eBooks, however, allow readers to change the font, size and overall look of the book on their eReaders. When reading, the text flows and reflows on the eReader device, changing its look continuously with each "page".

#### EBOOK DESIGN RATES

Standard eBook – based on First Books Design for print edition – \$295

eBook from Word documents or complex layout – quote on request, based on book files.

# First Choice Books SHOWCASE WEBSITE

Get the word out about your book! First Choice Books showcase websites are built in WordPress, hosted on their own servers, with your own domain name. After the site is launched, you will be able to make changes on your own, with ongoing support available. We design the look of the site based on your book cover, to create a strong overall impact and build your brand.

## The basic 5 pages:

- ▷ Welcome – introduction to the site and what you're up to
- ▷ About the author – your bio and a photo of you, how you came to write the book
- ▷ About the book – book description, rave reviews
- ▷ Excerpts – selected parts of the book, or an entire chapter, to get readers interested
- ▷ Contact – an email form for people to contact you

## Optional pages:

- ▷ Purchase the book – PayPal link to buy copies of the book, link to eBook edition on Amazon
- ▷ Blog – showing summaries of all your blog posts



wjamesdickinson.com



lovinglyarrogant.com

osbornebaybooks.com



kiddingaround.ca



miracleattheborder.com

## Checklist: What to send for

# FIRST CHOICE BOOKS WEBSITE DESIGN

To make your book a star with its own website, we'll need the following items. You can send these in a Word document and any images as JPG, by email to [graphics@firstchoicebooks.ca](mailto:graphics@firstchoicebooks.ca)

## 1. Domain Name

First Choice Books will obtain the domain name for you, just let us know what you would like the name to be. Or if you already have one, we can use that. The domain name can be your name, if you plan to publish several books, or the name of your book.

## 2. Welcome Page

This is the first page visitors will see when they go to your site. Tell them about you and your book! You can include:

- ▷ Paragraph welcoming the reader and telling them what the site and your book are about.
- ▷ A short book description, including your book title and any tagline
- ▷ Photo of you, or from an event.
- ▷ Any reviews or words of praise your book may have received. If published online, include the URL link to the webpage the review appears on.

## 3. Excerpts from the book

You can put an entire chapter on your website, or individual excerpt. Get your readers interested in reading the book, but don't give away the ending!

## 4. Contact Info

Your site will have a page for contact information for you, and an email form. Let us know what email address to use.

## 5. Optional online book sales with Paypal

If you would like to sell the book from the website, we can include a page for customers to purchase the book using Paypal. Payments can be made by credit card or direct transfer, and are processed on PayPal's secure

server. Orders will go through to you, and you do the shipping. All profits stay with you. Paypal takes a 2.9% cut of sales processed through them, plus 30 cents per transaction. First Choice Books does not take a payment or royalty on book sales.

## 6. Optional Blog – News and Events

One of the best ways to get started marketing your book and increase web traffic to your site is a blog. You can announce upcoming events such as a book launch or book signing.

- ▷ Send us 1-3 blog posts, each with an image, to get started.
- ▷ Recommended 250-500 words.
- ▷ Images should be JPGs, less than 600 x 800 pixels, and you must have copyright permission to use them.

## 7. Link to eBook sales

If you also have an eBook version of your book, we can create an attractive link to the Amazon page for eBook sales.

## 8. Social Media Links

- ▷ FOLLOW – We can set up links to your social media accounts, like Facebook, Twitter, Pinterest and Instagram. Please let us know what your account names are for each service you would like the site to link to.
- ▷ SHARE – We can set up social media “share” buttons for each page of the site, so your readers can easily share your content on their social media accounts, like Facebook and Twitter. You don’t need to use these accounts yourself for this service.

### WEBSITE DESIGN RATES

5 page showcase website based on your book cover, with registered domain name and 1 year’s hosting is \$500.

Add optional online sales through PayPal for \$100.

Add an optional blog with 3 formatted blog posts to start for \$100.

# Do It Yourself

## TECHNICAL SPECIFICATIONS & DIY INSTRUCTIONS FOR PRINT READY PDFS

- ▶ Tech Specs for PDFs . . . . . 26
- ▶ DIY Cover Design . . . . . 28
  - ▶ Soft cover . . . . . 29
  - ▶ Hard cover . . . . . 30
  - ▶ Dust jacket . . . . . 31
- ▶ Elements of Book Design . . . 32
- ▶ Text Formatting – Fonts . . . 34
- ▶ Minimum Margins. . . . . 40
- ▶ Page Size and Margins . . . . 42
- ▶ Headers and Page Numbers. . 44
- ▶ Bleed . . . . . 46
- ▶ PDFs from Word. . . . . 48
- ▶ PDFs from InDesign . . . . . 50
- ▶ Page Order . . . . . 52



# ▶ TECHNICAL SPECIFICATIONS FOR PRINT READY PDFS

---

If you are doing your own design work, or having a third-party do it for you, you'll be sending Print Ready PDFs for print. If you aren't familiar with book design, please consider having First Choice Books do the layout for you. We produce professional-quality design at reasonable rates, and take care of all the details for you.

## ▶ Print-Ready Files — PDF

A print-ready file is a PDF that is set up for printing as-is. We print exactly what you send. We cannot print from Word documents or other file types. Send 1 PDF for the book insides, and a separate PDF for the cover. The page size must match the desired print size (eg 6x9). We cannot resize PDFs or alter their content.

### Cover PDF

The cover should be set up as a single PDF that contains front, back, and spine in one piece, with bleed allowance. Please do not include any crop marks or other printer marks. See page 28 for more details.

### Book insides PDF

The book insides should be sent as one PDF, exactly as you wish it to print. Minimum margins are .5" with .75" on the inside margin, page numbering centered or on outside corners, bleed allowance .125", and any images with 300ppi resolution, in CMYK, RGB, or grayscale colour space. All pages must be the same size and orientation at the desired print size, 1 page of the book per page of the PDF (1 up). Please do not include any crop marks or other printer marks. See page 48 for how to make PDFs from Word, page 50 for Adobe InDesign.

## ▶ Bleed Allowance

Bleed allowance is the area of a page just past the cut line of the page. Any images or background colours that are to "bleed" off the page (extend past edge of the page) must have a bleed allowance of at least .125". See page 46 for bleed allowances for different binding types. If any pages have bleed, include the bleed allowance for the entire book, all pages.

## ▶ Minimum margins .5", inside margin .75"

To ensure best quality in print, we require minimum margins of .5", with .75" on the inside, next to the spine, to leave room for the binding. Text elements placed too close to the page edge can reveal any slight variations in trim, or even get cut off when the book is bound. You can use larger margins as desired. See pages 40-43 for more details.

## ▶ Mirror Margins and Page Numbering

Books are printed on both sides of a sheet of paper, and have left and right hand pages that mirror each other. Page numbers should be either centered or on the outside corners of the page, alternating left/right. Odd numbers = Right hand page, Even numbers = Left hand page. Page 1 is always a right hand page.

## ▶ Image mode: CMYK (SWOP), RGB, or Grayscale

Colour images for print should be converted to CMYK for best colour reproduction. The standard CMYK colour space "SWOP" (Standard Web Offset Press) works well. We can print PDFs prepared with RGB images, but colour reproduction can vary from what you see on your monitor.

Black and white images must be in grayscale mode, not RGB or CMYK, which incur charges for full colour printing. Any colour on a page means that page is considered a full colour page.

## ▶ Best Resolution 300 ppi

The ideal resolution for images for print is 300 ppi (pixels per inch, aka dpi). Images lower than 200 ppi will show a noticeable lack of clarity of detail. Line art with finely detailed lines reproduces well at 600 ppi.

## ▶ Spine Width

To figure out the spine width, you need to know how many pages the book will be, and what paper it is being printed on. Then use our spine-width calculator on our website: [firstchoicebooks.ca/graphic-design-services/print-book/spine-width-calculator/](http://firstchoicebooks.ca/graphic-design-services/print-book/spine-width-calculator/) See page 28-31 for more details.

## ▶ ISBN Barcode

We can make a barcode using the ISBN for your book. Leave a space for the barcode that measures 1" by 1.75", at the bottom left or right, at least .5" away from the cut edge and spine.

# ▶ DIY GUIDE FOR COVER DESIGN

A professional layout program, like Adobe InDesign, Illustrator or Photoshop, is best to use for cover design. You can also use Microsoft Publisher, Apple Pages, Corel Draw, or even Microsoft Word, with some careful set up. Programs like PowerPoint or MS Paint will not work, as they cannot produce high resolution files necessary for clear, sharp printing.

## Minimum Margins – 0.5"

Text should be placed no closer than .5" of an inch to the edge of the book. Keep any items that do not bleed at least .5" from the edge.

## Bleed Allowances

- ▶ Soft cover perfect bind: .125"
- ▶ Soft cover coil bound: .125"
- ▶ Soft cover saddle stitch: .25"
- ▶ Hard cover: 1" – cover wraps around boards, extends under end sheets.

## Barcode with ISBN

Leave room for the barcode on the back cover, lower left or right corner. We can create the barcode for you, with either your own ISBN, or one that we obtain for you. The barcode measures 1.75" x 1", horizontal. Do not place closer than .5" to the edge.

## Spine

- ▶ Center the spine on the cover.
- ▶ Minimum page count for spine text: 60 pages on 60lb paper. Try to keep text away from spine edge by 1/16th of an inch. (0.0625")
- ▶ For books in English, the spine text should read top to bottom (left to right when lying face up on a table). Spine text in other languages like Spanish or French runs the other way.
- ▶ Saddle-stitch books do not have a spine. Otherwise the set up is the same as soft cover perfect bind.
- ▶ Coil bound books do not have a spine. Design the front and back covers as separate pieces the same size as the book pages, with .125" bleed all around.
- ▶ Hard cover minimum spine width is .25". See page 30.

## Lamination

We recommend cover lamination, which will protect the book from scratches and fingerprints.

- ▶ **Gloss lamination** - brightens colours, increases contrast, makes blacks and dark tones look rich and deep.
- ▶ **Matte lamination** - a softer look with no shine, great for mid and light tones. Not suitable for covers with large areas of black or dark tones.

# ▶ Setting Up a **SOFT COVER** for Perfect Binding

To create your file to fit your book, you'll need the following information:

- ▶ **Book size** (eg 6" x 9", or 5.5" x 8.5")  
Size is always width by height, in inches.
- ▶ **Total page count** (eg 210 pages)
- ▶ **Paper weight** (eg 60lb, 80lb, etc.)
- ▶ **Spine width** - use our online spine width calculator  
<http://firstchoicebooks.ca/graphic-design-services/print-book/spine-width-calculator/>
- ▶ **Bleed allowance .125"**  
If your design has an image or background colour that goes off the edge of the cover, it needs a bleed allowance of .125" on each outside edge. The image or background must extend fully into this area. It is trimmed off when the book is bound.

Example:

- ▶ Book size: 6x9
- ▶ Page count: 210
- ▶ Paper weight: 60lb
- ▶ Spine width: 0.473"

Cover Width = **12.723"**  
(6" x 2) + 0.473" + .25"

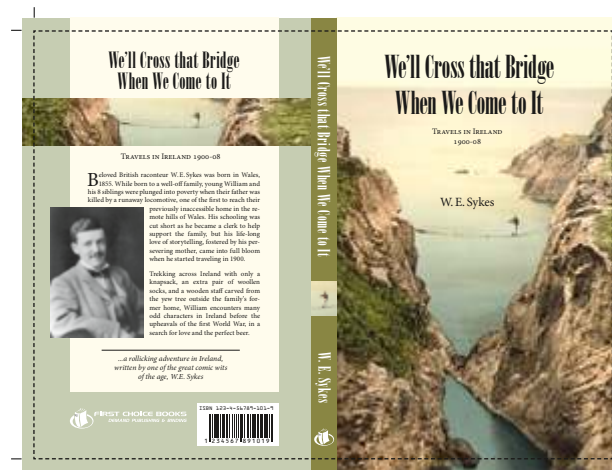
Cover Height = **9.25"**  
9" + .25"

Total dimensions with bleed: **12.723" x 9.25"**

## Size Calculations for Perfect Binding

**Width:** (book width x 2) + spine width + (2 x .125" bleed allowance)

**Height:** book height + (2 x .125" bleed allowance)



Cover design by First Choice Books. Note spine text runs top to bottom, barcode on back cover lower right, background colour and images extend past edge of cover, shown with crop marks and dashed line.

## ▶ Setting Up a **HARD COVER**

### Size Calculations for Hard Cover

**Width:** (book width x 2) + spine width + .25" + (2 x 1" bleed allowance) + .5" to allow for the boards.

**Height:** book height + .25" + (2 x 1" bleed allowance)

To create your file to fit your book, you'll need the following information:

- ▶ **Book size** (eg 6" x 9" or 8" x 10")  
Size is always width by height, in inches.
- ▶ **Total page count** (eg 210 pages)
- ▶ **Paper weight** (eg 60lb, 80lb, etc.)
- ▶ **Spine width** – use our online spine-width calculator  
<http://firstchoicebooks.ca/graphic-design-services/print-book/spine-width-calculator/>  
This is the spine width for soft cover, but is adapted for hardcover in the calculations below.
- ▶ **Bleed allowance 1"**  
If your design has an image or background colour that goes off the edge of the cover, it needs a bleed allowance of 1" on each outside edge. The image or background must extend fully into this area. The cover is wrapped around the boards, and tucks under the endpapers.
- ▶ **Boards** – Hard cover books are bound with .2" thick millboard. The covers end up being .25" larger than the book insides.
- ▶ **Minimum margins** – .5" outside edges, .75" next to the spine. To compensate for the divot in the cover where it attaches to the spine and bends, we recommend moving items outwards, away from the spine, by .25". They will look centered when the book is bound.

#### ▶ Example:

- ▶ Book size: 8x10
- ▶ Page count: 210
- ▶ Paper weight: 80lb
- ▶ Spine width: 0.462"

Cover Width = **19.212"**  
(8" x 2) + 0.462" + .25" + 2" + .5"

Cover Height = **12.25"**  
10" + .25" + (2 x 1")

Total dimensions with bleed: **19.212" x 12.25"**



Hard cover book with printed cover, showing divot at spine, where cover bends, 8.5" x 11".

## ▶ Setting Up a **DUST JACKET** for Hard Cover

### Size Calculations for a Dust Jacket

**Width:** (book width x 2) + spine width + .25" + (2 x .25" bleed allowance) + .5" to allow for the boards + (2 x Flap width).

**Height:** book height + .25" + (2 x .25" bleed allowance)

To create your dust jacket file to fit your hard cover book, you'll need the following information:

- ▶ **Book size** (eg 6" x 9" or 8" x 10")  
Size is always width by height, in inches.
- ▶ **Total page count** (eg 300 pages)
- ▶ **Paper weight** (eg 60lb, 80lb, etc.)
- ▶ **Spine width** – use our online spine-width calculator  
<http://firstchoicebooks.ca/graphic-design-services/print-book/spine-width-calculator/>  
This is the spine width for soft cover, but is adapted for hardcover in the calculations below.
- ▶ **Bleed allowance .25"**  
If your design has an image or background colour that goes off the edge of the cover, it needs a bleed allowance of .25" on each outside edge. The image or background must extend fully into this area.
- ▶ **Boards** – Hard cover books are bound with .2" thick mill boards. The covers end up being .25" larger than the book insides.
- ▶ **Flap width** – The flaps on the dust jacket fold inward. The flap width can range from 2"– 4". We recommend at least 3".

#### ▶ Example:

- ▶ Book size: 6x9
- ▶ Page count: 300
- ▶ Paper weight: 60lb
- ▶ Spine width: 0.675"
- ▶ Flap width: 3"

Dust Jacket Width = **19.925"**  
(6" x 2) + 0.675" + .25" + .5" + .5" + (2 x 3")

Dust Jacket Height = **9.75"**  
9" + .25" + .5"

Total dimensions with bleed: **19.925" x 9.75"**



Dust jacket with 4" flaps, *Miracle at the Border* by Barb Graham, 6"x9"



# ELEMENTS OF BOOK DESIGN

Book design is the process of deciding exactly how the text and images in your book will look on the printed page. Every detail makes a difference. Polished design supports the book's content, and lets the reader enjoy it without distraction.

## Chapter start

The first page of the first chapter traditionally starts on the right hand side of the book. This example features a decorative, centered header for the chapter number, and an illustration, which is set lower on the page. There is no page header at the top.

## Lead paragraph

The lead paragraph is usually not indented. This example has a dropped capital letter (drop cap) in a complementary font.

## Fonts

The chapter numbers are set in small capital letters (small caps) and the font for the body of the text is a serif font, Garamond. Serif fonts are more readable in paragraphs, especially at smaller sizes. See page 34 for examples of serif and sans serif fonts.

## Font size

An 10 or 11 point font is usually a good size for reading. But every font is different: one font may be much larger or smaller than another at the same point size. Older readers prefer a slightly larger font size, but really large sizes should be used only if readability for the vision impaired is a concern, or for beginning readers.

## Line spacing, or leading

The space between lines is called leading. Books are usually single-spaced, while manuscripts are double-spaced. Wider leading can make the book easier to read, especially if the line lengths are long, but then the book becomes longer overall. Very tight leading can make the page look dark, solid, and more difficult to read.

## Line length

Be aware of the line length, as readers can lose track of where they are if the length is too long. Aim for 12-15 words per line. To shorten line lengths, you can use wider margins, which also give the page more breathing room. You can also consider using columns, which are great for large sizes like 8.5 x 11, or landscape format books.

## Justification

Aligning the text left and right, known as full justification, will tidy up the page considerably. This works very well for paragraphs. Text with very short lines (poetry, cookbooks, dialogue) can be left align only (also known as 'rag right'). Centered text should be saved for headers – it's very hard to read more than a few lines when centered.

## Margins

The minimum margins for printing with First Choice Books are .5" for the outside margins, .75" next

to the spine, to allow for the binding. You are welcome to use wider margins, which can give the reader a more restful, open-looking page.

## Indents

Current typography uses small indents, instead of the older style of a full tab stop. Setting the indent at .25" keeps the paragraphs separated visually, but doesn't interrupt the overall flow of the page.

## Single space after a period

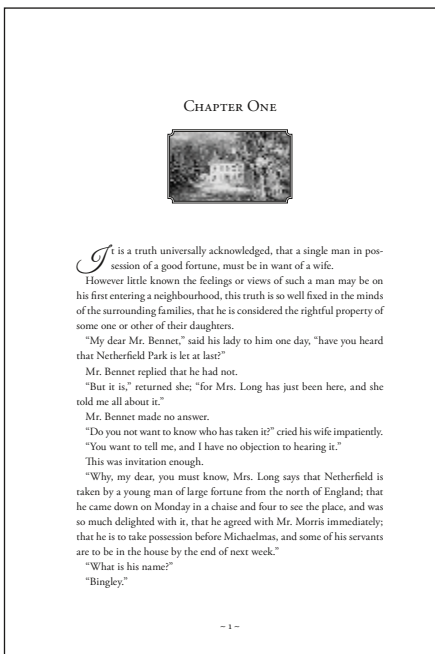
Current typography uses only one space after a period, not two. This makes the text smoother on the page, instead of leaving gaps.

## Header

Headers list the title of the book on the right hand page, and the author's name on the left. It is also an option to have the name of each chapter or section appear in the header.

## Page Numbers

The first page of a book is always a right-hand page and an odd number. Even pages are on the left. Page 1 of a book can be the title page, or, for a book with chapters, Chapter 1. The pages before Chapter 1 can then be numbered with roman numerals.



*Pride & Prejudice*, by Jane Austen, 6" x 9".

Here's a typical page of a novel, with the parts listed. Most word processing or layout programs will let you set up these items with specific styles.

## ▶ TEXT FORMATTING — FONTS

For ease of reading, there are several variables that affect how your text looks on the page, including font choice, font size, line spacing, and justification.

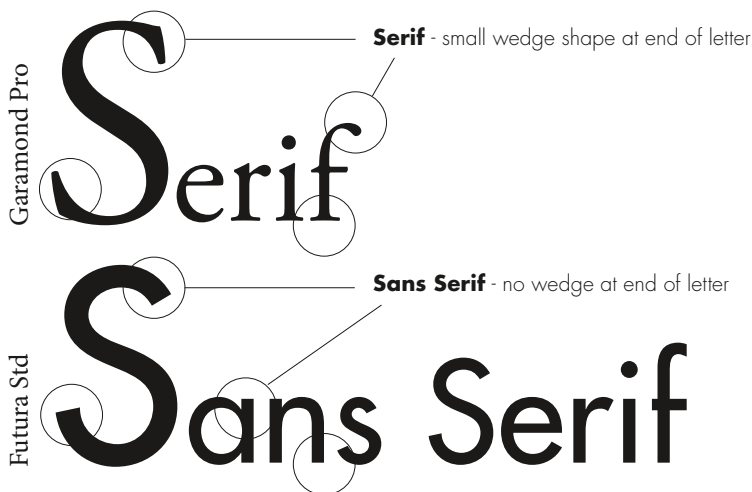
### ▶ Font Choice: Serif and Sans Serif Fonts

Good font choices make your book look polished, professional, and ready for sales.

When choosing a font for your book, it can help to decide between two major styles of fonts: Serif and Sans Serif. (A serif is the little wedge shaped detail at the edge of a letter. It originates from the marks of a chisel used in carving letters into stone during Roman times.)

**Serif fonts** are used for a more formal, traditional look, and for longer amounts of text for easy reading. Examples: Georgia, Times, Garamond.

**Sans Serif** (without serifs) fonts were created in the early 19<sup>th</sup> century, as designers started to simplify and modernize the type design of previous centuries. Sans serif fonts are frequently used on-screen, for the web, and for clear signage. Use sans serif fonts for a modern, friendly, and clean look. Examples: Arial, Helvetica, Verdana, Futura.



### ▶ Which font should I use?

The fonts used in your book will determine how your book looks and how easy it is to read. In general, keep the use of decorative or quirky fonts to a minimum. Used in small doses, an unusual font will have a bigger impact.

If you have large amounts of text, we recommend using a serif font, such as Garamond, Minion, or Georgia. Times New Roman is a good font, but is also the default font for most business documents. Unless you're aiming for a staid, somewhat boring look, consider using a different font.

For contrast, consider using a combination of a serif font for the body of the book, while using a sans serif or decorative font for headlines or chapter names. Some fonts are so popular that they have been overused, and now look unprofessional, especially to reviewers and booksellers. Avoid Papyrus and Comic Sans in particular.

When choosing a font, make sure that it comes with the different versions you may need, such as regular, italic, bold, and bold italic. Here are some common, well-designed serif, sans serif, and decorative fonts.

SANS SERIF FONTS	SERIF FONTS
<b>Helvetica or Arial</b>	<b>Times New Roman</b>
The Quick Brown Fox jumped	The Quick Brown Fox jumped
<b>Gill Sans</b>	<b>Georgia</b>
The Quick Brown Fox jumped	The Quick Brown Fox jumped
<b>Century Gothic</b>	<b>Garamond</b>
The Quick Brown Fox jumped	The Quick Brown Fox jumped
<b>Calibri</b>	<b>Minion Pro</b>
The Quick Brown Fox jumped	The Quick Brown Fox jumped

#### DECORATIVE FONTS

**Lobster** - *The Quick Brown Fox jumped*  
*Great Vibes* - *The Quick Brown Fox jumped*  
Existence Light - The Quick Brown Fox jumped  
**ROCK SALT** - THE QUICK BROWN FOX JUMPED

## ► Font Size Examples

Garamond, 9 pt – Very small for reading, many words per line.

“Oh! my dear Mr. Bennet,” as she entered the room, “we have had a most delightful evening, a most excellent ball. I wish you had been there. Jane was so admired, nothing could be like it. Everybody said how well she looked; and Mr. Bingley thought her quite beautiful...”

Garamond, 10 pt – Small for reading, fits a lot of text per page.

“Oh! my dear Mr. Bennet,” as she entered the room, “we have had a most delightful evening, a most excellent ball. I wish you had been there. Jane was so admired, nothing could be like it. Everybody said how well she looked; and Mr. Bingley thought her quite beautiful...”

Garamond, 11 pt – A standard font size, good number of words per line.

“Oh! my dear Mr. Bennet,” as she entered the room, “we have had a most delightful evening, a most excellent ball. I wish you had been there. Jane was so admired, nothing could be like it. Everybody said how well she looked; and Mr. Bingley thought her quite beautiful...”

Garamond, 12 pt – Larger than standard size, good for vision impaired.

“Oh! my dear Mr. Bennet,” as she entered the room, “we have had a most delightful evening, a most excellent ball. I wish you had been there. Jane was so admired, nothing could be like it. Everybody said how well she looked; and Mr. Bingley thought her quite beautiful...”

Garamond, 16 pt – Very large text, use for beginning readers.

“Oh! my dear Mr. Bennet,” as she entered the room, “we have had a most delightful evening, a most excellent ball. I wish you had been there. Jane was so admired, nothing could be like it. Everybody said how well she looked; and Mr. Bingley thought...”

## ► Line Spacing Examples

Larger font sizes need more line space, to give some breathing room to the page. A narrow line space (x1) can make the page look like a dense wall of text, which is intimidating to the reader. Double spacing (x2) is great for manuscripts, so an editor can make notes, but is too wide for a published book. Line spacing between 1.2 and 1.5 works very well.

Line spacing: 1 Compact — makes text look solid, dark (11pt/11pt)

In understanding, Darcy was the superior. Bingley was by no means deficient, but Darcy was clever. He was at the same time haughty, reserved, and fastidious, and his manners, though well-bred, were not inviting. In that respect his friend had greatly the advantage.

Line spacing: 1.15 Open — more spacious, recommended (11pt/13.2 or auto)

In understanding, Darcy was the superior. Bingley was by no means deficient, but Darcy was clever. He was at the same time haughty, reserved, and fastidious, and his manners, though well-bred, were not inviting. In that respect his friend had greatly the advantage.

Line spacing: 1.5 Relaxed — lots of breathing space, increases page count (11pt/16pt)

In understanding, Darcy was the superior. Bingley was by no means deficient, but Darcy was clever. He was at the same time haughty, reserved, and fastidious, and his manners, though well-bred, were not inviting. In that respect his friend had greatly the advantage.

Line spacing: 2 Double — too much space, not recommended. (11pt/22pt)

In understanding, Darcy was the superior. Bingley was by no means deficient, but Darcy was clever. He was at the same time haughty, reserved, and fastidious, and his manners, though well-bred, were not inviting. In that respect his friend had greatly the advantage.

## ► Justification

Left align – rag right, good for very short paragraphs, dialogue, lists, poetry

Between him and Darcy there was a very steady friendship, in spite of great opposition of character. Bingley was endeared to Darcy by the easiness, openness, and ductility of his temper, though no disposition could offer a greater contrast to his own, and though with his own he never appeared dissatisfied.

Full justification – aligned left and right, good for long paragraphs, standard body text

Between him and Darcy there was a very steady friendship, in spite of great opposition of character. Bingley was endeared to Darcy by the easiness, openness, and ductility of his temper, though no disposition could offer a greater contrast to his own, and though with his own he never appeared dissatisfied.

Centered – for headers and very short text only, use sparingly

Between him and Darcy there was a very steady friendship, in spite of great opposition of character.

## ► Hyphenation

Hyphenation occurs when your layout or word processing software automatically breaks longer words at the end of a line with hyphens. It can be turned on and off in most programs.

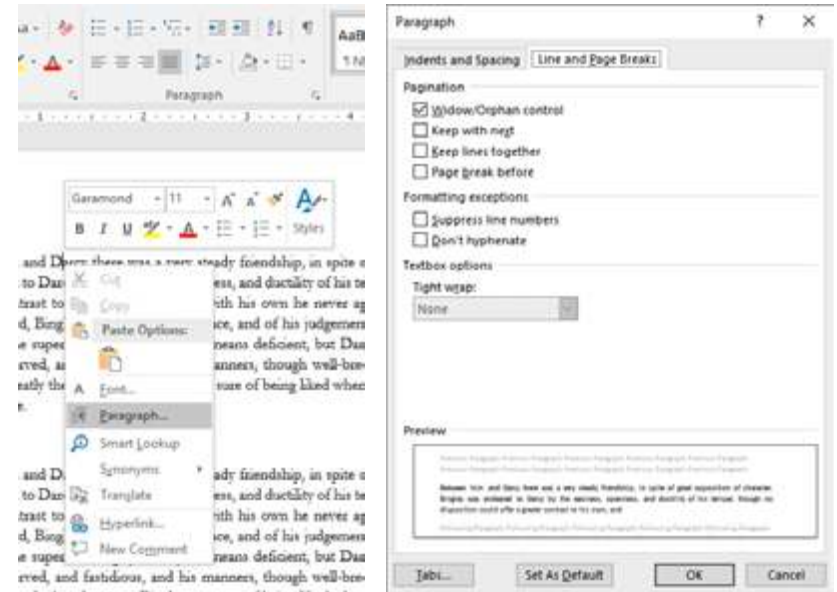
- ▶ When justifying text, hyphenation can help avoid large, awkward gaps and spacing in your text.
- ▶ Do not hyphenate centered text, or text for children's books.
- ▶ Some programs have options for controlling the number of hyphens per paragraph, and if capitalized words should be broken. Avoid hyphenating across two pages or the last word in a paragraph.

## ► Widows and Orphans

These imaginatively named problems occur when a single line of text or a single word is left abandoned on its own page, separated from the rest of its paragraph. Single lines at the start of a paragraph (orphan), or at the end (widow), can be prevented in some word processing or layout programs.

In Adobe InDesign, you can adjust the tracking, hyphenation, and keep options in your paragraph styles.

In Microsoft Word, controls for hyphenation and Widows & Orphans can be found in the Paragraph window. (Have your cursor in the paragraph in question, right click, choose Paragraph from the menu that appears.) To avoid single word widows, you can insert a non-breaking space before the word in question, to make sure it stays with the rest of the paragraph.



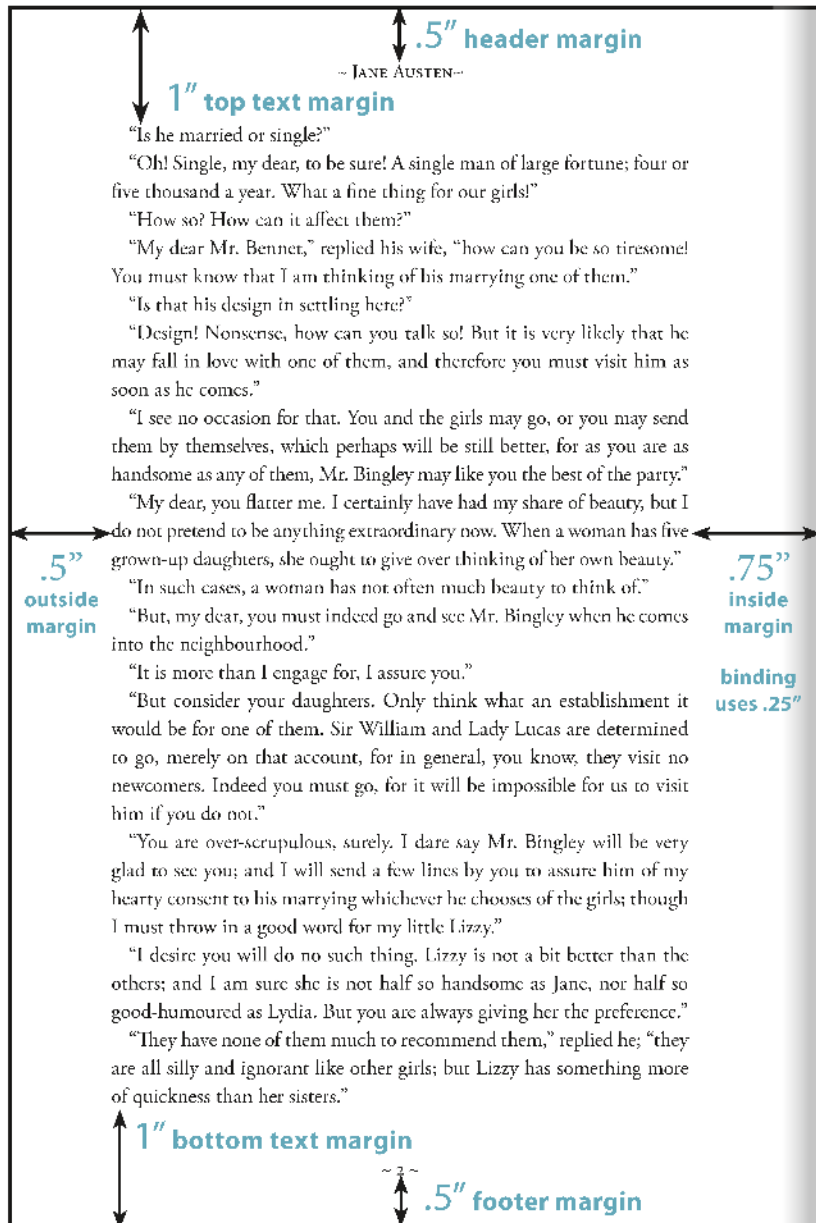
## ► Experiment and Test Print

To figure out what looks good for your book, do some experimenting. Find a published book that is like yours, in terms of genre and overall length. Then print out a few pages of yours, and compare them. Which do you prefer to read? Is your font size much bigger or smaller? Is there enough white space, from either the line spacing or generous margins, so that the page isn't overwhelmingly dense?

Your book may just need a few tweaks, making the font a point larger or smaller, and increasing the line spacing and the margins, but it will make a big difference to your reader's enjoyment.

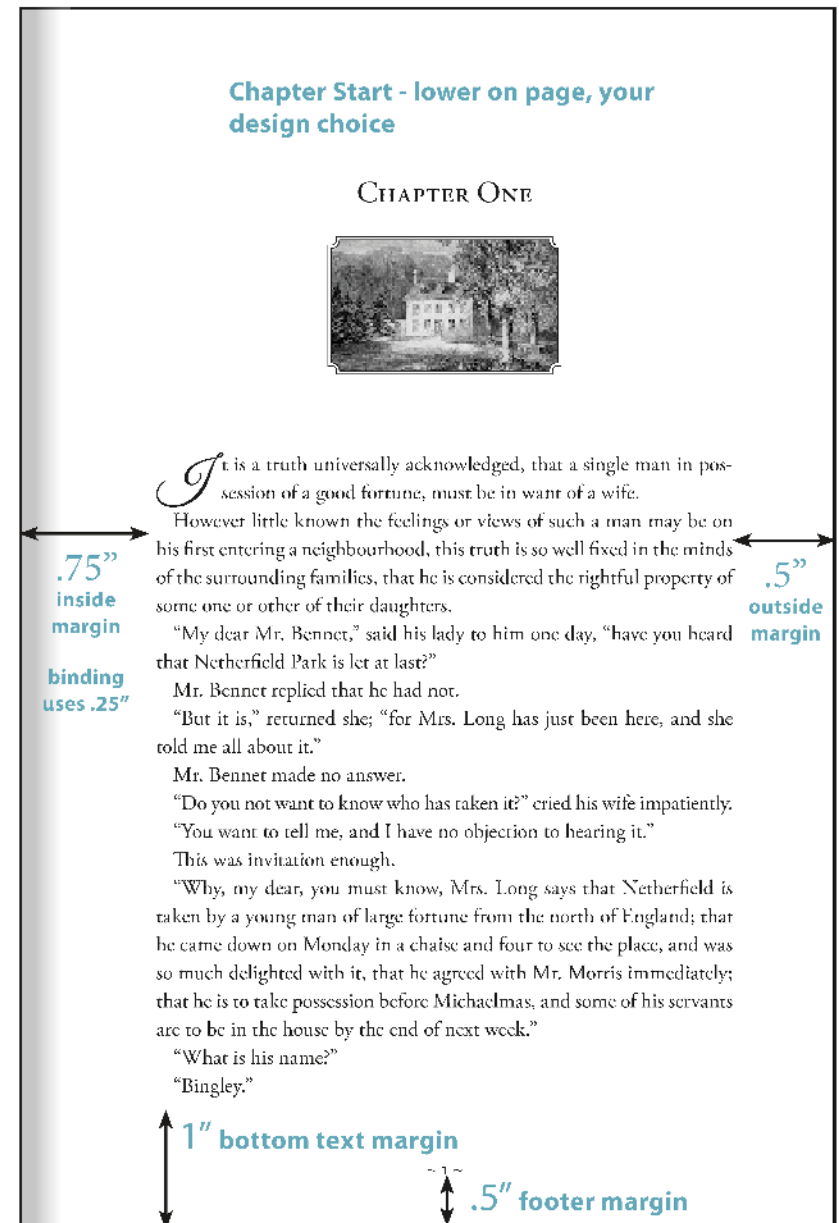
# MINIMUM MARGINS

left hand page – even numbered pages, spine on right



The minimum margins for printing with First Choice Books are **.5" for the outside margins, .75" next to the spine**, to allow for the binding. You are welcome to use wider margins.

right hand page – odd numbered pages, spine on left



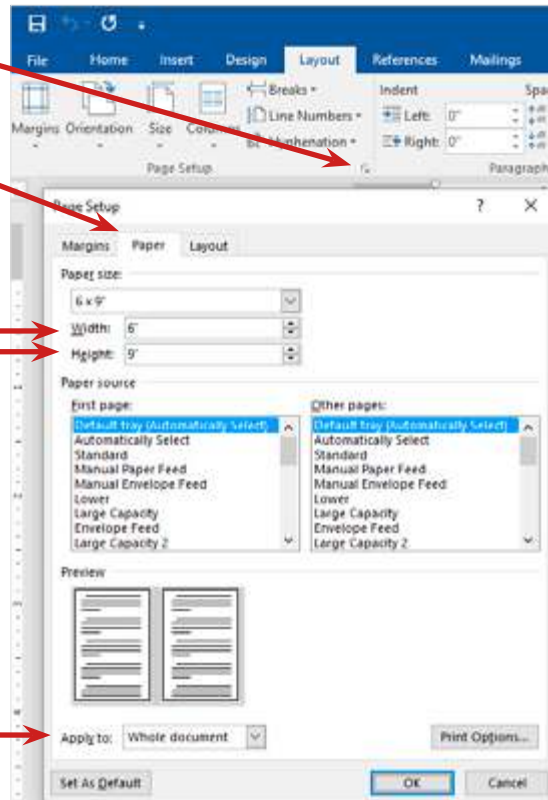
# ▶ SETTING PAGE SIZE AND MARGINS IN MICROSOFT WORD

Note: These settings examples are from MS Word 2016, but will look similar in other versions of the program. These are minimum margins: you are welcome to have larger margins as desired.

## ▶ Setting page size

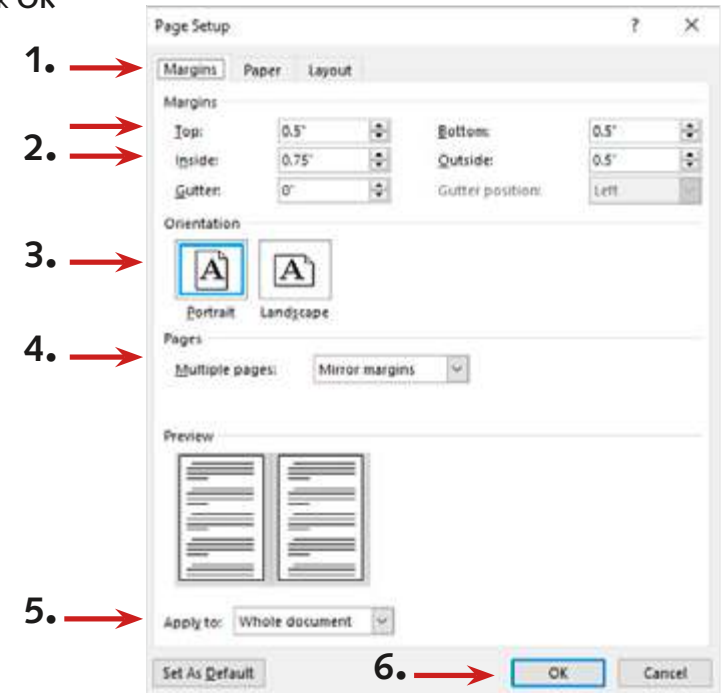
After opening a new Word document...

1. Go to the Layout tab, expand the Page Setup section, then choose the Paper tab
2. From the Paper size pull-down, select Custom Size
3. Insert the Width and Height  
Standard sizes: 5.5x8.5, 6x9, 7x10, 8x10, 8.5x11  
Non-standard sizes are also available; round to nearest .25"
4. Ignore the 'Paper source'
5. In the Preview section, select Apply to: Whole Document
6. Click OK



## ▶ Setting margins

1. Go to the Layout tab, expand the Page Setup section, then choose the Margins tab
2. Minimum margins for Top, Bottom and Outside are 0.5" Inside minimum is 0.75". Gutter = 0
  - ▶ To have page appear centered when bound, the inside margin must be .25" wider than the outside margin
  - ▶ Consider using larger margins to give the text breathing room
  - ▶ If you have headers or footers (title, author's name, page numbers), increase the margin size top and bottom to 1"
3. In the Orientation section, select Portrait
4. Under Pages, next to Multiple Pages, select Mirror margins from the drop down menu
5. In the Preview section, select Apply to: Whole Document
6. Click OK



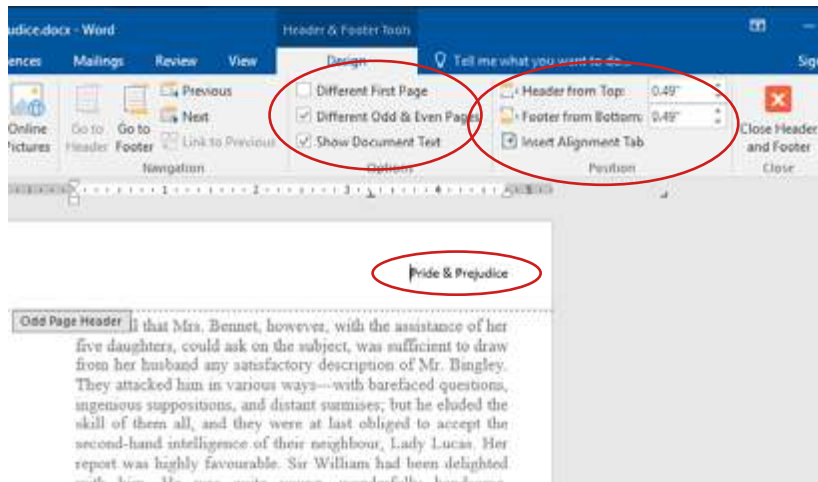
# ▶ SETTING HEADERS AND PAGE NUMBERING IN MICROSOFT WORD

Note: These settings examples are from MS Word 2016, but will look similar in other versions of the program.

## ▶ Setting Headers

After creating a Word document and setting the page size and margins, you will be setting up three headers: First Page, Even Page, and Odd Page.

Books have left- and right-hand pages. The first page of a book is always a right-hand page, and odd numbered. Left-hand pages are even numbered. The different First Page can be used to avoid having a header or page number on the title page.



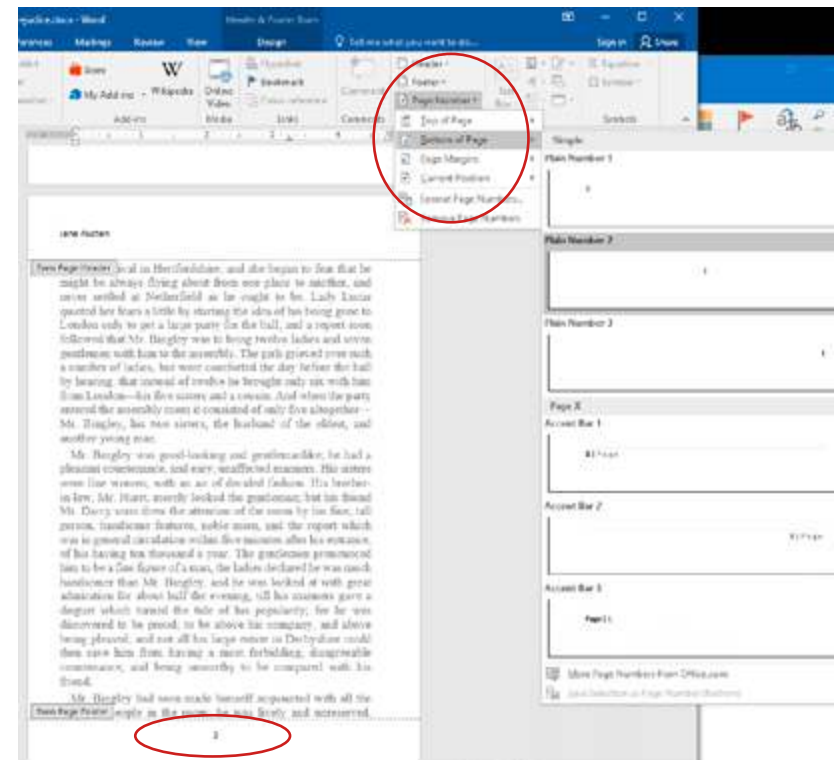
1. Go to the Insert tab, click Header, then choose a style.
2. An empty header will appear at the top of your document. There's a box to type text into, and this text can be formatted in any style.
3. Activate the Header & Footer Tools Options tab by having your

cursor in the header text field. Check off "Different Odd & Even Pages" and "Different First Page."

4. First Page Header — leave this one blank. Chapter starts and title pages do not take a header.
5. Even Page Header — traditionally this shows the author's name. It should be aligned to the left, or centered.
6. Odd Page Header — traditionally this is the title of the book. Insert an alignment tab (from the header menu) into the header text before the book title to align the text right, or center it.
7. Position — the header should be 0.5" from the top. (Make sure page margins are 1".)

## ▶ Page Numbering

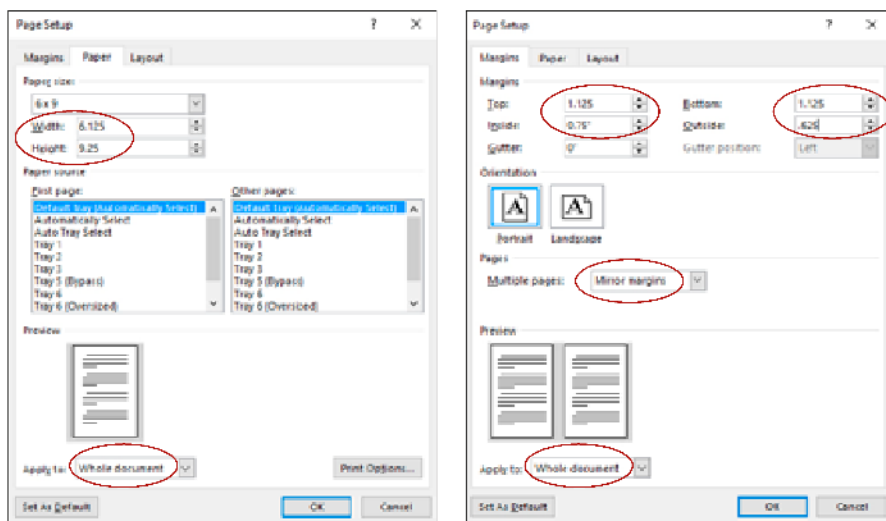
Have your cursor active in the footer of an even or odd page, and choose Insert → Page Number from the Insert tab.



## ▶ SETTING UP BLEED

### ▶ Microsoft Word

- ▶ Have your document open, go to Page Setup, Paper Size.
- ▶ Add .25" to the Paper Size Height, and .125" to the Width
- ▶ The margins now need to be adjusted: add .125" to the top, bottom and outside page margins, including for any headers and footers. Do not increase the inside margin. Make sure to apply to entire document, with mirror margins.
- ▶ In your layout, make sure the images to bleed fill the new page size all the way to the edge.



### Example

Book size: 6"x9"

→ New page size with bleed: **6.125" x 9.25"**

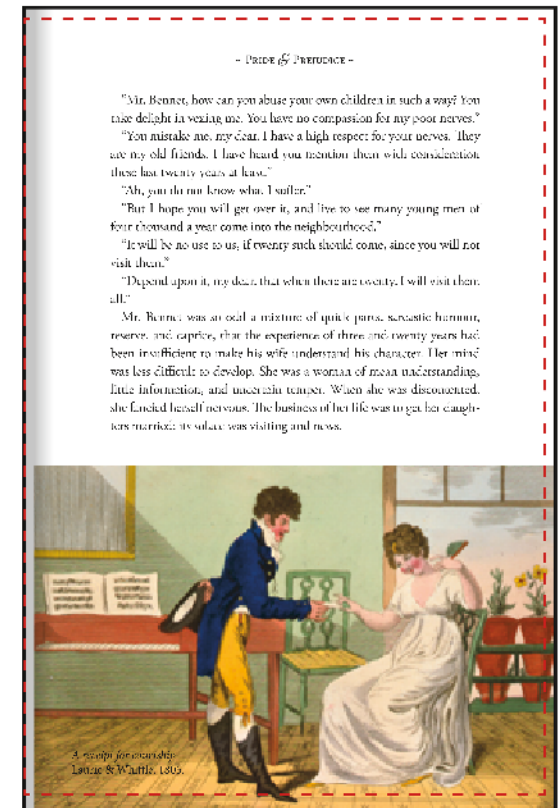
Margins: minimum text margins 1" top and bottom, .75" inside, .5" outside

→ New margins for page with bleed: **1.125" top and bottom, .75" inside, .75" outside**

Make sure to apply with **Mirror Margins** to **Whole Document**.

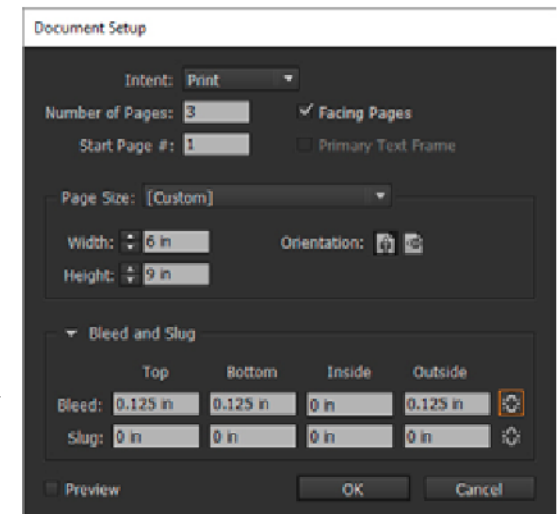
A right-hand page with a full bleed image.

- ▶ Bleed allowance = .125" on top, bottom, outside edge.
- ▶ No bleed needed for inside margin, next to spine.
- ▶ Images must extend completely into bleed area (dotted red line).



### ▶ Adobe InDesign

- ▶ In File > Document Setup, under Bleed and Slug, add .125" for the Top, Bottom, and Outside. Inside is 0.
- ▶ In your layout, make sure the image extends fully into the bleed area.
- ▶ Make sure to check off "Use Document Bleed" when making the PDF. See page 50.



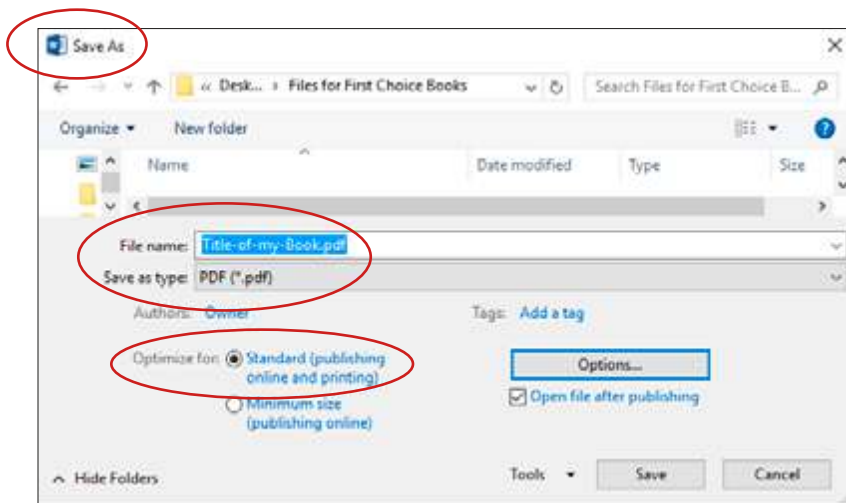


# ▶ STEPS TO CREATE A PRINT-READY PDF FROM WORD

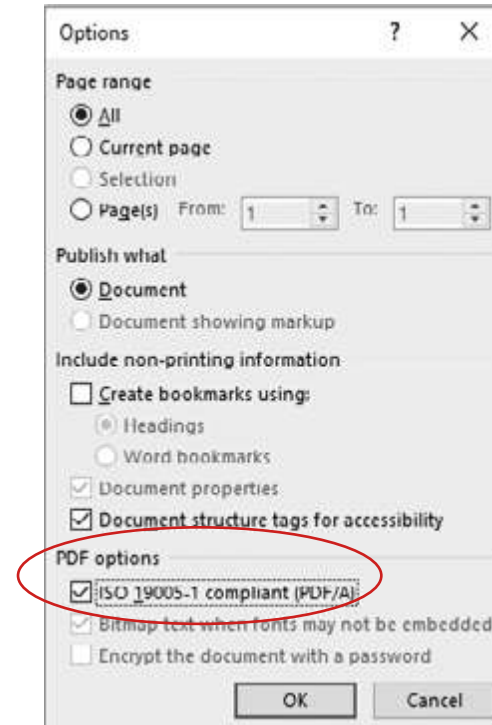
A PDF (Print Document File) preserves all the formatting in your document, so that it will stay the same when viewed on other computers and in print.

Note: Follow Steps 1 and 2 to create a PDF of your book. If your book has photographs and/or illustrations, please follow Step 3.

1. Have your document open, make sure everything is as you want it to print, including the final page size (eg 5.5x8.5, or 6x9), headers, footers, page numbering.
2. From the File menu, choose:
  - ▷ Save As — for 'Save as type' choose: PDF (\*.pdf) from the menu
  - ▷ Make sure "Standard (publishing online and printing)" is checked
  - ▷ Name the file with your name and the book title, and save it to your computer.
  - ▷ Check the PDF page by page to make sure everything looks good. If it does:
  - ▷ Send us that file by email or use [wettransfer.com](http://wettransfer.com) (email [graphics@firstchoicebooks.ca](mailto:graphics@firstchoicebooks.ca))



3. For books with photographs or illustrations, please follow this procedure to save the file with high quality images for print (PDF/A):
  - ▷ File menu—> Save As —> PDF.
  - ▷ Click the button marked "Options", lower right, and check off "ISO\_19005-1 compliant (PDF/A)".
  - ▷ Click OK, then save the file as in step 2 above and send it to us. Done!



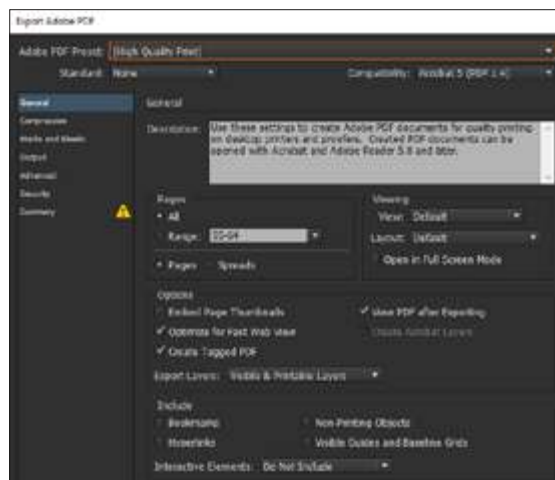
# ▶ STEPS TO CREATE A PRINT READY PDF FROM ADOBE INDESIGN

1. Preflight checks – Have your document open, make sure everything is where you want it to print, including the final page size (eg 5.5"x8.5", or 6"x9"), headers, footers, page numbering. Make sure all links (images) are up to date by checking the Links panel.
2. If your document has items that bleed, make sure that you have set up bleed, and that all images extend completely into the bleed area (see page 47).
3. Export to PDF – From the File menu, choose EXPORT. A Save Dialog Box will open:
  - ▶ Give your document a file name – your name and book title
  - ▶ Save as Type: Adobe PDF (Print)
  - ▶ Hit "Save"
4. Then the PDF dialogue box will open, with tabs for General, Compression, Marks and Bleeds, and Output. Set them as follows.

## ▶ Adobe PDF Settings

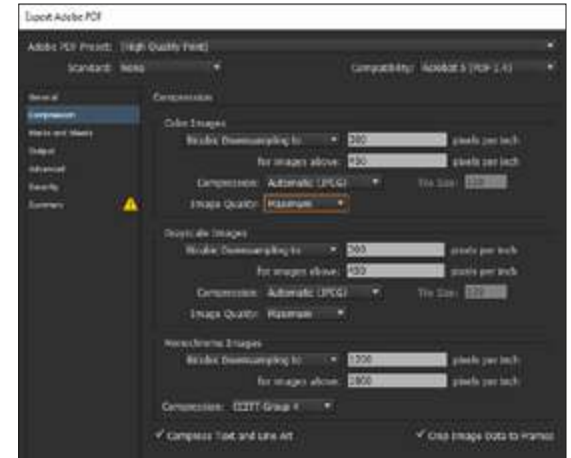
### General

- ▶ Adobe PDF Preset: High Quality
- ▶ Compatibility: Acrobat 5
- ▶ Pages: All
- ▶ Do **not** check off "spreads".
- ▶ The defaults are fine for the other settings.



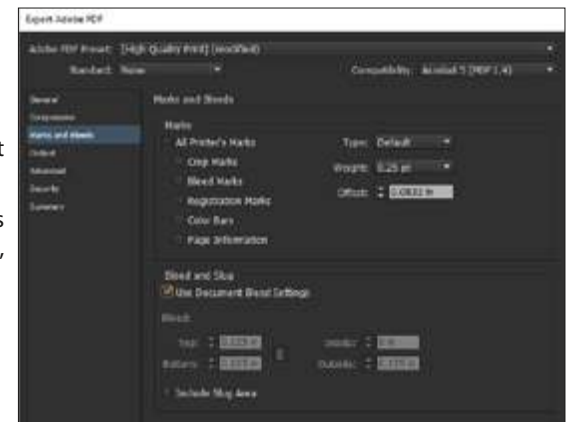
### Compression

- ▶ Color Images: Downsample to 300 Automatic JPEG Image Quality: Maximum
- ▶ Grayscale Images: Downsample to 300 Automatic JPEG Image Quality Maximum
- ▶ Other defaults are good.



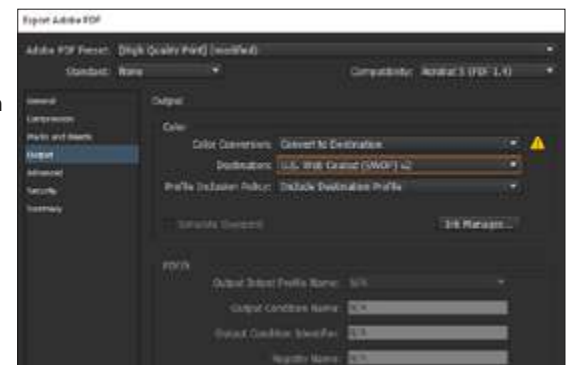
### Marks and Bleeds

- ▶ No printer marks
- ▶ No crop marks
- ▶ Bleed: Use Document Bleed Settings
- ▶ If your document has no images that bleed, leave Bleed blank.



### Output

- ▶ Color Conversion: Convert to Destination
- ▶ Destination: US Web Coated (SWOP) v2 OR Coated Gracol 2006, if available.
- ▶ Include Destination Profiles



5. Next, click Export. A PDF will be created and saved. Check it over, and then send it to **First Choice Books**.

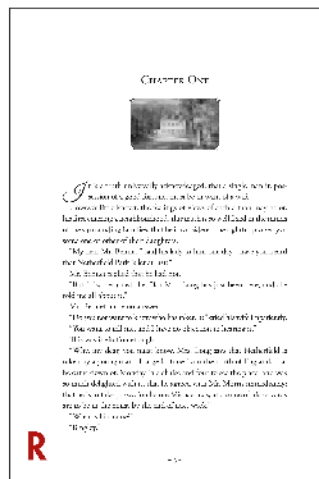
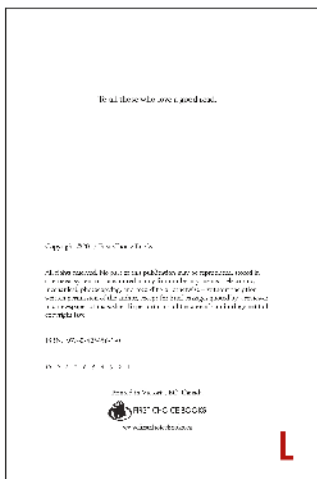
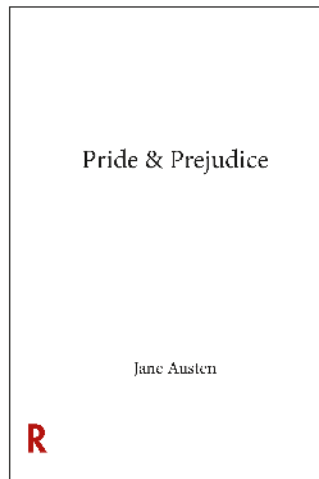
# ▶ PAGE ORDER

By tradition, the front matter in books has a particular order. At a minimum, a book needs a title page, the copyright notice listing you as the author/copyright holder, and then the start of the story.

The front matter can also feature more complex items, such a dedication, table of contents, introduction, acknowledgments, etc. Here is an example of each.

## COMPACT PAGE ORDER

1. Full title page – R
2. Copyright notice and dedication – L
3. Start of book – R

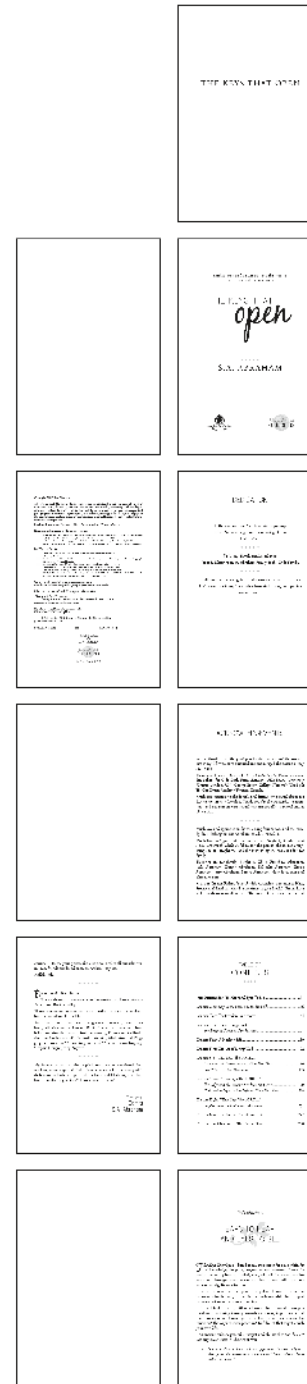


## EXTENDED PAGE ORDER

1. Pre-title page – R
2. blank– L
3. Full title page – R
4. Copyright page– L
5. Dedication – R
6. blank– L
7. Acknowledgments – R
8. Acknowledgments – L
9. Table of Contents – R
10. blank– L
11. Start of book – R

Title pages and the first chapter start should be on the right. Housekeeping items like the copyright page can be on the left. Add blank pages or page breaks as needed to force items to the next page.

Title pages, the copyright page, and blank pages do not take a page number or headers. Traditionally, front matter is numbered with roman numerals. The first regular number (1) is the first page of the actual story, and is a right hand page.



The Keys  
That Open  
S.A. Abraham

## ► FREQUENTLY ASKED QUESTIONS (FAQ)



### *What is self-publishing?*

Self-publishing is the publication of any book or other media by the author of the work, without the involvement of a traditional third-party publisher. The author assumes all financial risk for the publication, and owns the copyright. In self-publishing, the author is responsible and in control of the entire process including overseeing design (cover/book insides), price, and doing their own distribution and marketing.

### *How long does it take to get my book printed?*

Once you have approved a printed proof, expect a **2-3 week turn-around** time for your print run, plus time for shipping. Full colour, large runs, and certain binding styles like hard cover and Smyth-sewing can take longer. If you have a specific date by which you need your books, please let us know: we can work with you to meet your deadline. Our busiest season is before the winter holiday sales season — be sure to start early in August or September to have books in hand for the holidays.

### *How do I get started?*

Once you have a quote for printing and binding your book, send us your files. You'll either be sending us files for First Choice Books design and layout (\$80/hour) or Print Ready PDFs.

Once we have received your files, we'll assess them and let you know

if they're ready to print, or how much layout and design will cost. Then we email you a sales order that lists all the projected costs, and ask for a 50% deposit. The remaining balance is due when the books are ready to ship.

### *How do I send you files?*

Single files smaller than 5 MB can be emailed directly to [graphics@firstchoicebooks.ca](mailto:graphics@firstchoicebooks.ca). Large files over 5 MB can be sent using [wettransfer.com](http://wettransfer.com) or we can create a Dropbox folder for you, using [dropbox.com](http://dropbox.com). Both are free, web-based services for moving large files.

### *I'm doing the layout of the book and cover myself.*

#### *What do I need to send?*

Please send two print-ready PDFs, one for the cover (including front, back, and spine), and another for the book insides. See checklists for technical details and how to send files, and pages 25-53 for more information.

#### *What is a PDF?*

PDF (portable document file) is a file format that preserves all the formatting and styles of the document so that it can be opened on different computers without using the software used to create it. It's like a digital photocopy. Many programs can produce PDFs, including Microsoft Word. Please see pages 48-50 for more information.

*What does "print-ready PDF" mean?*

"Print-ready" means we will print exactly what you send in the PDF, with no modifications. You'll want to make sure that the files have been carefully proofread, and that all the images are high resolution. The files must meet the technical specifications for minimum margins and sizes.

*Can I see a printout (proof) of my book before I go to print?*

Yes! We will send you a **printed proof** of your book before printing the press run. Proofs are printed on the same paper stocks as your final product, and are trimmed to size, but not bound or laminated. **One printed, unbound proof is provided at no extra charge.** Additional copies are \$40 each, plus shipping and tax.

*How long does it take to get a printed, unbound proof when I send Print Ready PDFs?*

You can expect a printed proof to be ready for shipping or pickup within a week of First Choice Books receiving files that meet the required technical specifications.

*Can I see a laminated, bound copy of my book before going to print, just to be sure?*

Yes. Bound and laminated softcover proofs are \$100, hardcover perfect bound proofs are \$150, plus shipping and tax. Please contact us for bound, hardcover Smyth-sewn proofs. Bound proofs will take 1-3 weeks to produce.

*So, if the printed proof looks good, then what?*

You will need to sign a proof approval form, included with your proof, and then we will print your

book. Proof approval means you approve the book as it appears in the proof, and accept all responsibility for any errors found in the book, regardless of origin, after this point.

*What if I have revisions to my book after the printed proof?*

If First Choice Books did the layout and design of your book, please contact [graphics@firstchoicebooks.ca](mailto:graphics@firstchoicebooks.ca) to discuss sending revisions. Revisions are billable at \$80/hour.

For Print Ready PDFs, please send a new PDF of the entire book and/or cover. We will print a new proof and ship it to you. There is a \$50 charge for new file set up and the new printed proof, plus applicable taxes and shipping.

*I have changes to make to my book, but I don't want another printed proof. Can I do that?*

Yes. First Choice Books strongly recommends that authors see a printed proof of the final version of their book, but you can waive the printed proof. Contact [graphics@firstchoicebooks.ca](mailto:graphics@firstchoicebooks.ca) to ask for a proof waiver form. If the proof is waived, the author accepts all responsibility for any errors in the press run.

*How wide should the spine of my book be?*

Spine width depends on your final page count and choice of paper. To calculate your book's spine width, use the calculator on our website. [firstchoicebooks.ca/graphic-design-services/print-book/spine-width-calculator/](http://firstchoicebooks.ca/graphic-design-services/print-book/spine-width-calculator/)

*How much room should I leave for the bar code on the back cover?*

The barcode goes in the lower right or left hand corner, measuring 1.75" wide x 1" high. First Choice Books

can create and place the barcode for your book.

*What are your minimum margins?*

Text safety margins for print are a minimum of .5" for the outside margins, and .75" for the inside margin, next to the spine. Please note that trim sizes can vary by up to 1/8".

*I would like images to bleed off the edge of the page. What is your bleed allowance?*

Perfect bound books = .125"  
Saddle-stitch and coil bound = .25"  
Hardcover covers = 1"

*What is bleed allowance?*

Any image that is to run off the edge of the page (bleed) needs to be printed with an extra .125" margin or more that extends past the edge of the page. This area is trimmed off when the book is bound. Without this extra margin, an image can end up with a small white line at the page's edge, due to variations in trim during the binding process.

*Can you get an ISBN for my book? How about the barcode?*

Yes, we can assign an ISBN (International Standard Book Number) for your book, and create the barcode for the back cover for you. Both are included in the quoted print cost at no additional charge. ISBNs are available free for Canadian authors and work worldwide. If you are American and require an American ISBN, they cost around US\$100. You can obtain one from [www.isbn.org](http://www.isbn.org).

*I already have an ISBN for my book; can you make a barcode for me?*

Yes, we can create a barcode for you, using your ISBN. This service is included in the print quote for your books.

*I want to list myself as my own publisher. Where can I get an ISBN?*

In Canada, if you want to be your own publisher, you can apply for an ISBN for your book through the Canada Library and Archives. ISBNs take 10-14 business days to obtain, so allow time for this step when planning your book's production. If you are American, and publishing your book from the US, ISBNs are available from the United States ISBN Agency, [www.isbn.org](http://www.isbn.org), and cost US\$100. ISBNs obtained in Canada for Canadian books work worldwide.

*I published my book in a different language previously. Can I use the same ISBN?*

The new version of the book will need a new ISBN. Each distinct edition of a book (in different languages, or after revisions, or a different binding such as hard cover or soft cover) requires a different ISBN that uniquely identifies that edition. ISBNs are free in Canada, and we can assign one to your book. (eBooks also require their own ISBN).

*How does it work with the copyright?*

The rights to your work stay with you, the author. You can publish it elsewhere at any time, in any form. We will place a copyright legal notice in the book for you, listing you as the author, along with any other credits, such as for any illustrations and photographs used in the book.

*What about royalties?*

First Choice Books prints only for you, the author. You sell the books and keep all profits from sales. We do not administer book sales or royalties. You are free to work with another publisher or printer at any time, for any form of the book.

*Do I have to sign a contract?*

Our contract with you is the quoted price for printing, binding, and any graphics work requested. We will send a sales order listing all charges agreed upon. A 50% deposit is required before work begins, and the balance is due prior to shipping or upon pickup. If there are any additional charges, or changes in the quoted specifications (e.g. quantity, page count, paper stock, etc), we will not proceed until you approve the new quoted price. A final invoice will be generated when the books are ready to ship.

*What is your minimum order?*

Our minimum order to print is 25 copies. Price breaks on quantity start around 100 books, and the best savings are on orders of 250 and over.

*How much will it cost to ship my books?*

Shipping depends on the final size and weight of your book, the quantity, the destination, the shipping method and speed. For a shipping estimate, please contact [quotes@firstchoicebooks.ca](mailto:quotes@firstchoicebooks.ca), let us know how many books, and the postal code of where you want the books shipped to. We work with multiple carriers to get the best price for you.

*Can I get an eBook version of my book?*

Yes! If First Choice Books did the layout and design of the insides of your book, we can also create an eBook. We will format your eBook so it looks just like your printed book, including a cover page that matches your cover, optimized for eBook readers. The base price for an eBook created from a First Choice Books layout is \$295.

*If I did my own design and layout, can you make it into an eBook?*

Yes! First Choice Books can produce an eBook for you using your Microsoft Word or Adobe InDesign files. Send us the files and we'll assess them for what it will cost to convert to an eBook. Graphics charges would apply, at \$80/hr. We cannot create eBooks from PDFs.

*My book has a lot of photos and illustrations. Can they be included?*

Yes. Images can be inserted into eBooks, and be read on any recent eBook reader. Books that are entirely images, like a children's illustrated book or a photography book, can be formatted for eBooks.

*How is an eBook different from a PDF?*

While PDFs are electronic versions of your book, they are meant predominantly for printing. All parts of the book file are set: the text and images cannot be changed in any way. eBooks, however, allow the readers to change the font size and overall look of the book on their eReaders. This means the text flows and reflows on the eReader device (Kindle, Kobo, iPad, etc), changing its look continuously with each "page".

*What can I read my eBook on?*

Your eBook can be read on Amazon Kindle, the Nook, Kobo, iPhones and iPads.

*Can my eBook be sold on Amazon?*

Yes! First Choice can set up an Amazon account for you. Once set up, you monitor the sales.

*Can my eBook be sold on other platforms?*

Yes! We can set up your eBook for sale on Kobo (\$40).

*What royalty does Amazon take?*

Amazon takes a 30% royalty on eBook sales. For example, if you sell an eBook for \$10, Amazon takes \$3, and you take \$7. Amazon pays quarterly, and sales can take two months to post.

*What price should my eBook be set at?*

The price of your eBook is up to you. The minimum price is \$2.99. To encourage sales, it is recommended to set the price as low as possible. You may make more money this way over time, instead of discouraging potential readers with a higher price.

*Will the colour of my cover or in the book be exactly the same every time I order books?*

First Choice Books keeps a copy of your proof or finished book on hand for colour matching each press run. Colour can vary slightly between press runs, but we will match as closely as possible, given the constraints of digital printing technology.

*I'm concerned about having complete control over the exact colour reproduction of my book. Is digital printing the right option for my book?*

If you are looking for clear, bright colours and lower print costs for smaller runs, then digital printing with First Choice is the best route for you. You may want to consider traditional offset printing for the greatest control over print quality for art or photography books. Digital printing can do a great job of colour reproduction, but there are some limitations.

*Can you translate my book?*

First Choice Books does not offer translation services at this time.

*Can you edit my book?*

When First Choice Books does the layout of the book for you, we do some minor copy editing, including fixing common errors with spacing and punctuation.

For higher levels of editing, on our website you will find referrals to excellent editors who can work with you to revise your manuscript. [firstchoicebooks.ca/steps-to-self-publishing/editors/](http://firstchoicebooks.ca/steps-to-self-publishing/editors/)

*Can you proofread my book?*

First Choice Books does not offer proofreading at this time. You will want to look carefully at the printed proof of your book, and make changes from there. You may want to consider hiring a professional proofreader who can look at your book with fresh eyes, and catch errors that have been missed previously.

*If you do the layout of the book and create the cover for me, can I have those files afterwards?*

Yes. We can supply you with the high resolution, print quality PDFs that were used to print your book. There is a \$50 charge for these. If you would like the layout files for the book, which will be in Adobe InDesign, we can supply these as well. Files will be sent via file transfer. (\$150)

*I have an idea for a picture for the front cover. Can you create it for me?*

What we can create depends on what you would like for the cover. We cannot take photographs or create illustrations, but there are thousands of amazing photographs and illustrations available from stock agencies. We recommend [iStockphoto.com](http://iStockphoto.com) and [shutterstock.com](http://shutterstock.com), where you can browse by subject and style, and find just the right image. Let us

know which image you would like to use, and we can download it and use it to build your cover. Prices vary by image and usage, but are usually around \$25 each for a book cover.

*I have a photograph or illustration that I'd like to use for my cover, but I don't know how to design a cover. Can you do that for me?*

Yes! We love designing covers. Send us the image (high resolution JPG or TIFF), whatever text you would like on the back (about the book, about the author, rave reviews), and the title of the book, and the author's name exactly as it should appear, and we can take it from there. We'll send you a sample layout of the cover by email first, then finalize the design based on your feedback, and mail you a printed proof. Cover design starts around \$80-175, depending on complexity. Please see pages 16-17 for more information.

*I'd like to have colour in my book. Is this possible?*

Absolutely. We can print pages of your book in colour, or even the whole book. Colour does increase the print cost of your book, so be sure to check with us about a quote for printing costs once you know how many pages will be in colour.

*My photographs in the book are sepia coloured black and white. Is this a black and white book, or colour?*

If you would like the photographs to look sepia-coloured in print, which is a warm, golden-yellow colour, then the book will need to be printed in full colour. Or the photographs can be converted to true black white, and printed in black ink only, which is more affordable than colour printing.

*Will my cover be in colour?*

Yes. All quotes for printed covers with First Choice Books are considered to be full colour. We can print in black only, but the print cost is not much different than full colour, and most readers will expect a colour cover to attract their eye.

*My quote for printing says "1 side in colour". Will the front and the back cover be in colour?*

Yes. 1-sided printing refers to how covers are printed, so inside/outside, not front/back. Covers are printed on one sheet of paper. One side of that sheet will have all the parts of the cover on the outside of the book: front, back, and spine. If you are printing on the inside of the covers (visible only when the cover is opened), then that would be a 2-sided cover.

*Can I print on the insides of the cover?*

Yes, First Choice Books can print in colour or black only on the insides of your cover. The print cost will be higher. This is known as a 2-sided cover.

*What is the largest book you can print and bind?*

The largest book we can print and bind in house is 8.5" wide by 11" high. For larger sizes, please contact us.

*What is the smallest book you can print and bind?*

The smallest book we can bind in soft cover or hard cover is 4"x6". We can saddle-stitch (staple binding) books as small as 4"x4".

*What is your maximum page count?*

The greatest number of pages we can bind is around 750, depending on thickness of the paper stock.

Longer books may need to be broken into multiple volumes.

*What is the minimum page count?*

First Choice Books can perfect bind (glued spine) books over 20 pages. Saddle-stitch books (stapled spine) can be 8 pages or more.

*I would like to have the name of my book on the spine. Will my book have a thick-enough spine to print on?*

If your soft-cover perfect bound book is over 100 pages, we can print on the spine. Saddle-stitch books have no spine. Hard-cover books need to have a minimum spine width of .25", so we can print on the spine of any hardcover book, even if it is under 100 pages.

*Can I do a hardcover edition of my book?*

Yes. First Choice Books has an in-house bindery that can produce beautiful library quality hardcover books. You can have either a printed cover to match the soft-cover edition, or choose a leather-style or fabric binding in a range of colours. Your name and title of the book can be stamped on the book in either gold or silver foil.

*Can my hardcover book have a dust jacket?*

Yes. We can design a dust jacket for you, including flaps. Please see page 31 for more information.

*I would like to run some images across the gutter of my perfect bound book. Are there any special considerations for doing this?*

Yes. Perfect bound books use a glued spine, and glue will not stick to printed parts of the pages, due to the toner used to print the book. All books with images that go into the

spine should have a 1/8" white band on the inside edge of the page, to allow for gluing. This area will not be visible when the book is bound. This white band is not required for saddle-stitch or Smyth-sewn books. Also make sure to offset the images outwards from the spine, by .25".

*I'm setting up my book for print with First Choice Books. Do I need to impose the book or send printer's spreads?*

Please do not impose the book pages or send printer's spreads. We need the book as one-up pages, where each page of the PDF is one page of the book, in normal order. We take care of any imposition here. All pages must be the same size and orientation.

*What colour space and profile should my images be in?*

Colour images (illustrations or photographs) for print should be in CMYK colour mode. We use the CMYK profile SWOP US v2, as it is a standard colour space.

*I am printing colour photographs in my book, but they're not CMYK. Does that matter?*

We can print colour images in other colour modes, like RGB. Some of the colours may shift slightly, especially bright blues, greens and purples, as they cannot be reproduced in ink or toner exactly as you see them on screen.

*I'm printing my book in black and white, but my photos are in colour. Can you convert them to black and white?*

Yes. If you are sending Print Ready PDFs, we can convert the entire book or individual pages to black and white. We cannot convert in-

## ▶ GLOSSARY OF PRINTING TERMS

dividual images, unless we are also doing the layout and design.

*Can you do coil binding?*

Yes. We can do plastic coil binding, which allows the book to lay flat when open, and is great for cookbooks and manuals. Please ensure that the inside margin is at least .75". Coil binding is available in black, white, or a variety of custom colours.

*What is the maximum page count for coil bound books?*

The greatest number of pages that can be coil bound is 400. Longer books will need to be broken into two or more volumes.

*I'm doing a saddle-stitch book. How many pages can it have?*

The minimum page count for saddle stitch is 8 pages, and the maximum is 80, although we recommend perfect binding over 48 pages. Saddle-stitch books are printed in signatures of 4 pages, so the final page count must be a multiple of 4.

*I'd like to add a fold-out map to my book. Can you do this?*

Yes, we can add in extra materials to your book, including a map, as long as it is smaller than the page size when folded in.

*What commitment do you make to helping protect the environment?*

Forest Stewardship Council (FSC) certified papers are available, and others contain 20-30% recycled content. We also recycle all of our waste products, including our old machinery, and are working closely with our paper suppliers and recyclers to further reduce waste and energy usage.



### **BIND**

The methods used to create a book from individual printed pages and cover. Can be glued (perfect binding), sewn (smyth-sewing), stapled (saddle-stitch), or plastic coil bound. The bound pages and the cover are then trimmed to the final size.

### **BINDERY**

A department within a printing company responsible for binding and trimming various printing projects, including hard cover and soft-cover books.

### **BLEED**

A printed image or background colour that extends beyond the finished page edge and is trimmed off when the book is bound so that the image runs or "bleeds" off the edge of the page in the finished book.

### **BLEED ALLOWANCE**

The measurement of the area that an item extends past the edge of the printed page. Usually .125" or .25".

### **BODY TEXT**

The main portion of a book or other document, excluding front matter and back matter.

### **CMYK**

Abbreviation for Cyan, Magenta, Yellow and black, the four ink or toner colours used for printing in full colour.

### **COATED PAPER**

Paper with a coating of clay or other substances that creates a smooth and sometimes reflective surface.

Paper mills produce coated paper in gloss, silk, and matte.

### **COLOUR BALANCE**

Refers to the colours in a photograph or illustration. Correct colour balance for a photo means it looks true to reality, without a visible colour problem.

### **COLOUR CORRECT**

The process required to fix a photograph or illustration that has an incorrect colour balance or poor contrast. First Choice Books uses Adobe Photoshop to correct images.

### **CONTRAST**

The range of tones in an image from highlight to shadow. Low contrast images look very dull and gray. High contrast images have very bright, punchy colours, but can lack detail in white and black areas.

### **COVER**

Thick paper that protects a publication and advertises its title. Parts of covers are often described as follows: Front, Back, Spine, Inside Front, Inside Back.

### **CROP MARKS**

Lines near the edges of an image indicating where the printout will be cut to final trim size.

### **CROPPING**

Cutting off an undesired portion of a printed piece, photograph or other image.



## DIGITAL PRINTING

Printing using toner-based printers, from a digital file directly. Excellent for short run printing (<2000 copies) as set up costs are minimal.

## DPI

Dots Per Inch, a measure of output resolution for printers, referring to dots of ink per inch of print size. Can also be used to refer to pixels per inch, or PPI.

## E BOOK

An electronic version of a book, readable on tablet devices such as the Amazon Kindle, Kobo, iPad. eBooks allow the reader to change the size and style of the font to best suit their comfort in reading, so text and images in a eBook flow and reflow as the size changes.

## EM DASH

A dash the same width as the letter “m”, used to interrupt text and function — like a colon.

## EN DASH

A dash the same width as the letter “n” – can be used like an m-dash.

## END MATTER

All the material that follows the main text of the book such as afterword, appendix, bibliography, and glossary.

## END SHEET

Sheet that attaches the inside pages of a case bound book to its cover. Also called end papers or fly-leaf.

## EPS

Encapsulated Post Script file. The file format for vector-based artwork, produced with programs like Adobe Illustrator. Can be reproduced clear and sharp at any size.

## FACING PAGES

In a double-sided document, the two pages that appear as a spread when the publication is opened.

## FINISHED SIZE

Size of product after production is completed, as compared to flat size. Also called trimmed size.

## FOIL STAMP

Method of printing that releases foil from its backing when stamped with the heated die. Also called block print, hot foil stamp and stamp.

## FORMAT

Size, style, shape, layout or organization of a layout or printed product.

## FOUR-COLOUR PROCESS PRINTING

Printing using Cyan, Magenta, Yellow and black (CMYK) inks or toner to create full-colour images.

## FRONT MATTER

In a book, items like introduction, preface, foreword, and dedication.

## GLOSS

Light reflective finish on paper, especially the cover.

## HEADER

At the top of a page, the margin that can contain the book title or author’s name.

## ISBN

International Standard Book Number. A number assigned to a published work and found on the copyright page and barcode.

## JUSTIFY

In typography, setting lines of text so that they line up on the left and right, as opposed to ragged right, in

which the lines do not line up on the right.

## KERNING

In typography, adjusting the space between individual letters, especially in titles, for aesthetic reasons.

## LAMINATE

A thin transparent plastic sheet (coating) applied to thicker paper stocks (covers, post cards, etc.) providing protection against liquids and heavy use. Enhances colour, providing a glossy or matte finish.

## LEADING

In typography, is also known as line spacing. Pronounced “led-ding.”

## LETTER SIZE PAPER

In North America, 8.5”x 11”.

## LOW RESOLUTION

Descriptive of an image, either on a computer display or in print, that has a low number of pixels per square inch (dpi or ppi). Low resolution images do not print clearly, and lack fine detail. Square pixels may be visible. Below 200 dpi.

## MANUSCRIPT (MS)

An author’s original form of work (usually a digital file) submitted for publication. Not formatted for print.

## MARGIN

White space around the edge of the page or printed material.

## MATTE FINISH

Flat or dull (not glossy) finish on photographic or coated printing paper.

## OFFSET PRINTING

Printing using metal plates. Excellent for long press runs, into the tens of thousands or millions. Set up costs

are high for the plate production. Most mass-produced publications, like newspapers and magazines, are printed offset.

## PAGE

One side of a leaf, or sheet of paper, in a publication.

## PAGE COUNT

Total number of pages that a publication has. One sheet of paper is 2 pages, front and back.

## PERFECT BIND

To bind sheets that have been ground flat at the spine and are held to the cover by glue. Also called soft bind or soft cover.

## PIXEL

Short for picture element, a dot made by a computer, scanner or other digital device. Smallest part of a digital photograph.

## PORTRAIT

An art design in which the height is greater than the width. (Opposite of Landscape.)

## PPI

Pixels Per Inch, a measurement of resolution in digital photographs or illustrations. Ideal resolution for digital printing is 300ppi. Also referred to as DPI, or dots per inch.

## PROOF

Any print-out of a text produced as a means of checking for typos or other similar errors, as well as positional errors, layout problems, and colour reproduction.

## RGB

Abbreviation for red, green, blue, the colours of light. Most digital images handle colour in RGB. Com-

puter screens are RGB. RGB images should be converted to CMYK, the colours for printing.

#### SADDLE STITCH

Binding style where sheets of paper are printed both sides, and folded in half to form 4 pages, and bound by stapling at the centre line.

#### SIGNATURE

Printed sheet with print on both sides, folded in half to form 4 pages. Saddle-stitch and Smyth-sewn books are sprinted in signatures, and must have a page count divisible by 4.

#### SMYTH-SEWN

A binding style where signatures are printed, combined in sets, and stitched at the centre line. Smyth-sewn books have a very durable binding, and lie almost flat when open.

#### SPINE

The binding edge of a publication. Can be glued, sewn, or stapled.

#### SPIRAL BIND

To bind using a spiral of continuous plastic or wire looped through holes. Also called coil bind.

#### SPREADS

When 2 facing pages of a book are set up on the same single sheet. Also known as Printers Spreads. First Choice Books cannot print from spreads.

#### TIFF

File format for photographs, compatible with most systems and programs. Best format to avoid damaging images with JPG format.

#### TRACKING

In typography, the adjusting of the distance between all letters along the length of a line of type.

#### TRIM SIZE

The size of the printed material in its finished stage (e.g. the finished trim size is 5.5 x 8.5).

#### TYPEFACE

In typography, a specific variation within a type family, such as roman, italic, bold, etc.

#### TYPOGRAPHY

The art and process of specifying, setting, or otherwise working with print-quality type. Typography involves the proper placement, positioning, and specification of type to ensure not only maximum legibility but also high aesthetic appeal.

#### UNCOATED PAPER

Plain paper that has not been coated, so has some texture. Standard paper for printing mostly text.

#### WIDOWS & ORPHANS

In typography, widows and orphans are lines at the beginning or end of a paragraph, which are left dangling at the top or bottom of a column or page, separated from the rest of the paragraph. Professional typesetting seeks to eliminate these for aesthetic reasons.

## ▶ CHECK LIST – SENDING FILES FOR LAYOUT + DESIGN BY FIRST CHOICE BOOKS

.....

### Book – Text Document and any images

- ▷ The final version of your manuscript, in order, edited and proofread, along with the following in one Word document (.doc, .docx):
  - ▷ Dedication, if any.
  - ▷ Acknowledgements, if any.
  - ▷ Exact names and credits for copyright page
  - ▷ All parts of the book, including front and end matter, in order
  - ▷ Any footnotes, endnotes, or index.
  - ▷ Any specific requests for style or set up.
- ▷ Any photos or illustrations in a separate folder. Name images in the order they appear in the book (01.jpg, 02.jpg) Images can be JPGs, TIFFs, or EPS, 300 ppi, CMYK, RGB, or grayscale.
- ▷ Include notes in the manuscript for image placement and any captions. Example: Image 01.jpg, caption: Elizabeth & Fitzwilliam, wedding day, 1804. Do not place the images themselves in the document.

### Cover – Images and Text

- ▷ Photo or illustration for the front cover, high resolution, as TIFF or JPG. You must have copyright permission for commercial use.
- ▷ Any photos for the back cover, especially an author photo.
- ▷ In one text document (.doc or .docx), the following:
  - ▷ Exact title and author's name for the cover and spine.
  - ▷ Tag line to promote the book, less than 10 words, if desired.
  - ▷ About the author, around 100-150 words.
  - ▷ About the book, around 100-150 words.
  - ▷ Any ideas for what the cover should look like for style.

### How to Send Files

1-3 files, less than 5 MB: **email** attachments to [graphics@firstchoicebooks.ca](mailto:graphics@firstchoicebooks.ca)  
3+ files, over 5 MB: **file transfer** ([wettransfer.com](http://wettransfer.com)) to [graphics@firstchoicebooks.ca](mailto:graphics@firstchoicebooks.ca)

Many large files: we can create a **Dropbox folder** for you.

Please request a folder by emailing: [graphics@firstchoicebooks.ca](mailto:graphics@firstchoicebooks.ca)

# ▶ CHECK LIST – PRINT-READY PDFS

## Book – PDF

- ▶ PDF of book insides, exactly as you want them to appear in print, proofread and double-checked for errors.
- ▶ PDF size matches chosen book size, eg 6"x9" or 5.5"x8.5", and all pages are the same size and orientation.
- ▶ Includes title page, copyright page, any other front or end matter. Copyright page lists name of author/copyright holder, plus any additional permissions or credits.
- ▶ Minimum margins met: .5" outside edges, .75" inside margin next to spine.
- ▶ Pages are set up with mirror margins, alternating left/right.
- ▶ Page numbers are either centered or on outside corners, alternating left/right. Page 1 and all odd page numbers are on the right.
- ▶ Page numbers are not closer than .5" to the page edge.
- ▶ Bleed allowance of .125" if any items run off edge of page. Items to bleed extend fully into bleed allowance. (.25" bleed allowance for saddle-stitch books.)
- ▶ Photos and illustrations are high resolution for print (300ppi).
- ▶ Colour images are in CMYK (SWOP), or RGB images.
- ▶ Black and white images are in grayscale or bitmap.

## Cover – PDF

- ▶ Set up as one PDF, including back, spine, and front.
- ▶ Spine width is correct for page count and paper choice.
- ▶ Cover size will fit book size.
- ▶ Bleed allowance of .125", cover artwork extends completely into the bleed area (saddle-stitch .25", hardcover 1" bleed).
- ▶ Images are 300 ppi, CMYK, RGB to print in colour, or grayscale for black-only printing.
- ▶ Space available for the barcode, 1.75" x 1", lower corner of the back cover.
- ▶ Book title, author's name are present, match exact name and title inside the book and on spine.

## Revisions

- ▶ Any revisions require sending a new, complete PDF. New files set-up charge \$50, includes a printed proof (applicable taxes and shipping extra).
- ▶ A printed proof of the final version of the book must be approved with no revisions before the press run, or a proof waiver signed.

## How to Send Files

1-3 files, less than 5 MB: **email** attachments to [graphics@firstchoicebooks.ca](mailto:graphics@firstchoicebooks.ca)

3+ files, over 5 MB: **file transfer** ([wetransfer.com](http://wetransfer.com)) to [graphics@firstchoicebooks.ca](mailto:graphics@firstchoicebooks.ca)

Many large files: we can create a **Dropbox folder** for you.

Please request a folder by emailing: [graphics@firstchoicebooks.ca](mailto:graphics@firstchoicebooks.ca)