PRINTABOOK

A Guide To Self Publishing

THIRTEENTH EDITION

PRINTABOOK

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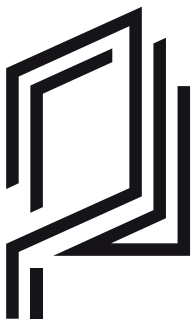

THIRTEENTH EDITION

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Printabook
32 Lodestar Avenue
Christchurch 8042
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Phone: (03) 353 0739 or 027 924 9494
Email: jo@printabook.co.nz
www.printabook.co.nz

This book has been PUR bound
with text pages printed on 100gsm Advance Laser
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Contents

PRINTABOOK

New Zealand's self-publishing experts since 1995

Printabook is proud to help authors with their books because we understand the effort and creativity required. We make it easy for you to self-publish in a convenient and cost effective way, turning your hard work into professional bookstore quality books.

We specialise in printing short convenient runs of books and booklets using high quality and latest technology digital printing equipment. This makes it viable to print anything from 20 to 500 books as and when they are required.

We can also offer the traditional offset printing process for larger print runs. This flexibility between both processes allows us to produce your publications in the most cost effective way.

We can take your work at any stage of its development and, through a creative partnership with our design studio, turn your manuscript into an excellent book. We can work with print-ready PDF files supplied on disk, USB or uploaded via our website. We are able to handle typesetting and pictures of all shapes and sizes for scanning, sizing and formatting.

Printing a book is one of the best ways to pass on information, ideas and stories to others and to leave a legacy for future generations. With our expert assistance you can economically self-publish anywhere from 20 through to 1000's of high quality publications.

This guidebook has been designed to help you prepare your book for printing. Whether you'd like to publish your family memoir, a cookbook, or even an autobiography, our book specialist can help you at any stage of the process, from pricing, scanning, design and production.

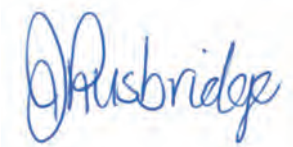
“

Printing a book is one of the best ways to pass on information, ideas and stories and to leave a legacy for future generations. Books are a gift.

A CREATIVE EXERCISE

The publishing of a book or booklet is a major creative exercise. It will challenge you and sometimes be frustrating but the result will be that you grow and develop new skills which you didn't know you had.

Ultimately you will achieve something to be very proud of. We are pleased to be part of your endeavour and wish you every success.



JO RUSBRIDGE
Book Consultant

GET IN TOUCH

We would love for you to come and visit us and discuss your publication with one of our experienced staff.

32 Lodestar Avenue, Wigram Christchurch 8042
Monday - Wednesday: 9.00am - 4.30pm
Thursday & Friday by appointment only.
Phone: (03) 353 0739 or 027 924 9494
Email: jo@printabook.co.nz

PRINTABOOK
New Zealand's self-publishing experts since 1995

JO RUSBRIDGE

Book Specialist

Jo has over 20 years experience in the print industry which gives her a thorough understanding of all the processes involved in creating your self published book. Either Jo, or one of her experienced staff will provide you with the support and information you require whilst putting your book together.

It is our goal to make the book printing process as enjoyable and as smooth as possible.

Our experience, technical expertise and attention to detail will ensure that your book project is in very safe hands.

If a story is in you,
it has to come out.
– William Faulkner

BOOK STYLES

Whether you're printing a family history, autobiography, poetry book, annual report, recipe book, photographic books or self publishing a novel, one of our book types will suit your needs.

TYPES OF BINDING

1. SADDLE STAPLED

Generally for books with less than 80 pages.

2. SOFT COVER PUR

This is the most common choice and is like a standard paper back novel.

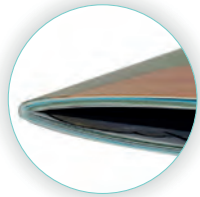
3. WIRE BOUND

A great lay flat option.

4. HARD COVER CASED

Can be produced as a hard cover PUR or SEWN for extra durability.

1. SADDLE STAPLED BOOKLETS



A simple and economical binding option ideal for shorter publications. This method involves folding sheets of paper in half and securing them along the fold with two wire staples.

Because folding and stapling are quick and cost-effective processes, this binding style is often chosen for projects with a smaller page count or short-term use. We recommend a maximum of 20 leaves (40 pages printed double-sided), which equates to 80 printed pages. Beyond this, the booklet may not fold neatly and can become bulky or uneven at the spine. This type of binding requires your page count to be divisible by 4.

Stapled booklets open flat, making them easy to read and handle. They are a popular choice for children's books, short-run magazines, newsletters, event programs, catalogues, and instruction manuals.

2. SOFT COVER PUR BOOKS

These beautifully printed books are perfect for novels, family histories, training guides, poetry books, autobiographies and photographic books to name a few. The option of having laminated book covers will not only enhance the look, they also increase durability.

Covers can be laminated in either gloss or matt finish. Laminated book covers are printed on 300gsm silk matt and are bound in exactly the same way as normal paperback books found in a bookshop.

3. WIRE BOUND BOOKS

Wire binding is a durable and professional-looking method commonly used for books that need to lie flat when opened. This binding style involves punching small holes along the edge of the pages and inserting a continuous double-loop wire through them. The wire is then clamped closed to hold the pages securely in place.

Wire binding is ideal for documents that are frequently handled or need to open fully for writing or reference, such as workbooks, instruction manuals, diaries, cookbooks, presentations, and reports.

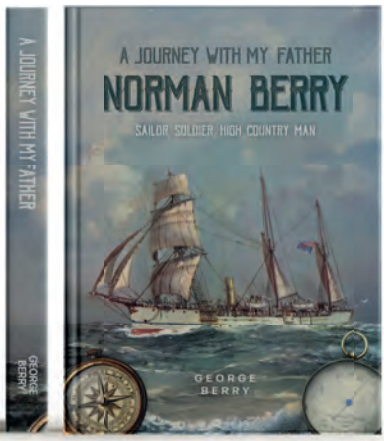
It can also accommodate a wide range of page counts—from just a few sheets to several hundred, depending on the thickness of the paper and size of the wire used.

You can have a soft cover or hard cover.

Popular wire colours are black, white and silver but other colours such as bronze, red, green and blue are available.

4. HARD COVER CASED BOOKS

This type of publication is great for high value books. The durability of hard cover / case bound books mean they will last longer than the corresponding paperbacks due to their thick protective cover. These books are mainly for limited editions, reference books, history books, autobiographies and collectors' editions.



Printed hard cover

Fabric or linen cover

Words are our most
inexhaustible source of magic.

– J.K. Rowling

BOOK SIZES

Book and booklet size refers to the area of one page.

For example this guide book is A5 in size.

IMPORTANT
When supplying an A4 page make sure that your page setup is NOT set to US letter.

Most common economical sizes:

A5 (210mm x 148.5mm)

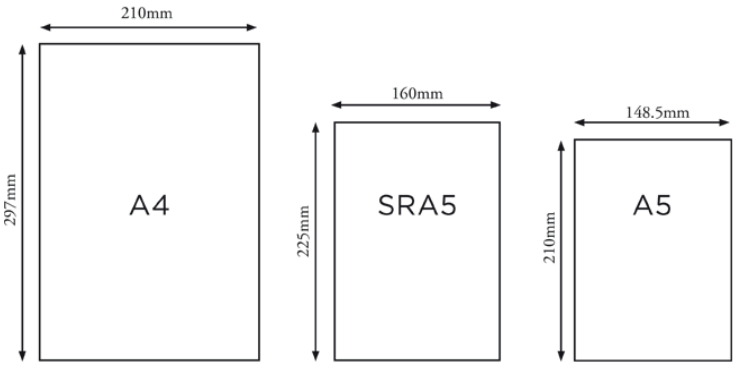
The majority of books and booklets are produced at A5 size because it is a good size to handle and it is more economical.

SRA5 (225mm x 160mm)

Being a little larger than A5, this size is preferred by some of our customers.

A4 (297mm x 210mm)

This size is generally used when a large area is required for diagrams, illustrations or photographs.



If you would like pricing for another size option, please let us know.

LAMINATING YOUR COVER

Many books are printed without a laminated cover, and this is entirely your choice. However, adding a laminate provides a protective layer that helps prevent scuffing, scratching, and fading. Lamination also gives your book a more polished finish and helps it stay looking new for longer, especially if it will be handled frequently.

You can choose from several types of laminate—gloss, matt, silk, and anti-scuff. Your choice may depend on the look you want to achieve or on the cover design itself, as certain finishes can complement particular images or colours.

Gloss provides a shiny, high-impact finish that enhances colour and contrast.

Matt offers a smooth, contemporary look that is very popular, although it can slightly mute image vibrancy.

Silk has a soft, velvety texture with a subtle matt appearance, giving a premium feel.

Anti-scuff is ideal for dark covers, as it helps prevent visible scratches and fingerprints.

SUPPLYING YOUR MANUSCRIPT

The following pages will guide you through the process of either preparing your manuscript into a print-ready file yourself, or working with our expert design team to create a professional layout.

While people often say, 'don't judge a book by its cover,' the reality is that a well-designed cover is a vital ingredient for success. We strongly recommend having your cover professionally designed by our team. However, if you choose to supply your own, we are happy to review it, offer advice, and ensure all the necessary information is included.

PROOF READING IS KEY!

We can't stress enough, make sure to get your manuscript well proof read before supplying it to us. This will save time and money down the track. We have a list of specialist proof readers on our website.

SUPPLYING YOUR MANUSCRIPT

PRINT READY

If your book has been designed and formatted, and no further design work is required, your files are considered print-ready and can be supplied directly for printing.

Supply a HIGH RESOLUTION PDF either by email, file transfer, USB or upload your PDF via our website.

Whether you have formatted your book in Microsoft word, Adobe InDesign or layout software of your choice, we would prefer a PDF, this is the best option to ensure all of your fonts and images are correct. Get in contact with us if you need further information or help to create a PDF from your file. If you have used Adobe Indesign and choose to supply your Indesign file you must include a packaged folder with links and fonts.

It is important to consider the following when supplying PDFs:

- Internal pages should be supplied as a complete document rather than as individual pages or chapters.
- Pages should be supplied in sequential order (i.e. 1, 2, 3) and not "imposed" or as spreads.
- It is important to embed fonts when creating PDFs to ensure that they do not change when the file is opened on different computers.
- Files need to be of a high enough resolution for printing. We recommend 300 DPI for text and photos.
- If any image needs to run to the edge of the page we need a 3mm bleed or extra area beyond the page edge as well as crop marks if possible. See page 42 for more info on bleed.
- For more information about making print ready PDF files visit *www.printabook.co.nz/how-to-make-pdf-files*

SUPPLYING YOUR MANUSCRIPT

DESIGN READY

With a team of talented designers on hand, we can handle everything from full book design and layout to crafting an eye-catching cover if you already have the text ready to go.

COVER DESIGN BRIEF

Supply any images and basic style of what you would like your cover to look like including colour preferences or even samples of other books you may like and we can come up with great eye-catching options for you.

SUPPLYING TEXT

Please supply your text in a word document. If you have images within your copy, please leave a small gap for the image and place the caption where you would like the image to appear.

SUPPLYING PICTURES AND IMAGES

If we are handling the formatting of your book, please provide images as separate JPEG or TIFF files, rather than embedding them in your text document. Clearly label each image so we can identify its correct placement within the manuscript. Should you have photographs or other material requiring scanning, we offer a high-resolution scanning service. Simply bring in the originals for processing.

Pictures, photos and illustrations of very large sizes can be scanned, cropped and reduced in size to fit onto the pages of a document. For highest quality, original images should be supplied rather than copies. We can also supply images from a stock library at an additional cost.

IMAGES FROM THE INTERNET

Internet images are often low resolution and not suitable for printing. Copyright may also be a problem with internet images and permission needs to be sought before they can be used. Please see page 40 for more information on copyright.

GUIDE TO BOOK LAYOUT

Cover

The cover gives a book or booklet its first visual impact so it is worth putting a bit of thought into its production. You can either supply a cover file to us ready to print or we can help to design a cover to suit your book.

A soft cover bound and wire bound book has a lightweight card cover which can be laminated with a matt or gloss finish after the printing process. Laminating your cover is a good option for durability.

A hard cover cased book is more expensive and will take longer to produce. They can be a printed hard cover or covered in cloth with foiled text with an option to print a dust jacket.

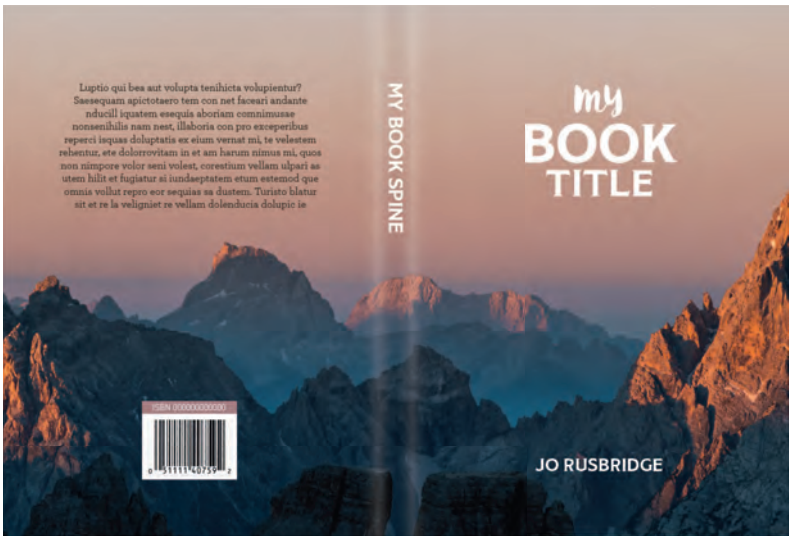
You will need the following:

1. Book title and author's name (for the front cover and spine).
2. A photograph or other art work for the front cover and the back cover if required.
3. A description about the contents of the book or the author (if required) for the back cover, otherwise know as your blurb.
4. ISBN number (for the back cover, see page 42).
5. Barcode if you are selling your book which we can create for you.

The Spine

The width of a book's spine is determined by the type and weight of the paper, as well as the total page count. Once your page count is finalised, please contact us so we can provide an accurate spine measurement, ensuring your book is print-ready.

If your booklet is stapled, you will not require a spine.



The Back Cover

You have the option to add a photo or a short blurb on the back cover to give readers a glimpse of your book. If you plan to sell it, we can also create a barcode using your ISBN to make it retail-ready.

Text pages

TYPE STYLES *(typefaces)*

A common type style that is easy to read is recommended. Popular typefaces include Times New Roman and Times. These fonts have serifs (feet on the letters) or you could choose a sans serif fonts for example Arial or Helvetica (without feet on the letters).

FONT SIZE

A font size between 9 and 12 points is generally recommended.
It's important to keep in mind that font sizes can appear differently depending on the typeface—some fonts look smaller at 10 points, while others appear larger at the same size. We recommend printing a sample page early in the design process to ensure the text size is comfortable and visually balanced before proceeding further.

SPACING BETWEEN LINES

This is known as leading and refers to the vertical space between lines of text. Adequate leading creates a sense of openness on the page, making the content easier to read and more visually appealing. This text is set to 10 point font size with a leading of 14 points.

OTHER TIPS

- Keep hyphenation to a mimimum.
- Ensure your line length is not too long. When doing an A4 size book either make your margins large or consider having two columns.
- Avoid widow sentences - a single line of a paragraph that appears at the top of a new page or column, separated from the rest of the paragraph that continues on the previous page. It looks visually awkward and disrupts the flow of reading.
- Avoid widow words - A widow word is a single short word that appears at the end of a paragraph and sits alone on its own line — usually at the end of a page or column.

PAGES TO CONSIDER INCLUDING

Title Page

The first page of text should contain the title and/or subtitle and the author's name.

Copyright Page

A copyright page in a book provides all the legal and publication information related to the book. It formally protects the author's work and informs readers of rights and permissions.

Typically, a copyright page includes:

- Copyright notice (e.g., © [Year] [Author/Publisher])
- All rights reserved statement
- ISBN (International Standard Book Number)
- Publisher information (name, address, website)
- Edition or printing details
- Disclaimer or permissions (if applicable, e.g., for images or quotes)
- Credits for illustrations, design, or photography (if relevant)

It's a legal safeguard and also a professional element that gives the book credibility.

Introduction, Contents, Foreword or Dedication

Ensure that the first chapter starts on a page that is on the right hand side facing you when the book is open. Blanks can be left on the left side, or picture pages created to accommodate this. Subsequent chapters can begin on either the left or right side as they occur.

Chapter headings (e.g. their font size, upper or lower case, underlining and position) should be consistent. It is easy to unwittingly alter these as the book is pieced together over a long period of time.

Index

Books containing specialist information, particularly non-fiction, usually contain an index. Both Adobe InDesign and Microsoft Word have indexing features, but these may require careful editing to achieve the best result. Speak with us if you would like your index created.

MARGINS

Ensure that your page margins are sufficiently sized to achieve a balanced and visually appealing layout. We recommend setting the inside margin slightly larger than the top, bottom, and outside margins, as this allows for the text to remain easily readable near the spine and prevents it from disappearing into the spine.

The following section on margins will give a result that is aesthetically pleasing but slightly different measurements can be used if you see fit.

We recommend that you set margins for the book or booklet size early on in the writing process and that you also print out a full page of text yourself to check that the margins are correct and adjust if necessary.

Recommended Margins

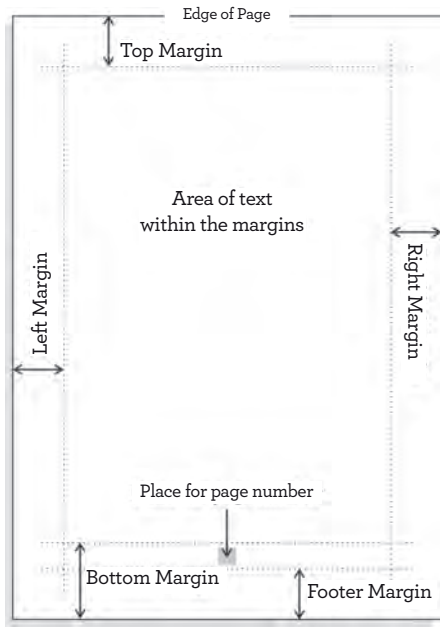
BOOKS

A4 books

Top margin	20mm
Bottom margin	27mm
Left margin	22mm
Right margin	22mm
Footer from edge	22mm

A5 & SRA5 books

Top margin	20mm
Bottom margin	27mm
Left margin	22mm
Right margin	22mm
Footer from edge	20mm



BOOKLETS

A4 booklets

Top margin	16mm
Bottom margin	23mm
Left margin	20mm
Right margin	20mm
Footer from edge	16mm

A5 & SRA5 booklets

Top margin	14mm
Bottom margin	21mm
Left margin	16mm
Right margin	16mm
Footer from edge	14mm

IMPORTANT
When supplying an A4 page make sure that your page setup is NOT set to US letter.

Under these recommendations gutter and header should be set to 0.

PAGE SIZE

Many computers default to US letter, which is not the same as A4, the size normally used in New Zealand. Make sure the page size is set to A4 or any other size that you have specifically chosen. Please see our guide to margin set-up (page 27) for more information.

COLOUR VERSUS BLACK + WHITE

Colour printing is more expensive than black and white, however, one of the key advantages of short-run books is that you are only charged for the colour pages you choose. Unlike traditional methods, colour pages no longer need to be grouped together, giving you full flexibility in placement. Keep in mind that a fully colour-printed book will cost more than black and white, so being selective about which pages to print in colour is the most cost-effective approach.

PAGE NUMBERING

- It is recommended that text is supplied already page numbered.
- **Note** - It is important to use your software's page numbering function rather than typing in page numbers into the body of the text. Editing text with page numbers as part of the body of the book can be very difficult. The page numbering option can usually be found in the "Footer" setting.
- Generally page numbers are located at the bottom of the page in the centre of the text or in the footer of your document if you are using Microsoft Word.
- Usually page 1 is the first page after the inside cover so that odd numbers fall on the right side of the opened book or booklet.

HANDWRITTEN TEXT

If your manuscript is handwritten and you don't have access to a computer, you can find a typesetter listed on our website under Independent book consultants to have it professionally typed for you.

STOCK PHOTOGRAPHY

We have access to a wide range of professional stock photography to enhance your book, whether you need images for the interior or the cover. If you're looking for something specific, let us know—we can source suitable options for you. Please note that additional costs apply for any licensed stock images.

I want to do something splendid...

Something heroic or wonderful
that won't be forgotten after I'm dead.

I think I shall write books!

— Louise May Alcott

INDEPENDENT BOOK CONSULTANTS

Book editors, proofreaders and typesetters from various regions in New Zealand are listed on our website on the 'Additional Services' page.

These people are independent from us, so if you require their services please contact them directly. In return for maintaining these listings we simply ask for an opportunity to quote on the printing of any books that may be created.

Visit our website www.printabook.co.nz/additional-services to find an independent book consultant close to you.

We are always looking for more people to add to this directory so if you are competent, professional, able to provide a service and would like to be listed on this page please contact us.

COPYRIGHT

These notes should be regarded as a guide. The law of copyright is complex and people requiring detailed information, particularly if they have a highly valuable work, should refer to a lawyer or possibly a patent attorney who works in the field of intellectual property. Also, more details can be found in (the most recent edition of) the text "News Media Law In New Zealand", J.F. Burrows, Oxford University Press.

In New Zealand copyright doesn't need to be formally registered, although it is usual for books to carry a notice on the back of the title page claiming copyright which reads something like:

Copyright (date of first publication) (author's name).

This book is copyright. Except for the purpose of fair review, no part may be stored or transmitted in any form or by any means, electronic or mechanical, including recording or storage in any information retrieval system, without permission in writing from the publishers.
No reproduction may be made, whether by photocopying or by any other means, unless a licence has been obtained from the publisher or its agent.

This is very detailed and explicit. It is also common for writers to merely print:

Copyright (date of first publication) (author's name)

Anything that has been created through someone's brainpower can be subject to copyright, whether a book, essay, poem, letter or work of art. There is, however, no copyright on ideas or information. Copyright may still exist in a work written under a pseudonym or by "Anonymous". Copyright expires fifty years after the end of the year in which a person dies (assuming the work was published during their lifetime). Until that time, to quote their work in print you are obliged to get their permission or, if they are dead, the permission of whoever is in charge of their estate (their literary executor).

Computer generated works have a duration of fifty years copyright from the end of the calendar year in which the work is made. Photographs are now treated as an artistic work so they invoke the rule of the life of the maker plus fifty years.

In the case of commissioning a work the person who agrees to pay for the taking of a photograph, or the making of a computer program, painting, diagram, map, chart, plan, engraving, model, sculpture, film or sound recording is the commissioner and becomes the owner of the work.

Copyright can be sold or assigned, so the author of a book or article is not always the copyright owner. For example, when journalists write for a fee or salary, their terms of employment may be that their employer owns the copyright in the articles they produce. To quote from a book, magazine or newspaper, you should write directly to the publisher in the first instance. Be sure to quote in full the exact passage you want to use, and tell them enough about your book so they will get a clear idea of the purpose to which the quoted passage will be put and your reason for wanting to quote it.

With a small print run it can be a good idea to state how many copies you are going to have printed and what the price will be, as this may help to show that you are not going to make a lot of money out of the exercise, therefore they may decide not to charge you.

Instead of quoting the book verbatim, you may sometimes be able to get around the copyright issue by paraphrasing the material you want to quote. It's all a matter of degree: to paraphrase the information in a sentence or two is one thing, but to paraphrase a whole chapter is quite another.

ISBN NUMBERS, BARCODES AND LEGAL DEPOSIT

ISBN

An **ISBN** is an International Standard Book Number that is used as a world-wide identification code for books. It enables books to be easily located and ordered and is generally printed on the reverse side of the title page and the back cover. It is not a legal requirement to have an ISBN and it is usually only recommended when a book is for wider distribution, outside of a family group or club, for example.

An ISBN should be assigned to a book upon its first publication. The New Zealand Standard Book Numbering Agency which operates within the National Library of New Zealand assigns ISBNs free of charge to all books published in New Zealand.

If you are having us print your book then you are the publisher and therefore we recommend that you obtain an ISBN yourself.

To acquire an ISBN contact the ISBN Librarian:
The New Zealand Standard Book Numbering Agency
PO Box 1467
Wellington, 6114

Phone: (04) 474 3074, Fax (04) 474 3161
Email: isbn@dia.govt.nz
Website: www.natlib.govt.nz

You can also apply online at:
www.natlib.govt.nz/services/get-advice/publishing/isbn/isbn-application

BARCODES

If a barcode is required on the back cover to aid booksellers we can provide it after ISBN assignation. You should consider a barcode if you intend to sell your book commercially.

LEGAL DEPOSIT

Legal Deposit applies to any person, group or organisation that publishes material, for sale or free of charge, to any section of the public. This includes individuals, clubs, churches and incorporated societies, as well as commercial publishers. Currently, Legal Deposit provisions apply to print publishing (e.g. books, magazines, newsletters). Publishers of printed materials are required to deposit two copies of their publication with the National Library. Legal Deposit also applies to electronic publishing (for example, CDs, DVDs, Internet documents).

For more comprehensive current information see:
www.natlib.govt.nz/en/services

The address is:
Legal Deposit Office
National Library of New Zealand
P O Box 12340
Wellington 6144

LAUNCHING AND SELLING YOUR BOOK

If you are planning to sell your book yourself you should work out a plan for promoting it before you actually print. The main reason for this is so you can be fairly confident you get the print run right.

Some ways to promote it are:

Book Launch

Hold a party in an appropriate venue and have the book available for sale. Include an order form on your invitation so people who can't come can still order a copy. Try to get someone who will draw a crowd to make a speech and formally launch the book.

Press Release

If there's something newsworthy about your book, write a short article about it and send it off a few days before your launch to the appropriate radio stations, newspapers and magazines. Write at the top "Embargoed until [the launch date]" so the story won't come out prematurely. Provide your address and phone number on the news story so the news media can contact you directly for more information. Outstanding books may also attract radio interviews, an excellent form of publicity.

Review Copies

Budget to give away a number of free copies to newspapers, magazines and radio programmes for review. Post them off with a note saying that it is a review copy, stating the publication date and price, the address they can be ordered from, and asking them to send you a copy of any review they write. Carefully choose the places you send these review copies. Concentrate on local or special interest publications. It's OK to write or phone a month later and ask when a review might appear, but if they say they aren't going to review it don't be disappointed, don't make a fuss and don't demand the book back!

Internet Blogs and Websites

How to take advantage of the Internet to promote and sell books is a huge subject and could easily be the subject of a complete book in itself. We have customers who have successfully promoted their books through the Internet and would encourage you to explore its opportunities. If your book is about a specialist subject you may find ways to promote it simply by taking part in an existing blog site. We also know of customers who have started their own blogs and websites specifically around the subject of their books and promoting them. There are also organisations like www.globalbookshows.com specifically dedicated to selling books.

Retailing Books

We have a very good association with Smith's Bookshop smithsbookshop.co.nz. If your book is a local New Zealand history, family history, New Zealand sporting topic, war history, community interest or specialist subject book we can consider having it marketed through Smith's and listed on their website. A decision to accept it would be based on our assessment of its commercial viability. Novels, poetry, children's books and general literature such as short stories are not part of the 'stable' of books stocked by Smith's.

Distribution

Nationwide Book Distributors are a well established Canterbury based book distribution firm. We can advise you as to whether or not we think they may be interested in distributing your books to retail book sellers throughout New Zealand. www.nationwidebooks.co.nz

Advertising

This is often too expensive to even consider, but it can be worthwhile if you are sure of reaching a large potential audience. Classified advertisements in magazines or various publications. Flyers are another good option, again provided you are able to target people who are likely

to be interested. For example it would be cost effective to send a flyer on a rhododendron book to all members of a gardening club, but probably not to put a flyer in every letterbox around town. A flyer should have a clear description of the book, including information about the number of pages and illustrations, to avoid people being dissatisfied with what they receive. You should work out your costs carefully to allow for the cost of the flyer, posting it, and for posting and packaging the books you sell this way.

PRODUCTION TIME

Researching, writing, and compiling a book is a significant undertaking, but the reward of holding your finished publication in hand makes the effort worthwhile.

Once your manuscript is complete, it is essential to have it professionally proofread or reviewed by someone not directly involved in the writing process as it is often difficult to spot our own errors.

If we are handling the layout of your book, the time required will vary depending on the number of pages and the complexity of the content.

After the layout has been approved and finalised for print, production time generally varies from a few days for a booklet to 3-4 weeks for a standard book. Hard cover cased options do take longer than a standard soft cover.

Throughout the process, we will work closely with you and provide estimated completion times to help ensure everything runs smoothly.

PRODUCTION COSTS

The cost of having books or booklets printed varies because of the choices that can be made. For example, black and white print versus colour, if you laminate or embellish your cover, how many copies you would like printed, what size and what stock you choose.

For these reasons it is important to realise that a final price quotation for the printing of your work cannot be given until we have a full understanding of what you require.

Please contact our staff for further information.

Alternatively you can request a custom quote on our website by visiting www.printabook.co.nz/request-custom-quote

PAYMENT TERMS

A 50% deposit is required for all orders over $2,000 upon approval of the artwork. Printing will begin once the deposit is received.

The remaining balance is due in full before or at the time of collection.

E-BOOKS

Books that are designed for electronic media, are becoming more common and readily available. These types of books can be read on a range of devices such as PCs, iPads and e-book readers such Amazon's Kindle. E-book file types are usually html type text, as used in websites, that can be adjusted to fit the screen. In New Zealand epub and mobi file types are common, mobi being exclusively sold through Amazon. Many devices can also take pdf files but these won't always have the same features as these other file types will allow.

The growth in electronic books makes it easier for many people to access, share and sell information. However for a book to be commercially successful the same care in editing and planning needs to be taken as for printed copy. You may want to consider having your book professionally edited before selling it.

In our opinion e-books are great for books which will have a wide readership, for example best selling novels or magazines. They are also becoming more widely used for research and in the classroom.

However, books which are targeted at only a small number of people, for example family or club histories, would be better in print.

In our opinion printed books are still the best option for sharing and giving books that will be treasured by future generations.

CHECKLIST FOR PRODUCTION

Below is a quick checklist of things to consider, so you'll be well prepared to have your manuscript ready for readers in no time.

How will you supply your manuscript?

☐ Word document for design or ☐ Print-ready PDF
☐ Cover brief for design or ☐ Cover print ready PDF

What book style and binding would you like?

☐ Soft cover PUR ☐ Wire bound
☐ Hard cover cased ☐ Saddle-stitched

What size are you considering?

☐ A5 ☐ SRA5 ☐ A4 ☐ Other _____

How many black & white pages or colour pages do you have?

_____ Black & White pages _____ Colour pages

Would you like a laminated cover?

☐ Gloss ☐ Matt ☐ Anti-scuff ☐ Silk

Would you like your cover printed on both sides

☐ No ☐ Yes. I have content for the inside front and/or back cover

Would you like any embellishments

☐ Emboss ☐ Foil ☐ Spot UV

Have you had your manuscript proof read?

☐ Yes ☐ Go to our website for options for proof readers

Do you need any original images scanned?

☐ I will be supplying digital images
☐ I will supply the originals for you to scan

Have you applied for an ISBN?

☐ Yes ☐ Page 34 for details

Would you like a barcode to sell your book

☐ No ☐ Yes. We can create your barcode from your ISBN no.

FREQUENTLY ASKED QUESTIONS

What is the difference between offset and digital printing?

Offset Printing

- Involves transferring ink from a metal plate onto paper.
- Uses CMYK inks and requires separate plates for each color.
- Ideal for **large-volume printing** because setup takes time but yields consistent results.

Digital Printing

- Prints directly from a digital file (usually PDF) onto the paper – no plates needed.
- Prints using toner or liquid ink.
- Suited for **short runs** and **quick turnarounds**.

What is the difference between a proof and final print?

A **proof** is a sample print created before the full production run.
Its purpose is to check for errors in content or to check colour before committing to mass printing.

The **final print** is the approved, completed version that is produced in full quantity after the proof is reviewed and approved.

What is DPI?

DPI stands for Dots Per Inch and refers to the resolution of a printed image or text. The higher the DPI, the more detail and sharpness the image will have.

72dpi is for web and not suitable for print.
300dpi is the preferred resolution for print files.

What is Bleed and why is it so important!

Bleed is a term that refers to printing that extends off the edge(s) of a printed piece. Any printed elements — photos, colour blocks and text that you would like to go to the edge of the page must extend beyond the trimmed edge of the page. This additional "bleed" allows us to print slightly larger and trim down to the final size, eliminating the possibility of any unprinted areas remaining along the edges of your job.

Make sure to avoid putting important parts of your images or text in the bleed area or too close to the trim.

We prefer a standard bleed setting of 3mm around all sides.

What is CMYK and RGB?

CMYK is the colour model used in print and stands for Cyan, Magenta, Yellow, and Black. It has a narrower color range than RGB, so some bright RGB colors can't be perfectly reproduced in print.

RGB is for digital displays and can produce brighter, more vivid colours, especially neon tones. An RGB digital image is always converted to CMYK before printing and this may dull the image slightly.

What is the difference between sepiatone and grayscale?

A sepiatone is a photographic effect that gives an image a warm brown tint, resembling old-fashioned photos. To achieve a sepiatone you need to print in colour.

A grayscale or black + white image is printed using only black ink. Your images will need to be converted to grayscale if you would like to keep costs down and only pay for a black and white print.

What is an Endpaper?

The sheets of paper that attach the inside pages of a book to its cover. They serve both a structural and aesthetic purpose in bookbinding. Half is glued to the inside of the cover (the board), and the other half becomes the first or last page you see when you open or close the book. Generally endpapers are only required for hard cover cased books. They help secure the book block (the pages) to the cover, adding strength and durability. You can have a plain or printed endpapers.

What are Embellishments?

This refers to any special features you may want to add to your book cover. Common embellishments include foiling, typically in gold or silver; embossing, debossing and spot UV.

Types of embellishments:

- Foiling is a finishing technique that adds a shiny metallic or special-effect layer to a printed surface which makes designs look luxurious, elegant, or eye-catching.
- Embossing is a technique that creates a raised, three-dimensional effect. A metal die is pressed into the stock, raising the design above the surface. Adds both a textured feel and visual interest, giving the design a premium, professional look.
- Debossing is the opposite of embossing, where the design is pressed into the surface rather than raised.
- Spot UV is used to add a high-gloss, shiny coating to specific areas of a printed piece while leaving the rest of the surface matt or uncoated. Spot UV might be applied to the title or an image to make it shimmer while the background remains matte.

What is a running head?

A running head in book layout is a repeated line of text that appears at the top of each page to help readers navigate the book. It appears consistently on odd and even pages often alternating content, e.g., title on the left page, chapter on the right.

PAPER SAMPLES

This page has been printed on:

80gsm Wheki Book Cream

A high bulk sheet with a rough touch, high opacity and perfect sheet formation making it truely unique. These qualities are ideal for books and magazines. Wheki Book is 140 micron.

This page has been printed on:

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This high quality woodfree uncoated paper has an extremely clean, white appearance and is not only cost effective, but allows for crisp reproductions of text and image. Produced from ECF (Elemental Chlorine Free) pulp sourced from farmed trees, it is manufactured under the strict ISO14001 Environmental Management System, which means it follows an effective environmental management system so you know that the environmental impact is constantly being measured and improved upon.

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This page has been printed on:

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This page has been printed on:

128gsm Silk Matt

This stock is a high quality, high white coated art paper that has outstanding smoothness and opacity. Its surface provides a slightly coated appearance, which enhances the look and feel of the printed page producing vibrant colour images and sharp black text. Silk Matt is produced using ECF (Elemental Chlorine Free) FSC® Certified pulp from Responsible Sources, and is manufactured under the strict ISO14001 Environmental Management System.

This page has been printed on:

128gsm Silk Matt

This page has been printed on:

150gsm Silk Matt

This stock is a high quality, high white coated art paper that has outstanding smoothness and opacity. Its surface provides a slightly coated appearance, which enhances the look and feel of the printed page producing vibrant colour images and sharp black text. Silk Matt is produced using ECF (Elemental Chlorine Free) FSC® Certified pulp from Responsible Sources, and is manufactured under the strict ISO14001 Environmental Management System.

This page has been printed on:

150gsm Silk Matt

This page has been printed on:

115gsm Eco 100

(also available in 100gsm and 135gsm)

Eco 100 is an internationally recognised 100% recycled paper manufactured under the strict ISO 14001 Environmental Management System. Not only is it a first class eco-friendly paper, it is made from 100% post consumer recycled PCF pulp that doesn't contain any chlorine or bleach. Eco 100 is suitable for many different applications especially where longevity is required.

This page has been printed on:

115gsm Eco 100

(also available in 100gsm and 135gsm)

You might not write well every day,
but you can always edit a bad page.
You can't edit a blank page.
– Jodi Picoult

THE PRINTABOOK STORY

Established in 1995, Printabook is Canterbury's leading short run book printing and self publishing service.

It is part of Caxton, the award-winning printing company that encompasses Microfilm Digital Print, Printabook, Jamjar Photobooks and The Production House.

For 41 years we operated from the same site in Victoria Street, Christchurch, but after the 2011 earthquakes we had to move and we are now located at 32 Lodestar Avenue in Wigram, Christchurch.

We have always been leaders in new technology and in 1995 we began investing in high volume digital printing equipment for the production of short run, on-demand books. This investment continues and our state-of-the art digital systems allow us to print just as many books as you need, including colour on any page.

We take enormous pride in offering the best possible self published book service, including design, project management, printing and binding.

It is fascinating being in contact with so many writers from all around New Zealand, and we are proud to print books here in Christchurch on behalf of people from Northland right down to Invercargill.

Our experience, technical expertise and attention to detail will all ensure that your book project is in very safe hands.

PRINTABOOK GUARANTEE

Your responsibility with approval of proofs

The final responsibilty for proofing and approval is with the client. If errors of content are later found, whether they existed in the original manuscript or occurred during any additional layout and editing process, they will have deemed to have been approved by you at the time of sign-off of the final proof.

Your Warranty to printabook

Customers are required to give the following warranty to Printabook:

The customer warrants to Printabook that the work contains nothing that infringes any existing copyright, that all statements in it purporting to be facts are true, and that it contains no matter which is defamatory or otherwise unlawful. The customer will indemnify Printabook against any loss or damage (including legal expenses and any compensation, costs or disbursements paid by Printabook on legal advice to compromise or settle any claim) occasioned to Printabook as a result of any breach of this warranty.

Printabook Guarantee

Printabook will make good any copies with faulty printing or binding, without question for a period of 30 days after the delivery of the books.


You may
be someone's
favourite
author one day...

OUR WEBSITES

www.printabook.co.nz
The Printabook site will also guide you through the self-publishing process, enable you to get printing quotes and upload your book files.

www.caxton.co.nz
Caxton Design & Print is a large print house with an inhouse design studio. Go online to see all the various print and design options from business cards, brochures, signage and packing to custom calendars, notebooks and diaries.

www.digitalprint.co.nz
Microfilm Digital Print's website with information on our full range of printing, publishing and fine art reproduction services.

www.jamjar.co.nz
Using our unique software you can create beautiful full colour photobooks and calendars from your own digital or scanned photos.

www.tph.co.nz
The Production House is New Zealand's leading online print and promotional products store.

It always seems impossible
until it's done.

– Nelson Mandela

This guide is designed to support you as you take on the exciting adventure of self-publishing. Capturing your story is a meaningful achievement. We're here to assist with the final layout and print stages so your book can find its place on shelves everywhere.

With the use of the latest printing technology combined with our expert assistance, the printing of family histories, memoirs, poetry and other books on specialist subjects has never been easier.

Printabook

32 Lodestar Avenue

Christchurch 8042

New Zealand

Phone 03 353 0739 or 027 924 9494

Email jo@printabook.co.nz

For more information visit our website:

www.printabook.co.nz