

Sheridan Books Presents ...

FRONT MATTER

SBI is now FSC Certified

On June 20, 2008, Sheridan Books, Inc. (SBI) received Forest Stewardship Council (FSC) chain-of-custody certification (SW-COC-003264) from the SmartWood Program of the Rainforest Alliance.

By becoming FSC chain-of-custody certified, SBI is able to address a growing customer need, the desire to use certified paper and pulp based materials. FSC certification is another way SBI is showing its commitment to environmental issues by being able to produce books that are FSC chain-of-custody certified. In 2006 Sheridan Books signed on as a member of the

Green Press Initiative and committed to sourcing paper that is verified to be free of endangered forest fiber and is bleached with Processed Chlorine Free (PCF) or Enhanced Elemental Chlorine Free (ECF) protocols. Currently, SBI only works with mills that are Sustainable Forestry Initiative (SFI) or FSC certified.

Now that SBI is FSC chain-of-custody certified, you, as our customer, will be able to use the FSC label in your books that are printed by SBI if you use our FSC certified materials. (Note: all paper products in your book must be FSC certified in order to use the label). If

you wish to use the FSC label and become a verified link in the chain-of-custody, let your sales representative know at the time you have your title quoted to ensure that all materials used are FSC certified. Once the materials are determined to be FSC certified we then must obtain proper approval for you to include the label.

To find out if the paper and materials you are using are FSC certified, or to obtain permission to use the FSC label, contact your SBI sales representative.

To learn more about the Forest Stewardship Council visit: www.fsc.org

5th Timsons at SBI = Shorter Schedules

Sheridan Books, Inc. is dedicated to providing you, our customer, with high quality books in a timely manner. To ensure we are meeting your needs, SBI is installing a 5th Timsons press.

Delivered in mid-August, installation of this 9-¼ inch small trim web press is underway and is expected to be in full operation by October 1, 2008. The timing of the installation is perfect as we enter the 4th quarter and prepare to handle the end of year titles that *must ship on time* and make it into your warehouse by the end of the year!

Customer Benefits—Increased capacity and productivity = shorter schedules



Photo of the new Timsons being installed at SBI.

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Print 4 Color in the U.S. and Save Money!?!

While printing 4 color text in the U.S. meant saving time on a book's schedule, it was typically found that publishers sent their books to China or Canada to save on printing costs. However, given the current state of the economy there has been a shift in where customers can print their 4 color titles most cost effectively. Now, not only can you meet deadlines, you can print economically right here in the U.S.

"Several factors in the global marketplace have combined to make printing in America a viable alternative to overseas or even Canadian printing. Clearly, better schedules are a plus, but other elements are coming into play as well."

- Fuel surcharges are increasing ocean freight rates
- Paper prices are rising in China and availability is decreasing in Canada
- While the value of the U.S. dollar has decreased, the Chinese Yuan and Canadian dollar have risen dramatically and are predicted to move higher still
- Labor costs are rising in China resulting in a higher cost of services

When looking for a U.S. printer to take on your 4 color work and make your titles more visually appealing to readers, look no farther than Sheridan Books. In April 2006, SBI began printing 4 color text work on our new eight-unit Heidelberg Perfector Press. This

press has brought increased capacities and capabilities with 4 color text and component printing. Since then, SBI has produced over 2 million books with 4 color text on this press.



To help give you a better understanding of color, SBI has created a "Color Theory Primer." This primer covers topics such as: theory, printing, matching, and proofing. Contact your Sheridan Books sales representative to receive a copy of the Color Theory Primer or to see four-color samples printed on the Heidelberg.

Source: Book Business Magazine



Digital Print Advantage at SBI Gains Momentum



Sheridan's new print on demand program, *Digital Print Advantage* (DPA), shipped its first order in early May and is gaining momentum as it enters its second quarter of operation.

"We have received orders for as few as one to as many as 500 books from every part of the country" remarked Dave Erickson, DPA Business Manager. "Customers have told us how easy the online ordering system is to use and really seem to enjoy the convenience of being able to order books 24/7 from their home, office, or

wherever they may be when books are needed."

Not only is DPA great to fill spot orders that are too small for offset printing, it is also being used extensively for bound galley. "We are truly able to offer a one-stop shop environment for our offset customers by handling both their offset orders as well as their advance reader requirements. Once files are prepped we can ship books in as little as two days allowing us to get review copies out quickly and help generate publicity and sales for our customers."

DPA has also grown from a digitally based platform and now offers book scanning services. "We still love PDF but we have learned from our customers that there is a need for on demand printing in cases where files do not exist. Book scanning has helped our customers keep some of their older titles in print and we will continue to expand these services as demand grows."

Contact Dave Erickson at (734) 475-9145 ext 2228 or derickson@sheridanbooks.com for more information regarding Digital Print Advantage.

Printed Books Preferred over E-Books, and other Reading Habits of Americans

The results from a recent poll by Zogby International for Random House on the reading and buying habits of Americans were released in May 2008. According to a comment by Zogby International President and CEO John Zogby, this survey “provides an unprecedented look at where people purchase books and how they make their decisions about what books to buy.”

The survey was conducted online in which a sample of 8,128 people representative of the U.S. adult population were polled.

One of the most notable findings shows that of the respondents, 82% prefer a printed book vs. an e-book, pda, or

online book. When asked if readers actually read e-books electronically or print them out to read 17% said they print them out.

“82% said they prefer to curl up with a printed book over using the latest in reading technology”

Random House/Zogby Poll, News Releases, May 29, 2008, zogby.com

Other findings show that 60% say suggestions from family and friends makes them want to buy a book and 77% admitted they will make an unplanned book purchase when they go into a bookstore in search of a specific title.

52% responded that they have judged a book by its cover when choosing a

book to read and 89% will make a special effort to look for other books by the same author when they found a book they enjoyed.

The survey also looks at buying books online, intent to read via an e-book reader, where readers shop, what influences readers purchasing decisions, and much more. To learn more, visit: www.zogby.com.

Source: www.zogby.com:

Random House/Zogby Poll, News Releases, May 29, 2008

The Reading and Book Buying Habits of Americans, May 2008, online

Publisher Alley—A Tool for Book Sales Analysis

Do you know how your books perform as compared to similar titles from other publishers? Can you identify burgeoning subject areas and others on the decline? Do you have hard data on where your titles sell the most—in library, retail, Internet, or international markets? There is an online tool that can provide such insight, and also help you to communicate with Baker & Taylor, the world’s largest book wholesaler.

Publisher Alley (www.puballey.com) is a tool for in-depth analysis of book sales through B&T. It is a subscription website with annual rates based on a

company’s overall business volume with the wholesaler. According to Jamie Carter, operations manager, “Pub Alley is affordable for even the smallest publisher. It is a tool for research and also for monitoring inventory and sales of titles through B&T.”

With an annual subscription, you can:

- Identify sales trends, compare cloth and paper edition sales, and research bestsellers in very specific categories (such as education, computers, mystery fiction, etc.).
- Compare your average list prices to industry norms, and make informed

decisions about how to price new titles.

- Access reliable bibliographic data, including information on upcoming publications from comparable publishers.

To get an idea of the kind of data Pub Alley provides, visit its free companion site Alley Talk (www.alleytalk.com). Alley Talk offers daily bestseller lists from B&T in popular categories, timely industry features and event schedules, and publishing vendor references.

To learn more about Publisher Alley and how it can benefit you, contact Jamie Carter at 603-746-3102 x3287.

Sheridan Books, Inc. is a custom book manufacturer providing professional publishers complete book manufacturing services. Available printing options include sheet-fed and web offset printing, and a variety of digital printing options. SBI offers one-color through four-color text and component printing capabilities. Multiple in-house binding styles include soft-bound and hard-bound. Complete digital workflow, and an onsite distribution center provide one-stop service for publishers. Sheridan Books is a division of The Sheridan Group (Hunt Valley, MD).

Upcoming Events

Frankfurt Book Fair—Oct 15-19, 2008,
Frankfurt, Germany

PubWest—Nov 13-15, 2008, Portland, OR

ECPA—Nov 2-4, 2008, Chicago, IL

Digital Prepress Q & A — PDF/X Marks the Spot

Sheridan Books now recommends that all supplied PDF files comply with the PDF/X-1a:2001 standard. What is this type of PDF? Do most people use it? Does it involve a special purchase for compositors and/or designers?

Simple Explanation

PDF/X-1a is a widely used type of PDF file that can be easily generated using the most common layout applications, such as InDesign and QuarkXPress.

Slightly More Complex Explanation

A PDF/X-1a compliant file conforms to a rigid set of standards that ensure it is compatible for printing. Compliance to the standard is established during the

PDF creation process based on PDF export settings or PostScript and Distiller settings. It does not require special software to create a compliant file. The most common issues that are safeguarded against in a PDF/X-1a file include incorrect color space, font problems, OPI comments, and improperly defined page boxes.

Technical Explanation

In 2001, the International Organization for Standardization (ISO) released international standard ISO 15930-1:2001, Graphic technology – Prepress digital data exchange – Use of PDF – Part 1: Complete exchange using CMYK data. The standard defines a data format and its usage to permit the predictable dissemination of a compound entity to one

or more locations as CMYK data, in a form ready for final print reproduction, by transfer of a single file. This file must contain all the content information necessary to process and render the document, as intended by the sender. This exchange requires no prior knowledge of the sending and receiving environments and is sometimes referred to as "blind" exchange. It is platform and transport independent.

More information on PDF creation is available at www.sheridanbooks.com/help.htm.

Source:

ISO 15930-1:2001, *Graphic technology – Prepress digital data exchange – Use of PDF – Part 1: Complete exchange using CMYK data*

SBI is FSC certified!



The mark of responsible forestry.
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Books...are like lobster shells, we surround ourselves with 'em, then we grow out of 'em and leave 'em behind, as evidence of our earlier stages of development.

Dorothy L. Sayers (1893 - 1957)