

Sheridan Books Presents ...

# FRONT MATTER



## SBI's Digital Print Advantage Program Celebrates Its One Year Anniversary



Sheridan Books' digital print program, *Digital Print Advantage* (DPA), celebrated its one year anniversary in May and anticipates growth in the years ahead. Digital printing capability at SBI brings you the convenience of one-stop-shopping by offering a full range of printed books: web offset, sheet-fed offset, and digital from a centralized source.

For those unfamiliar with DPA, the program is a user friendly, web-based ordering system, custom designed to allow publishers (you) to submit, order, and ship one-off books or multiple copies efficiently and economically as needed. DPA makes it easy for you to

archive, manage, and digitally print your books.

But don't just take our word for it, here is what DPA users have to say:

*"I just received the two books. They look great! I'm very impressed with the quality of the printing."*

*"By the way, the process seems quite easy to use. I've shied away from "on-demand" printing, but this is working for me."*

The goal of DPA is to address the changing needs and priorities of publishers. Two day softcover and five day hardcover manufacturing sched-

ules allow you to fulfill orders to quickly satisfy market demand. The ability to order a single copy of a title eliminates inventory costs and maximizes the revenue generating potential of backlist titles. A web-based digital archive of titles streamlines reprint orders and minimizes ordering costs.

In the past year we've seen publishers add their entire list of offset titles to our digital platform, harvest backlist titles, use DPA for review copies or bound galleys, and use DPA for a small initial print run, up to 500 books, and then quickly reprint at a larger offset quantity.

## SBI Component Creation Manual

SBI has developed a Component Creation Manual to help guide you through the steps of creating your component files including: paper covers, printed cases, dust jackets, and mechanical bind covers.

Topics that are addressed in the manual include:

- Basics of a Component Layout
- Page Boxes in PDF

- Spine and Wrap Marks
- Document Setup
- Preparing Application Files
- Creating Print-Ready PDF Files

The SBI Component Creation Manual is available on the SBI web site at [www.SheridanBooks.com/help.htm](http://www.SheridanBooks.com/help.htm), or by asking your SBI sales or customer service representative for a copy.



Looking to reduce costs? Just look for this yellow symbol to find money saving ideas.

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## Money Saving Tips

At a time when every penny counts and the cost associated with printing your titles matters more than ever, SBI can offer suggestions on how you can reduce your per unit and overall printing costs. For instance you can save money when you:

### Use soft proofing more often.

Instead of receiving hard copy digital proofs opt for InSite soft proofs and you will save the cost of creating and shipping proofs. Not only does this save money, it saves time too! Or, if you are confident with your files, forego proofs altogether.

 **Use alternative text stocks.** The largest cost of your job is the paper. If you typically use an uncoated stock, such as 50# or 60# house white, consider using 40# AbiBow Alternative Book instead. With an opacity of 90 and brightness of 80 this paper is cream white in color and is now stocked at SBI for small trim size titles and offers significant cost savings. For example,

a 6x9 trim size, 336 page book that prints black only text is \$187 less when printing 1000 books on 40# AbiBow Alternative compared to printing on 50# house white and \$351 less when printing 2000 books. In addition, 40# AbiBow Alternative stock weighs approximately 20% less than 50# house white so you will save money on shipping costs too.

 **Print color inserts.** If you only have a few pages with color, consider a four color insert instead of printing four color throughout your entire job. Printing four color is more expensive. By grouping your four color pages together and running them as an insert you will save money.

 **Go laserless.** If you are able to follow the requirements in SBI's Guidelines for File Preparation and Submission document you will no longer be required to send lasers to SBI before your order can be processed. This will save both time and money by

not having to print and mail lasers and work on your job can begin as soon as the files and purchase order arrives.

### Make corrections yourself.

Rather than having SBI make corrections for you, if you make the corrections yourself you will save money and reduce schedule time. Plus, you will have the updated files on hand.

### Take advantage of digital printing.

Digital printing automates the reprint process and minimizes ordering costs. With digital printing you print only as many copies as you need, can test the market when publishing a new title before printing large runs, and reduce inventory and associated inventorying costs. SBI offers Digital Print Advantage, a print on demand solution designed to meet your needs and save you money! See page 1 for details.

To learn more about these and other cost saving tips, contact your SBI sales or customer service representative.

## Proofing Changes at SBI Save You Time and Money

Sheridan Books is pleased to announce that we have revised our color proofing procedures to *save you time and money*. SBI is now making two color calibrated prepress proofs every time a cover, dust jacket, or printed case color proof is requested. One proof is sent to you for review and the other proof is kept at SBI for color matching at press. You will no longer

need to return the color proof sent to you if you meet one of the following:

1. Your proof is approved without changes.
2. Your proof has corrections and you send us a new replacement file that includes all corrections.

 **Your Benefits** - With these changes you can avoid the postage

costs associated with returning the proof and your project is placed back into production immediately, therefore *saving you time and money*.

If you require SBI to make proof corrections to your files for you, we will need your proof returned with corrections identified for quality control purposes.

## Book Sales Grew in 2008 and Slow Growth Expected in 2009

The Book Industry Study Group (BISG) estimates that in 2008 total book sales rose 1.0% over 2007's total to reach \$40.3 billion while unit sales reached nearly 3.1 billion, down 1.5% over 2007.

How is it that BISG reports an increase in dollar sales of 1.0% while the Association of American Publishers (AAP) noted a 2.4% decline in dollar sales?

BISG includes small press revenue along with the larger publishing companies in its estimates. This year, surveys and interviews with small, medium, and large publishers were used to obtain data and gain a larger view of the publishing industry. In addition, data on export and Internet sales, sales to organizations and associations, sales of

books in electronic formats, and an enhanced breakdown of sales to libraries were included for the first time in BISG's report.

According to BISG, both elhi and college books showed the highest growth in category book sales at 4.5% followed by professional books at 4.0%. The religious category showed a 10% decrease in book sales followed by the adult trade and juvenile trade categories which saw a 2.3% and 1.3% decline in sales from 2007.

In 2009, BISG projects total book sales to grow 1.8% to \$41.04 billion. Slower growth is expected for the professional and educational categories while the trade segments will see a bit of a bounce back partially based on the new

release of books by such authors as Dan Brown and John Irving. Trade e-book sales are expected to increase by just under 10%. Below is a breakout of the expected increase/decrease for each segment in 2009.

As part of its channel analysis, BISG forecasts that Internet sales will increase by 7.7% to \$1.09 billion in 2009 while bookstore sales will remain flat at \$3.63 billion.

Sources:

*BISG Press Release, 5/29/2009,*  
[www.bisg.org](http://www.bisg.org)

*BISG: Industry Grew 1% in 2008 to \$40.3 Billion, by Jim Milliot, 6/1/2009*  
[www.publishersweekly.com](http://www.publishersweekly.com)

### Projected Book Sales 2008-2009 (in millions)

Category	2008	2009	% Change
Adult Trade	\$11,125	\$11,214	0.8%
Juvenile Trade	3,609	3,598	-0.3
Religioius	2,318	2,225	-4.0
Professional*	8,696	8,961	3.0
Scholarly*	1,428	1,446	1.3
Elhi*	7,373	7,606	3.2
College	5,772	5,990	3.8
<b>Total</b>	<b>40,321</b>	<b>41,040</b>	<b>1.8</b>

*Sheridan Books, Inc. is a custom book manufacturer providing professional publishers and self-publishers complete book manufacturing services. Available printing options include sheet-fed and web offset printing, and Digital Print Advantage. SBI offers one-color through four-color text and component printing capabilities. Multiple in-house binding styles include soft-bound and hard-bound. With superior customer service, high-quality products, reliable on-time delivery, and competitive pricing, SBI is dedicated to helping publishers achieve their goals from beginning to end. Sheridan Books is a division of The Sheridan Group (Hunt Valley, MD).*

#### Upcoming Events

**July 12-16, 2009**—Christian Retail Show,  
Denver, CO

## What Automation Can Do For You—Part I of III

This is the first article in a three-part series on automation in the printing industry and the implications and benefits it has for you.

While excellent quality and customer service are at the forefront of publishers' minds when choosing a printer, the demand for lower costs and shorter schedules is rising now more than ever. Over the past few years, the printing industry has responded to this demand by becoming more automated.

Becoming automated means fewer subjective checks of customers' files. Computer software programs check for issues such as low-resolution images and missing fonts and have eliminated the need for prepress operators to re-view every page of a customer's file. Less file handling allows for a quicker schedule and the ability to keep costs

down, at a time when all other costs seem to be rising.

SBI is proud to be a part of this industry change of becoming more automated and providing you with shorter schedules and a more streamlined workflow. Do you know there are things that you can do to help speed up production too?

**Help Us Help You**—By improving the quality of your files and letting SBI know of changes to be made to your files at the time they are submitted, you will eliminate the need to have your CSR call you to seek approval if a change can or should be made. Examples include:

- Set up your files as CMYK (If your files are set up as RGB and you are unable to convert them, let us know that it is ok to convert to CMYK).

- Let us know your file is to print in grayscale even though it includes color images in the text.
- Let us know if you have low-resolution images and they are okay to print that way.

 **Your Benefits**—The more you tell us, the better we can serve you while reducing costs, reducing time, and ensuring a quality product that meets your every expectation.

Detailed information for preparing your electronic files and valuable reference material for your project can be found in the Resource Center on our web site at [www.sheridanbooks.com/help.htm](http://www.sheridanbooks.com/help.htm).

**In the Next Issue**—Part II of this series will look at how SBI evaluates files, the most common issues with files, and how to avoid them.

SBI is FSC certified!



The mark of responsible forestry.  
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"The words of my book nothing,  
the drift of it everything."

**Walt Whitman**