

Sheridan Books Presents ...

# FRONT MATTER

## SBI Website Changes—Coming Soon

**B**ased on your feedback, SBI is currently working on making changes and improvements to our existing website to better serve you. The overall look and feel will remain the same while the layout will be changing to make finding what you need quick and easy.

The most notable changes will be made to the following pages:

**E-Business Center**—This section will contain links to InSite (SBI's FTP) and DPA (SBI's Digital Printing) portals as

before and will also offer guides on PDF creation and other prepress reference material. All prepress information and guides that are currently found under our Resource Center tab will move within these pages.

We are especially excited about a new addition called *Preflight Your File* that will allow you to upload files for evaluation and for us to send you back a customized report via email containing feedback once your files are checked by a member of our Digital Services Team.

**News & Resources**—In this newly created section you will find the SBI newsletter, stocking paper lists, SBI's self-publishing guide, SBI's book manufacturing glossary, environmental initiatives, industry links, and much more.

**Services**—These pages will tell you about the services we offer and introduce you to our Sales and Customer Service Teams

The updated site will be launched during the fourth quarter of 2009.

## Closed-Loop Color Management

**S**BI installed closed-loop color management systems on its color presses in February 2009. This system uses spectrophotometry to scan the color bars on the printed sheet, compare the scans to those of the make-ready sheet, and automatically adjust the ink zone keys to compensate for any discrepancy.

### Benefits

- Provides accurate and consistent color quality throughout the run
- Reduces paper waste and ink waste and in turn costs by decreasing press set up time

- Improves press run times and our ability to turn projects quickly

**Now Available**—SBI has a color sample kit that demonstrates the color accuracy of a printed press sheet compared to a digital color proof when closed-loop technology is utilized. Contact your Sales Representative to let them know you would like to receive a kit.



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

### Inside This Issue:

Turn Your Film Into Files	2
DPA Helpful Hints & Handy Tips	2
The American Reader	3
What Automation Can Do For You	4

## Turn Your Film Into Files

The next time you reprint a project in which the film is archived at SBI ask your Sales or Customer Service Representative how SBI can create digital files for your project at no cost dependent on the sample book or materials you supply.

If you have old application files it is likely we can make a PDF file from

them to print your title. If old application files are not available, then send in a sample book so we can evaluate if it is suitable for scanning and converting to PDF files. If the sample book is suitable we will scan the book to create a PDF file and use that in place of the film flats in storage at no additional cost to you. In addition, you will be

sent a PDF file of your title once it is converted. If application files or a sample book are not available we will use the film on hand to reprint.

 **Your Benefit** – SBI will process the application files or scan the book if it is suitable at no additional cost to you and provide you with a PDF file of your title.



## Helpful Hints and Handy Tips for Digital Print Advantage



SBI's Digital Print Advantage program is easy to use. You simply provide us with your book's specifications and upload your files. Once your files have been formatted for digital printing you order your books online, enter the address where they will ship to, and you're done! By keeping in mind the following helpful hints and handy tips when uploading files and placing orders your DPA experience is certain to be a breeze.

### For File Uploads

- Follow file naming conventions as described in the DPA Manual. Name your files with your book ISBN, including hyphens, and the suffix `_txt.pdf` or `_cvr.pdf`.
- The ISBN keyed when providing *Book Details* must match the file name, including hyphen placement, for successful uploads.

- When submitting revised text or cover files be sure to check the appropriate box indicating this when providing *Book Details*.
- The "Stamped Spine Text" field is only used when providing stamping copy for a cloth hard cover book. Ignore this field for soft cover or printed case titles.
- Click the "Submit" button once only after providing *Book Details*, uploading files, and keying proof address (receiving a book proof is strongly recommended). You'll immediately see a progress bar indicating the upload status.
- The last screen you will see confirms a successful upload.

### For Book Orders

- Frequently used shipping addresses can be stored in your address book

by clicking "Contacts" in the *Ship To* screen.

- After placing your order you will see an order confirmation screen with a sales order number. Save your order number for tracking purposes.
- To track an order, click "Place POD Order" then "Track Order." Enter your sales order number in the search field. Your tracking number links you to the UPS website.

### Billing

- DPA provides a rolled up invoice for all file preparation and book order activity once a month at month end. File preparation is billed separately from print and bind.

Contact Dave Erickson at [dpa@sheridanbooks.com](mailto:dpa@sheridanbooks.com) with your DPA questions and comments.

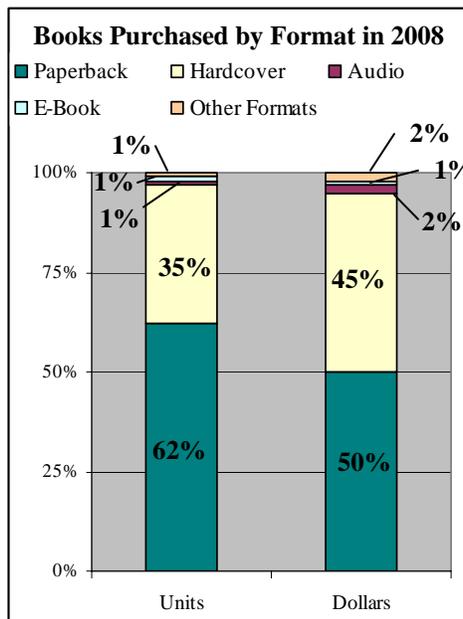
## The American Reader

Forty-five percent of Americans over the age of 13 read a book last year and one in three of them were over the age of 55, according to data released in May from Bowker's PubTrack™ Consumer.

PubTrack™ Consumer is a publishing industry resource for understanding book buying behavior that surveys U.S. adult men, women, and teens about their book purchase behavior on a weekly basis. The survey was conducted online by a sample of males and females 13+ years and older in which 11,000 responded.

Other findings show that:

- The average age of a book reader is 44
- 41% of American readers are between the ages of 30 and 54 years
- 58% of American readers are women
- 65% of books purchased are by females
- 50 is the average age of the most frequent book buyer
- 66% of books purchased are bought by the reader
- 22% of books are purchased as a gift
- 62% of books purchased are paperback bound
- 45% of the dollars spent on books were to purchase hardcover books
- 23% of books purchased are through Internet retailers
- 22% of books purchased are through large chain bookstores
- \$10.08 is the average price paid for a book
- 31% of books purchased are an impulse purchase
- Americans spend 3.9 hours of leisure time per week reading books

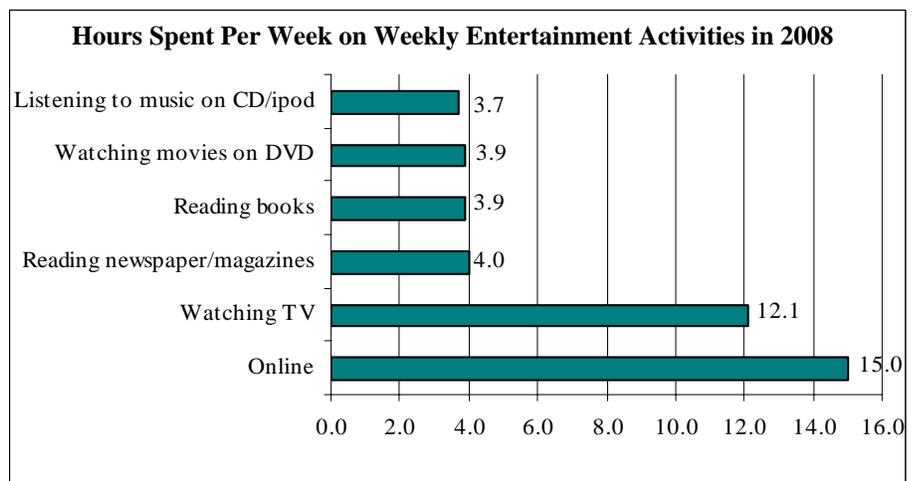
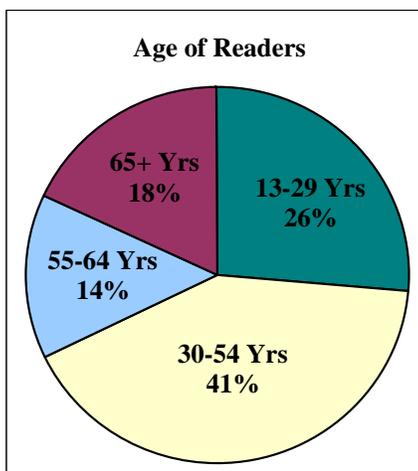


As illustrated in the chart below, when it comes to weekly entertainment activities, Americans spend more of their leisure time on the Internet or watching TV rather than reading a book.

For more information visit:

[www.bowker.com](http://www.bowker.com)

Source: 2009 PubTrack™ Consumer - 2008 Demographics & Buying Behavior: Essential Facts About the U.S. Book Consumer



*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

**October 2-4, 2009**—Great Lake Independent Booksellers Association, Cleveland, OH

**October 14-18, 2009**—Frankfurt Book Fair, Frankfurt, Germany

**November 11-14, 2009**—PubWest: Pressing Forward, Tucson, AZ

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

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

In the first article we gave an overview of automation in the printing industry, how you can help us help you, and your benefits of automation. Becoming automated means fewer subjective checks of customers' files. 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 place your job on hold while your CSR calls to seek approval if a change can or should be made.

In this article we will look at how SBI evaluates files, the most common issues with files, and how to avoid them.

SBI evaluates PDF files using the Enfocus PitStop preflight software for

Adobe Acrobat. SBI uses a PitStop profile to identify issues with elements such as fonts, image resolution, color space, PDF document size, and bleeds.

Missing fonts and low resolution images continue to be the most common issues. To avoid missing fonts, make sure to always fully embed your fonts during PDF creation. Always verify that the fonts used are available on the system in the font folder or a font manager. Be certain that the font licensing allows for embedding. Unlicensed fonts may not allow embedding in a PDF file.

SBI recommends a minimum image resolution of 200dpi for halftones and 600dpi for line art images. If the images in your files have lower resolution than this and are okay to print that way, let us know in advance to avoid disruptions or delays.

When issues that prevent a job from being processed for production, such as those listed above, are identified, your job is taken to your CSR so they may contact you for resolution.

 **Your Benefits**—The more information you provide at file submission, 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 at [www.sheridanbooks.com](http://www.sheridanbooks.com).

**In the Next Issue**—Part III of this series will discuss ways you can check your own files for the most common issues noted here before sending them to SBI, and how to interpret your test results.

SBI is FSC certified!



The mark of responsible forestry.  
SW-COC-003264

© 1996 Forest Stewardship Council A.C.

## SHERIDAN BOOKS, INC.



100 North Staebler Road  
Ann Arbor, MI 48103  
Phone: 734-475-9145  
Fax: 734-475-7337

Email: [info@sheridanbooks.com](mailto:info@sheridanbooks.com)  
[www.sheridanbooks.com](http://www.sheridanbooks.com)

The test of literature is, I suppose,  
whether we ourselves live more  
intensely for the reading of it.

**Elizabeth Drew**