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NOW ONLINE

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PRODUCTION PDF

○ VOLUME 6 | ○ ISSUE 2 | ○ JUNE 2011

Sheridan Books Presents *FrontMatter*

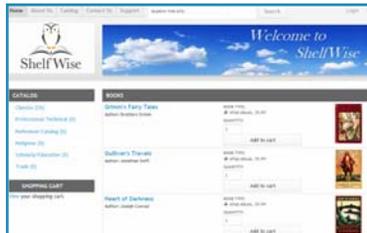
BRINGING YOU THE LATEST SBI AND
INDUSTRY NEWS

ShelfWise™—The Wise Way To Sell eBooks

While print is not going away, as indicated in the article on page three titled New U.S. Print Sales Tops Three Million, the eReading market is projected to grow significantly over the next decade (see article below titled eReading Device Forecast Shows Growth).

To help you tap into this growing market Sheridan Books offers a suite of electronic publishing services called Electronic Content Services (ECS). In addition to converting and protecting content, ECS offers publishers a *branded eStore* for the sale of their materials direct to consumers as well as online hosting and distribution of their

content to third party sellers. SBI's latest ECS offering, launched in April, ShelfWise™, is an easy and affordable outlet in which publishers can sell eBooks directly to consumers via an *aggregated eStore* (www.shelfwise.com).



With ShelfWise, your titles (current, new, and even backlist) are converted

into eBook formats that are compatible with today's leading eReaders, mobile devices, tablets, and computers. Next, your titles are placed in an aggregated eStore that links to your existing website allowing for direct to consumer sales.

ShelfWise offers you a way to increase market exposure and revenue at an affordable price. Best of all, you maintain control of your content and pricing!

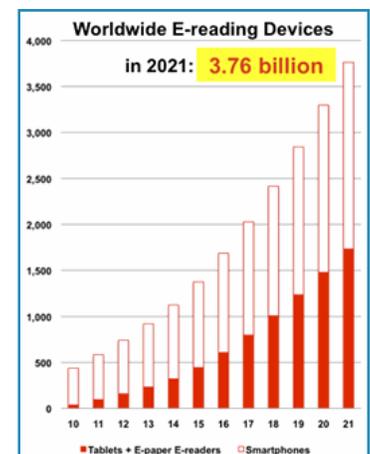
For more information about ShelfWise or Electronic Content Services visit our website at www.sheridan.com/Books or contact your sales representative.

eReading Device Forecast Shows Growth

Based on research from media consultancy firm MediaIDEAS, the chart on the right projects that over 3.6 billion eReading devices will be in circulation worldwide by 2021. These devices include tablets, eReaders, and smartphones.

MediaIDEAS projects that by 2014 the amount of eReading devices in circulation will be double what it is in 2011.

Source: E-reading Devices and Paginated Media Forecasts, 2011-2012, www.mediaIDEAS.net





Custom Template Creator Now Online

The Sheridan Books' online template creator allows you to build a custom template for your paper and case bound projects quickly and easily. By entering a book's trim size, page count, and text stock's ppi you can generate paper cover, printed case, stamped case, and dust jacket templates.

The templates can then be printed or saved as a PDF.

Does your project have an insert? Not a problem, there is a place to enter the page count and text stock's ppi for inserts too.

When setting up your cover files remember to keep all type and non-bleeding images 1/4" away from all trim edges and that SBI requires that all bleeds extend 1/8" beyond the trim edges.

Check out the template creator online at <http://www.sheridan.com/books/resources/templatecreator>

If you have questions or need help using the template creator contact your customer service representative.

Customer Information

Customer: _____ CSRSales: _____
 Customer Contact: _____ Quote Job Number: _____
 Author/Title: _____

Job Specifications

Trim Width: _____
 Trim Height: _____
 Page Count: _____
 Text Stock Type: _____
 Text Stock ppi: _____
 Coated Stock? No Yes
 Soft Bind Type? None _____
 Hard Bind Type? None _____
 Insert Within Text? Yes No

Output Instructions

Option #1 - Print a hard copy by clicking on the corresponding button below:

Option #2 - Print a PDF. Select the corresponding worksheet, select PDF Creator from the Print menu, and select the desired location for the PDF to be stored.

To start over or to enter a new file click the button below:

SHERIDAN BOOKS Delivery Location
 673 East Industrial Drive
 Chelsea, ME 04118

CONTACT PERSON: Mr AUTHOR/BOOK TITLE: Smith/All About Me
 CUSTOMER: Customer 123
 CSRSALES: 0
 QUOTE/JOB NUMBER: 55555

SBI requires that all bleeds extend 1/8" beyond trim edges (cover all dimensions) Gains must parallel to spine

PAPERBACK COVER TEMPLATE

MATERIAL SPECIFICATIONS

TEXT STOCK: 50# house white 514 ppi
 PAGE COUNT: 120
 TRIM WIDTH: 6
 TRIM HEIGHT: 9
 12.233 OVERALL COVER WIDTH

SBI Achieves G7[®] Master Printer Qualification

In March, Sheridan Books achieved G7[®] Master Printer Qualification from IDEAlliance. The G7 Master Printer status certifies that SBI has the knowledge and skill to produce proofs and printed material that conform to G7 specifications.

Sheridan Books obtained the G7 Master Printer status by calibrating its equipment and systems to simulate the G7 grayscale definition. The G7 neutral print density curve, calibration methodology, and gray balance definition is the same for any technology, substrate, or colorant. SBI can match proofs and previously printed materials from



around the world that were also produced using the guidelines of the G7 methodology.

“The G7 Master Printer status demonstrates SBI’s commitment to providing our customers with reliable and consistent color throughout the entire offset printing process and from one title to the next, that is in compliance with international ISO standards” states Tim Cotter, Vice President of Operations at Sheridan Books.

For more information about G7 visit <http://www.idealliance.org/>

IN A NUTSHELL:

- Color consistency across titles
- Color consistency throughout the printing process—from proofs to final product
- Consistent visual appearance across multiple printing platforms and substrates (paper)
- Color matching to previously printed materials from around the world that were also produced within the monitored guidelines of the G7 methodology specifications



New U.S. Print Titles In 2010 Tops Three Million

The following is a synopsis of findings from Bowker's 2010 U.S. annual book production report. While the term projection is used, these numbers represent final 2010 book production data.

Based on preliminary figures from U.S. publishers, Bowker is projecting that new traditional U.S. title output in 2010 increased by 5% from 302,410 in 2009 to a projected 316,480. Audio books and eBooks are excluded from these counts.

Bowker projects that 2,776,260 new non-traditional titles were produced in 2010, a 169% increase over 2009.

Titles classified as non-traditional consist largely of reprint houses specializing in public domain works and other print on-demand titles.

The total number of new titles, both traditional and non-traditional, produced in 2010 tops three million.

Since 2002, the production of traditional books has increased 47%, while non-traditional titles increased by 8,460%.

The total number of new titles in 2010 rose by a projected 132% from 2009 to over three million.

"These publication figures from both traditional and non-traditional publishers confirm that print production is alive and well, and can still be supported in this highly dynamic marketplace," said Kelly Gallagher, vice president of publishing services for Bowker.

With a projection of 47,392 new titles in 2010, Fiction is the largest category and makes up 14.97% of the total. This is followed by the Juvenile category with 32,638 new titles, making up 10.31% of the total of all new titles for 2010. Sociology and Economics was next with 28,991 new titles, or 9.16% of the total for 2010.

Both audio books and eBooks are excluded from the traditional and non-traditional counts.

Source: Print Isn't Dead, Says Bowker's Annual Book Production Report, 5/18/2011, www.bowker.com

Label Application Now Automated

Sheridan Books is always looking for opportunities to improve production and workflow in its facility. In an effort to reduce the time needed to apply labels to books, SBI purchased a Quadrel Model 41 label applicator in 2010. After setup and positive test results the applicator was running in full force by the first quarter of 2011.

Previously, all labels were applied by hand. The installation of this new piece of equipment has not only reduced the amount of time needed to apply labels but eliminates human error and provides consistent placement and straighter application of labels.

The label applicator is able to apply 1" x 2" or 2" x 4" labels, supplied in rolls, to packages or books.



Quadrel Model 41 Label Applicator

IN A NUTSHELL:



- Reduced application time = shorter schedules
- Straighter application and consistent placement



Sheridan Books, Inc. is a leading book manufacturer providing publishers complete book manufacturing services. Sheridan Books provides sheet-fed and web offset printing, digital on-demand printing, and eBook conversion and distribution product offerings. Sheridan Books is one of six Sheridan Group companies providing print, publishing services, and technology solutions to the publishing industry. The Sheridan Group is headquartered in Hunt Valley, MD.



UPCOMING EVENTS

July 10-13, 2011
Christian Retail Show
Atlanta, GA

Tips For Creating A Good Production PDF

Sheridan Books has been using PDF files for production for well over ten years now. Desktop Publishing software has undergone many transformations and now provides numerous tools for creating text and component documents. Some are easy to use and some not so much. The good news is that the basic structure of a production PDF is basically the same in terms of what is required for offset printing. The PDF many of you send to SBI for offset printing can also be used for digital printing and eBook conversion. This makes your PDF file more valuable than ever. The following are basic guidelines and tips for a good offset print production PDF.

Fonts

Fonts must be embedded in PDF files. Currently two types of fonts are used, unlike the early days of Desktop Publishing, they are cross-platform. The same font can be used on a Mac or a PC. OpenType (OT) fonts are the replacement for PostScript Type 1 (PS1) fonts. Unlike PS1 fonts, OT fonts are contained in a single

file. True Type (TT) fonts work much better than the early days and many are free. Use caution when downloading and using these free fonts. Many cannot be embedded in PDF files because of licensing restrictions. Whether using free fonts or those you have purchased, read the licensing information carefully to ensure that embedding in PDF files is allowed.

Images

SBI's preflight process checks for two types of images: one bit and eight bit. One bit images are line drawings and other images that are solid black. One bit images less than 600 dpi are considered low-resolution by SBI and are flagged. Eight bit images are grayscale and color images—usually photographs—with tonal detail. Those less than 200 dpi are considered low-resolution by SBI and are flagged.

In many cases SBI prints images that fall below the recommended minimum with acceptable print reproduction. We can discuss these exceptions with you.

(Time Saving Tip: If your file contains low-resolution images and they are ok to print that way let us know when you submit your files).

Color

Your files can print black only or in color. Color printing includes Cyan, Magenta, Yellow, Black (CMYK) and Pantone Matching System (PMS) colors. PMS colors are most commonly used for items such as logos to ensure that the color is exactly the same in each printing or for a color that cannot be created in CMYK. Often we receive files that were created in Red, Green, Blue (RGB). RGB files must be converted to either black or CMYK for printing. Sometimes RGB results because layout programs, such as Microsoft Word, only produce files in RGB. We can discuss the conversion of your files with you in order to ensure the best results.

If you have questions, contact your sales or customer service representative and they will put you in touch with one of our digital services representatives.



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www.sheridan.com/Books

Sheridan Books is FSC® certified!



The mark of responsible forestry

You know you've read a good book when you turn the last page and feel a little as if you have lost a friend.

Paul Sweeney