

Sheridan Books Presents ...

FRONT MATTER

Digital Print Advantage—Print On Demand at SBI

During the previous issue of “Front Matter” you were introduced to our print on demand initiative. Since that time we branded it “Digital Print Advantage” and are preparing to roll it out in early April. Your response to our program has been phenomenal. Consequently, this issue will begin by answering some of your questions we received.

What is “Digital Print Advantage”?

Digital Print Advantage is a web-based ordering system designed by Sheridan Books where you can submit, order, and ship one-off books or multiple copies efficiently and economically on-demand.

Who is a candidate for the Digital Print Advantage program?

Candidates include publishers who desire the ease of online ordering and the ability to fulfill orders in quantities ranging from 1-500 copies.

What product specifications are being offered? See chart below.

Why should I come to SBI for digital printing? SBI has created a unique user interface making it easier for you to archive, manage, and print book titles. Digital Print Advantage allows you to keep titles in stock and generate revenue that might otherwise be lost. Previously printed titles (in our offset archive) can be easily moved into your E-Warehouse Title Library, as can files from outside sources. New offset titles can be added into your E-Warehouse Title Library when an initial order is submitted to SBI.

How does Digital Print Advantage work?

- Log on to: www.sheridanbooks.com
- Submit files for your E-Warehouse Title Library
- Place your digital printing order

- Receive your books!

How quickly are Digital Print Advantage books manufactured? From order placement, paperback titles are manufactured and ship in two business days. Hardcover titles are manufactured and ship in five business days. Six business days are required from receipt of all materials to when a title is first placed in the E-Warehouse Title Library and made ready for ordering.

What is the “E-Warehouse Title Library”? The “master list” of your titles in the Digital Print Advantage system from which books can be ordered.

When can I start submitting titles and placing orders? The target date is set for early April, 2008.

How can I learn more? Contact your sales or customer service representative for additional information and to learn more.

Book Size and Bind Type (Size refers to how book is priced)	Trim Size (Inches)	Paper Type	Page Count
1. Small Format Paperback: Perfect Bound, 4-Color Cover, Gloss Laminate	5½ x 8½, 6 x 9	Natural – 55#, 444ppi	48-740
	5½ x 8½, 6 x 9, 6⅛ x 9¼	White – 50#, 512ppi	48-828
2. Large Format Paperback: Perfect Bound, 4-Color Cover, Gloss Laminate	7 x 10, 8¼ x 11	White – 50#, 512ppi	48-828
3. Small Format Hardcover: 4-Color laminate w/o Jacket Stamped Cloth (blue or grey) w/o Jacket Stamped Cloth (blue or grey) with Jacket	5½ x 8½, 6 x 9	Natural – 55#, 444ppi	108-740
	6⅛ x 9¼	White – 50#, 512ppi	108-828
4. Large Format Hardcover: 4-Color Laminate Cover	7 x 10	White – 50#, 512ppi	108-828

Inside this issue:

Tips for Green Publishing	2
SBI Undergoes FSC Audit	2
New Phone System at SBI	3
Book and Bookstore Sales Grew in 2007	3
Bar Coding Guidelines	3
Digital Prepress Q & A— PDF for Everything?	4

Tips for Green Publishing

The December 2007 issue of Book Business lists 156 tips for businesses, including 18 tips for environmentally conscious publishing. This article includes tips such as:

***Make “green” publishing a policy** – Develop a plan and goals, inform your vendors of your goals, continue to track and report your improvement.

***Think outside the book** – There is more to being an environmentally conscious publisher than just using recycled paper. Other items to consider include recycled office materials, energy efficient practices in office (turn off lights and

monitors while away), distribution practices and cartons.

***Don’t be afraid of a price increase** – Using recycled paper costs more and studies show that “consumers are willing to pay more if the book was printed on recycled paper.”

***Proof electronically** – While many of you already see soft-proofs of your text, consider switching to soft-proofs for your covers and dust jackets too. Not only does this cut down on paper use, it reduces costs and turn around time associated with shipping hard copy proofs.

***Seek helpful resources** – The Green

Press Initiative (of which SBI is a member) has a web site, www.greenpressinitiative.org that offers factsheets on environmental paper, energy conservation, paper standards, FSC certification, and other tools to support you in your environmental efforts.

***And many more...**

Source:

18 Tips for Environmentally Conscious Publishing, by Cheryl Dangel Cullen, Book Business, December 2007

These tips can also be viewed online at www.sustainprint.com

SBI Undergoes FSC Audit

Recently SBI was audited by the Rainforest Alliance SmartWood program for FSC certification Chain of Custody. The audit, which took place on February 25, went smoothly and we are now awaiting our FSC certificate, which we anticipate receiving in the next 5-6 weeks. Obtaining FSC certification is one more way for SBI to show our commitment to environmental forest issues around the world.

The Forest Stewardship Council (FSC) is an international organization that brings people together to find solutions which promote responsible stewardship of the world’s forests. It sets international standards for responsible forest management.

The FSC Chain of Custody is the process

by which the source of forest products are verified. “Chain of Custody certification provides a guarantee about the production of FSC-certified products. Chain of Custody is the path taken by raw materials from the forest to the consumer, including all successive stages of processing, transformation, manufacturing and distribution.”

The product may become eligible to carry the FSC insignia when the source can be traced, tracked, and positively verified to have originated from a certified FSC source. Once that happens, the products can then be labeled with the FSC logos and trademarks identifying them as a verified link in the Chain of Custody.

Once we have our certificate, you, as our customers, will be able to use the FSC

logo and trademarks in your books that are printed by SBI if you use our FSC certified papers. If you wish to use the FSC trademark or logo, let us know as we must obtain the proper approval for you to do so.

To find out if the paper you are using is FSC certified or to obtain permission to use the FSC trademark or logo, contact your SBI sales or customer service representative.

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

New Phone System at SBI

In order to enhance our efforts in providing you with superior customer service, SBI has installed a new phone system at our Ann Arbor and Chelsea locations.

Our main phone number for both locations is 734-475-9145 and employees now have either a 4-digit extension or a direct line.

Direct Phone Line – Areas such as customer service and direct sales now have direct phone lines that allow you to contact them directly rather than calling the main number and entering their extension or going through the operator.

Direct Fax – Employees with direct phone lines also have a direct fax number that enables you to send faxes directly to them rather than having them routed through our main fax server (734-475-7337).

If at anytime you are unsure of how to reach someone, you may call the main phone number and the operator will connect you.

On January 18, 2008, the Book Industry Standards and Communications (BISAC) General Committee approved changes to the Bar Coding Guidelines on the BISG Web site. The changes include clarification on the standard for printing the ISBN and price above the bar code symbol. By providing a consistent location for these items, retailers and other businesses save time in searching for these numbers in situations where the bar code does not scan properly and manual entry is necessary.

ISBN – The ISBN should be displayed

Book Sales Grew in 2007

According to estimates released by the Association of American Publishers, total book sales tracked in 2007 were up 7.4% over 2006 sales.

The largest gain was seen in the juvenile hardcover category in which sales increased by 46.4% (not surprising given the release of *Harry Potter and the Deathly Hollows* on July 21, 2007). E-books showed the second largest gain with an increase of 23.6%. The only area to see a decrease in sales was adult mass market by 0.2%.

The chart on the right shows a breakout of the estimated changes from 2006 to 2007 for each segment.

Preliminary estimates by the U.S. Census Bureau also show that bookstore sales increased 1.1% to \$16.77 billion. During the first six months of 2007, sales fell every month though the following six months saw a rise in monthly sales. While this increase seems small, 2006 saw a 2.3% decline in bookstore sales.

Sources:

Book Sales Increase at Year End, by Tina Jordan, 2/13/2008

Bookstore Sales Rise 1%, Publishers Weekly, 2/18/2008

Category	% Change from 06 to 07
Trade	
Adult Hardcover	7.8%
Adult Paperback	0.2%
Adult Mass Market	-2.0%
Juvenile Hardcover	46.4%
Juvenile Paperback	6.5%
Audio Book	19.8%
E-Book	23.6%
Religious	5.2%
University Press	
Hardcover	8.1%
Paperback	3.2%
Professional	2.9%
College	6.5%
El-Hi	2.7%

Bar Coding Guidelines

directly above the bar code symbol and extend the full width of the main body of the bar code as shown in the image on the right. The font should be a sans serif font such as OCR-B or Arial.

Price – If the price is included on a bar code, it should appear above the ISBN that appears above the bar code as shown in the image on the right. The font should be a sans serif font such as ICR B or Arial of at least 7 point.

The full Bar Coding Guidelines document can be found on the BISG Web site at:

<http://www.bisg.org/documents/barcoding.html>



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

March 27-29, 2008—CIPA (Colorado Independent Publishers Association), Denver, CO

April 14-16, 2008—London Book Fair, Earls Court, London

May 29-June, 2008—BEA (Book Expo America), Los Angeles, CA

Digital Prepress Q & A — PDF for Everything?

We have been supplying our text as print-ready PDF files for years. We are now considering switching our covers and other components to PDF as well. Is this workflow supported? What do I need to consider before making the switch?

PDF files themselves were not created with either text or components in mind, at least not exclusively. The PDF (Portable Document Format) file was initially created in the early 1990s by Adobe Systems to establish a standard for file portability. The PDF is cross-platform (Macintosh, Windows, etc.), can be properly created from a number of design applications, and is completely computer hardware independent.

Creating a PDF is essentially the same as printing to virtual paper. The file acts as a container, holding all of the elements required for output: fonts, images, and formatting. The major advantage is that you can preview your final output on-screen before submitting files to the printer. For this reason, PDF files are widely used for soft-proofing (monitor

proofing). Adobe Acrobat is not required to create a PDF file, but the free, downloadable Adobe Reader is strongly recommended for viewing PDF files.

SBI is fully capable of receiving PDF files for all components of a book project. Our Kodak Prinergy front-end workflow uses a native PDF processing engine. Since the workflow is based on PDF, every file submitted must be converted before it is input into Prinergy. For this reason, we now encourage **PDF for everything**. This is the logical next step for streamlining your workflows. The PDF offers a compressed file size with all fonts and images embedded – no additional files are required. This means that submitting files for a cover is as easy as uploading one properly created PDF file. The smaller file reduces transfer time and the all-in-one package greatly reduces the risk of files becoming lost or corrupt in transit.

Here are some considerations for creating a proper PDF file based on the PDF/X-1a:2001 standard (ISO 15930-1):

- All fonts and images must be embedded.
- All color elements must be encoded as CMYK or Spot color.
- File must not be pre-trapped.
- Trim box must be at the final trim size of the component (text, cover, dust jacket, etc.). Note: SBI can provide a layout based on the specifications of your project for your reference.
- Media box must be 1/8" larger all the way around the trim box if bleeds are present.

The Digital Services Team at SBI is available to provide guidance in preparing proper PDF files and would be happy to test your files for compliance. Please contact your sales or customer service representative if you are interested in taking advantage of these services.

For more information about the evolution of the PDF, visit: <http://www.adobe.com/pdf/about/history/>

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SHERIDAN BOOKS, INC.


Books are the shoes with which we tread
the footsteps of great minds.

Unknown