The Self-Publisher’s Step-by-Step Guide

To successfully managing the book printing process
To successfully manage the book printing process

HELPFUL HINT

This is the title page, which typically includes the book’s title, the name of the author, and the name, city, and state of the book publisher. The title page is a standard part of the front matter (preliminary pages) in every book. Learn more about standard front and end matter in **Step 3**.
TO: you – the dedicated and passionate writer who wants to self-publish your book with very few hassles and lots of support.
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Maybe you just started writing a book…or perhaps you’ve already penned the last chapter. Now you’re thinking about self-publishing.

Congratulations! On all counts!

When you self-publish, you can save time and money. Mainly because you’ll work directly with the book printer and you won’t be selling your book rights to a traditional publisher. As a self-publisher, you’ll be in control of the printing and marketing processes.

These processes are comprised of many different components, steps, and rules. When you learn and follow the rules of publishing, you’ll move ahead quickly and economically. If you skip over some of the basics, or don’t strategically plan ahead, you might have to move back a few steps in the process.

Skipping steps can cost you precious time and money. Sheridan has prepared this guide to help you consistently move forward along the path to self-publishing success. By following
all of the steps in this guide, you’ll be well prepared and fully informed so that, in the end, you’ll emerge with a well manufactured book!

**HELPFUL HINT**

It’s easy to be a successful self-publisher when you know the rules of the game and have all the right people on your team.

Sheridan is a full-service book manufacturer, providing print services and technology solutions to the publishing industry. Our experienced professionals are standing ready to be on your team.

We take pride in taking special care of all the details and steps involved in printing your book. We are here to help you manage the manufacturing of your book with knowledgeable and professional resources.
Step 1: Learning the Preliminary Rules

By definition, “self-publishing” is a process where you decide to manage the production of your own book. When you self-publish you:

- Take on the role of a “publishing company” and retain copyright ownership of your work
- Have more control over your book than if you handed it over to a publishing company
- Retain all of the profits – if you sell your book (because you haven’t sold the rights to another company)

Of course, along with the profits come the responsibilities. As a self-publisher, you will be in charge of copyediting and proofreading your book. You’ll also oversee manuscript file preparation, art, and page design. You’ll choose the type of paper your book is printed on and how it will be bound, paperback vs. hardcover, and if it will be produced as an eBook. Plus, you will handle all the marketing and promotion for your book.
Some first-time authors may find self-publishing a little daunting, while others will enjoy having all the control. The key to being a successful self-publisher is having the right team who will help you through all the steps, decisions, and details.

**Meet Your Team**

When you work with Sheridan, you can count on excellent support every step of the way – from estimating, to printing, to shipping. You will have two primary day-to-day contacts: your Sales Representative and your Customer Service Representative.

1. Your Sheridan Sales Representative works with you before production begins.

Your Sales Rep helps you with all of the pre-publication requirements — like directing you where to go to obtain your ISBN, barcode, and sales tax number. They also provide money-saving production tips for you to consider.

Specifically, your Sales Rep directs and helps:

- Finalize your book’s printing specifications (trim size, margins, binding, etc.)
- Prepare cost estimates for your job
- Provide guidelines for preparing your book files for printing/production
- Complete your credit application and open your account with Sheridan
• Make sure you receive a Payment Terms Letter after Sheridan has approved the credit application you completed

The “Payment Terms Letter” specifies your account tracking number—which must be used in all correspondence—and your payment terms. This letter also includes a blank Resale Sales Tax Certificate for your state. You need to fill out the Resale Sales Tax Certificate form and return to Sheridan to prevent sales tax from being billed to you.

**HELPFUL HINT**

File your state’s Resale Sales Tax Certificate for tax exemption early on! You’ll need a Resale Sales Tax Certificate for every state where Sheridan will ship your books.

2. Your Sheridan Customer Service Representative (CSR) is your primary contact once your book is in production. Your CSR assigns a job tracking number to your book and follows it through every step of production at Sheridan.

Your CSR also:
• Reviews your book’s specifications and ensures that you’ve provided all of the appropriate files in usable formats
• Works with manufacturing to schedule your book’s production – you’ll receive a “Schedule Letter” that shows your book’s completion date, proof dates, confirmation of
printing specifications, and a list of any missing items (like your barcode or shipping instructions)
• Confirms your printing price – you’ll receive a “Price Confirmation Letter” that outlines all of your book’s printing specifications (like number of pages received vs. number of pages quoted) and any additional options you’ve requested (like shrink wrapping)
• Provides proofs for your review and approval
• Ships the books to your selected destination(s)

**HELPFUL HINT**

Be sure to provide shipping instructions, in writing, to your CSR at least two weeks prior to your book’s completion date to avoid delays.

If you have any questions while your book is in production, or after it ships, just contact your Sheridan CSR.

**HELPFUL HINT**

Do not set up book signings too close to your anticipated shipping date. If extra proofs are required, or missing information delays book production, your printing schedule will change. It’s best to factor in some extra time before arranging your book signing events.
Get Your ISBN and Barcode, CIP, and PCIP –
Don’t Forget Your Copyright Registration

**Your ISBN and Barcode**
The ISBN, or International Standard Book Number, identifies your book. No two books have the same ISBN. In fact, if you produce your book in both hardcover and paperback, each one will need to have a different ISBN. Libraries and bookstores use the ISBN to order books. The ISBN is printed on both the copyright page of your book and on the back cover.

**HELPFUL HINT**
If you are producing your title as an eBook too, each format will need its own ISBN.

There is a fee for obtaining your ISBN(s) and they can be ordered online. For more information, visit [www.bowker.com](http://www.bowker.com) or contact:

Bowker  
630 Central Avenue  
New Providence, NJ 07974
Once you have your ISBN, you can get your barcode. Barcodes are title-specific and are used by libraries, bookstores, and other retailers. You must know your ISBN and provide a suggested retail price to obtain your barcode. EAN barcodes are the most common because they include the price and are required by larger book sellers. Sheridan can create your barcode or offer the name of a company who can create one for you. Contact your Sales Representative for more information.

**Your CIP or PCIP**

If you plan to market your book to libraries, you’ll need Cataloging-in-Publication (CIP) data. CIP data is pre-assigned and serves U.S. libraries – cataloging books in advance of publication by creating a bibliographic record. When you submit a CIP Data Application form to the Library of Congress, a Library of Congress Control number is assigned and the biographical record is created. This information is sent back to you for inclusion on the back of the title page of your book and should be preceded by the phrase “Library of Congress Cataloging-in-Publication Data.” If your title is not eligible, you’ll receive notification stating so. For more information visit [www.loc.gov](http://www.loc.gov) or contact:

Library of Congress  
Cataloging-in-Publication Division  
Washington, DC 20540
After you’ve received your printed books, you must send a nonreturnable complimentary copy of the best edition (e.g.; the hardcover edition if you published your book in both hardcover and paperback) to the Library of Congress. This copy must be supplied in addition to the two copies you send to the Copyright Office (see section on Copyright Registration).

The PCIP (Publisher’s Cataloging-in-Publication) is an alternative to the CIP for new or small publishers unable to obtain a CIP from the Library of Congress. For more information visit www.quality-books.com or contact:

Quality Books
1003 West Pines Road
Oregon, IL 61061

Don’t Forget Your Copyright Registration
Copyright gives you the exclusive right to publish, sell, and profit from the sale of your book. Your work is copyright protected the moment it appears in fixed form. Registration is something you do right after your book is published. While registering your work is voluntary, doing so places the facts of your copyright on public record and helps ensure no one steals your work. Regardless of registering or not, it is good practice to place a notice of copyright on the copyright page. (See the copyright page of this guide as an example.)
To register your work, or for more information, visit www.copyright.gov or contact:

Library of Congress
Copyright Office
Washington, DC 20559

You can register online or by submitting a paper application. To submit a paper application, download or request “Form TX,” this is the application for book copyrights. Complete Form TX and attach payment, per instructions. Form TX, payment, and two copies of your finished book should be sent to the Copyright Office within two weeks of receiving your books from Sheridan.

HELPFUL HINT

The standard length of copyright ownership is the artist’s or author’s life, plus 70 years.

Live long and prosper!

HELPFUL HINT

As the self-publisher, it’s your responsibility to ensure all legal information in your book is correct: the ISBN, copyright date, Library of Congress Cataloging-in-Publication data, and other legal data discussed in Step 1.
Get Your Sales Tax Number

We touched on sales tax and why it’s so important to file for tax exemption status early on. As a reminder:

• By law, Sheridan must charge sales tax based on where your books will be shipped
• You must complete a Resale Sales Tax Certificate for each shipment destination and send it to Sheridan, along with a copy of your state’s registration certificate

Establish Your Credit

Your Sheridan Sales Rep will send you a Credit Application for you to complete and return prior to beginning your first project.

HELPFUL HINT

Sheridan sends you a blank Resale Sales Tax Certificate form for your state along with your Payment Terms Letter. We do our best to make everything easy for you!
The Self-Publisher’s Checklist

- Have you applied for and received your ISBN?
- Have you created your barcode?
- Have you applied for and received your CIP (or PCIP)?
- Have you applied for and received sales tax exemption status from all the states where your book will be shipped?
- Have you submitted your copyright registration form?
- Have you completed your credit application?
Now that you’ve learned the preliminary rules for the printing of your book, you’re ready to get started! The next steps are to choose all of the components that will make your book delightful to look at, wonderful to hold, and enthralling to read!

Many self-publishers’ first question is, “How much will it cost to print my book?” Admittedly, a lot of components are involved in printing a book, and some of the jargon might be new to you. This is where you can rely on your Sheridan team, and this guide, to help you through every step of the printing process to emerge with a well manufactured book.

**How to Get the Best Pricing**

Your Sheridan Sales Rep will work with you to determine the most economical way to produce the book of your dreams. They will answer your questions and offer suggestions to make sure your printing is completed on time and on budget. If you’re getting print estimates from a variety of book manufacturers, be sure to review the estimates very carefully.
Determine what’s included — and what’s not included — in each estimate. Has each printer quoted the same paper stock, cover weight, coatings, shipping methods, etc.?

Beyond the print production components, compare each manufacturer’s services. Are they providing technical assessments of your files, aesthetic assessments, and production consultation? Be sure you choose a partner who supports your efforts from start to finish — in terms of price, quality, service, and value.

**HELPFUL HINT**

In the book industry, printers are judged on the quality of their halftones (continuous-tone artwork, such as photographs, that are scanned to separate the image into a printable format). Ask to look at sample books from printers before choosing your publishing partner.

Go to [www.sheridan.com](http://www.sheridan.com) and review our Request a Quote form. This will help you understand all of the components that are included in a print production price estimate. It will also help you compare “apples-to-apples” when you receive estimates from different book manufacturers.
Printing and Production Costs

Many different variables affect the cost to produce a book. Sheridan offers a wide variety of options to fit every budget and design. With careful planning, you can save money — without cutting quality — and ensure that there will be few, if any, surprises when you receive your final invoice.

Here are the key variables that will affect your printing estimate:

- Quantity and print type
- Page count
- Trim size
- File preparation
- Text and cover designs
- Text/cover stocks and weights
- Art and halftones
- Proofs
- Ink colors
- Binding
- Packaging
- Shipping

Quantity & Print Type

When thinking about how many books you’ll want, it is important to understand that there are different types of printing that accommodate different run quantities. Types of printing include digital toner, digital inkjet, and offset.
• Digital toner printing, commonly referred to as print-on-demand or POD, is perfect for ultra-short runs (1-200 copies at Sheridan) and offers quick turnarounds. However, paper, trim sizes, and bind styles are often limited.
• For short runs (200-2,000 copies at Sheridan), digital inkjet printing is ideal and offers expanded paper and book binding options.
• For larger print runs (2,000-20,000+ copies at Sheridan), offset printing offers exceptional black only and color quality and the widest variety of paper, trim sizes, and binding styles.

Printing 500 books is less expensive than printing 5,000 books, initially. But your cost per book will be higher. That’s because the base cost for setting up the presses is the same whether you print 500 or 5,000. Your best bet is to select your quantity based on your available budget and how many books you think you’ll need.

Page Count
The length, or number of pages in your book, also has an impact on the printing estimate. It’s important to remember that your final page count is the total number of formatted pages in the file you send to Sheridan. When determining your page count, be sure to include what’s commonly called “front matter” and “end matter” (see Step 3). Blank pages are included in your final page count, too.
Check with your Sales Representative to see if adding or removing pages will result in a more economical page count.

**Trim Size**

Book trim size is another key factor in pricing. The most economical trim sizes on Sheridan’s presses include:

- 5 1/2" x 8 1/2"
- 6" x 9"
- 6 1/8" x 9 1/4"
- 7" x 10"
- 8 1/2" x 11"

Other trim sizes are also available. Ask your Sheridan Sales Rep for more information.

**File Preparation**

See **Step 3** – “Creating Your Book” – for specifics.

**Text and Cover Designs**

See **Step 3** – “Creating Your Book” – for options.

**Text/Cover Stocks and Weights**

White paper stock is typically less expensive than colored stock. The “weight” of your stock selection will also affect your pricing. Weight refers to the paper’s density and thickness. A 50-lb. text stock will cost less than an 80-lb. text stock. Ask your Sheridan Sales Rep to send you a Samples Folder so you can see and feel all of the paper stock options available to you!
Cover stocks vary depending on whether you are printing a softcover or a hardcover book. Book cover weights for a softcover book are usually expressed in terms of points. A paperback book cover is typically printed on 10-point stock, but other options are available. Hardcover books use binder boards and either cloth or printed material to make a “case” cover and may have a dust jacket. Printed case and dust jacket stock weights are expressed in terms of pounds.

HELPFUL HINT

Check to see what types of text and cover stocks your printer typically keeps in-house. Costs and schedules may increase if special materials need to be ordered.

Art and Halftones


Proofs


Ink Colors

Your book can be printed in one, two, three, or four colors. Four color printing gives you every color imaginable. One-color black printing is, of course, the least expensive option. The price increases if you choose two-color, three-color, or four-color printing (or printing a PMS color). Metallic and fluorescent inks are more expensive than regular PMS (Pantone Matching System) colors and can affect the production schedule, as well.
HELPFUL HINT

Books produced digitally (either print-on-demand or on a digital inkjet press) typically print black and white or four color only. Ask your Sales Rep what options are available based on the ink colors your book will print and the run quantity.

Bindings

If you choose a softcover book binding (also known as a paperback), your cover design will print directly on your cover stock. If you’re printing a hardcover book (also known as case bound), you have two options: a printed case (similar to a softcover book where the design will print directly on the case stock) or a cloth case. For a cloth case, you will choose the type of cloth to be used; then you’ll want to think about printing a dust jacket to protect your book and give it that library-grade prominence. Most hardcover books with a cloth case, include stamping right on the cloth case, plus a more extensive, colorful design for the dust jacket.

Packaging

You will also be asked how you want your books packaged for delivery. These variables include:

- Number of books per carton
- Labels on boxes (1 side, 2 sides, 4 sides)
- Shrink wrapping
Shipping Options

A number of options in shipping terms and fees are available, and these will affect the final price of your book. Be sure to ask your Sheridan Sales Rep for recommendations.

You can choose among FedEx, DHL, UPS, Common Carrier, or the United States Post Office, along with Next-Day Air, 2nd-Day Air, or Ground Delivery (3 days or longer). You can also choose these extra-service options, each of which includes an extra fee:

1. **Call Before Delivery** — You will be notified 24 hours before your books are delivered.
2. **Inside Delivery** — Pallet(s) are removed from the truck and placed directly inside the threshold of the delivery location. Examples include placing the pallet inside a garage or storage unit. If cartons need to be removed from the pallet and placed in a specific location, it is considered White Glove Service. White Glove Service is available at an additional charge and must be specified up front.
3. **Residential Delivery** — When a freight company makes a delivery to any non-commercial or private location, including commercial establishments or businesses that are not open to the walk-in public during normal business hours, it is considered residential delivery. This applies to locations such as apartments, homes, camps, churches, farms, mini-storage units, and schools.
4. **Liftgate Delivery** — The shipper will provide mechanical means to take the pallets out of the truck to ground level.

You can specify shipments to multiple locations; e.g., some to your home, some to a warehouse, and some to a bookstore. It’s important to nail down all of these shipping parameters up front, especially if you plan on selling your book and hope to recoup your shipping costs by including a portion of these expenses in each book’s cover price.

**HELPFUL HINT**

Provide all of your shipping instructions and addresses up front so it doesn’t hold up delivery. You will be responsible for unloading the shipment if common carrier service is used.

When asking for print production estimates, be sure to ask about timing and delivery, too. Remember, once you receive your print estimate and production schedule, any deviance from the game plan, such as a delay in returning proofs, will affect your printing schedule and final printing price.

Sheridan will send you a price confirmation and schedule letter after you’ve submitted all of your materials. At that time, you’ll be able to see any charges that are different from your original estimate. If you have any questions or concerns, just give your CSR a call.
The Self-Publisher’s Checklist

- Have you finalized your book’s specifications (quantity, page count, colors, etc.) with your Sales Rep?

- Have you decided on your book binding and whether you’ll want/need a dust jacket?

- Have you received a print estimate from your Sales Rep?

- Do you have the addresses of where your books will be shipped?
Step 3: Creating Your Book

Now it’s time to format your manuscript, prepare your art, and design your book’s cover — everything that will make your book wonderful and unique!

Prepare Front and End Matter

**Front Matter** is the printed material that precedes the main body of your book. The standard format for these preliminary pages is:

- Half-title page i
- Blank ii
- Title page iii
- Copyright page iv
- Dedication v
- Blank vi
- Table of Contents vii
- Foreword right-hand page
- Preface right-hand page
- Acknowledgements right-hand page
- Introduction right-hand page
**Helpful Hint**

Page numbers, also called folios, should be positioned in the center or toward the outside edge of your pages. Never position your page numbers near the inside binding edge of the book.

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**End Matter**, also called back matter, is the printed material that follows the main body of your book. This can include:

- Epilogue, afterword, or conclusion
- Foreign terms
- Maps
- Appendices
- Bibliography
- Glossary
- Index
- Notes

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**Helpful Hint**

Each new section of text normally begins on a right-hand page. Odd-numbered pages are on the right (recto) and even-numbered pages are on the left (verso).

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**Format Your Manuscript**

You have two options when formatting your manuscript prior to printing:

1. You can prepare the manuscript yourself
2. Sheridan can recommend a composition professional
Creating Your Book

All formatting and composition work should be completed before the project is submitted for printing and binding.

**HELPFUL HINT**

Talk to Sheridan about standard trim sizes before you start formatting your book. Make sure elements that print on your cover or dust jacket have a minimum margin of ¼" on all sides, a minimum of ¼" on the top, bottom, and front edge (non-binding side) of text pages, and ½" minimum for your binding margin.

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**Option 1: Preparing the manuscript yourself**

Sheridan provides easy-to-follow guidelines for putting together electronic files on our website: [www.sheridan.com](http://www.sheridan.com). Be sure to review this information, and let us know if you have any questions. When formatting your book, you’ll need to use professional-level tools like Photoshop, QuarkXpress, and InDesign. You’ll provide your final file in a PDF format. If you’re not savvy about using some of these computer programs, you might want to take a course to learn them, or, you can hire a graphic designer to help format your book, prepare your art, and send your final PDF file.

**Option 2: Working with a composition professional**

You might decide to work with a designer who specializes in book or publication composition. Working with this type of professional will help ensure that your art and manuscript files are clean and acceptable for print production, and that your finished book has a high-quality, professional appearance.
Before turning over your materials to a designer, be sure that your book is totally complete — all editing is done, everything’s been proofread and approved. Any changes you make from here on out will impact your pricing.

If you have a “look” in mind for your book, tell your designer about it and provide samples of fonts (typestyles) and designs you like. Keep in mind, when you work with a composition specialist or a graphic designer, their composition work is billed separately from your book printing bill.

**Prepare Your Art**

“Art” is considered to be any non-text item. This includes graphs, charts, diagrams, drawings, illustrations, screen captures, cartoons, clip art, slides, and traditional or digital photographs. The quality of art you provide is what you will see when your book is printed. Be sure to provide the highest quality possible to avoid issues. A skilled professional can make some modifications and improvements using software such as Photoshop, but you should pay close attention to the color, balance, and resolution of all your art. FYI, jpg files lose tone and crispness every time they’re scanned. Three basic art formats are used in book publishing: line art, halftone art, and scanned art.
This is a sample of **line art**. Line art is comprised of simple solid black lines without any contrasting tones or shadows. Line art is usually found in clip art, charts and graphs, or simple designs drawn. To be reproduced properly, line art must be at least 600 dpi.

This is a sample of **halftone art**. A halftone is any continuous tone artwork, such as a photograph, that needs to be scanned to separate the image into a printable format. It’s always best to use the original photograph or image to scan and create halftone art. Halftones must be at least 200 dpi to reproduce properly.

Scanned art includes all forms of art that have been scanned into a computer. Any and all art that you’re planning to scan should be originals and in excellent condition — no folds, staples, tape, paper clips, fingerprints, or writing on the back.
Art that typically cannot be reproduced successfully includes:

- Photocopies
- A picture that’s already in print (e.g., art from magazines, newspapers, etc.)
- Color inkjet or laser prints
- Pencil drawings (their subtle tones may lose detail when reproduced)

If you have questions about preparing your art files, visit our website at www.sheridan.com, or call your Sheridan CSR. In the self-publishing world, the earlier you talk with your printing team, the better!

HELPFUL HINT

Keep all of your original art on hand until your book is completed. It may be needed to ensure the images in your file can be produced properly.

Design Your Cover

When you walk through a bookstore, which books catch your eye? There, you’re witnessing the power of good cover design!

When choosing your cover design, you’ll want to think about how many colors you’ll use, the type of book binding you’ve selected, and whether your book will have a dust jacket or not. Remember to think about copy and art for the spine when designing your book cover and dust jacket.
Creating Your Book

**HELPFUL HINT**

Incomplete job submissions can cause holdups, mistakes, and can increase costs. It’s important to submit all of your book materials (art files, cover designs, etc.) together so your print job flows smoothly through production!

**Proofread**

Once you submit your files to your printer, any changes you make can affect the price and schedule so you want to make sure that your work has been thoroughly proofread prior to submission. You may want to consider hiring a professional proofreader – as having a fresh set of eyes look over your content can help uncover typos, grammatical mistakes, or inconsistencies that might otherwise be missed.

**Submit Your Files**

Sheridan uses both Apple MacIntosh and IBM-compatible computers with the most recent versions of their respective software programs. To be sure that your files are submitted in compatible formats, please go to our website at [www.sheridan.com](http://www.sheridan.com) to review all of the file submission parameters and requirements.

If you have any questions, your Sales Rep will be happy to help you!
The Self-Publisher’s Checklist

- Have you prepared all of your front and end matter?

- Has your book been carefully proofread?

- Have you formatted your book and identified a final page count?

- Have you prepared all of your original art as specified?

- Have you decided on your cover design and whether you’ll want a dust jacket?
Step 4:
Printing Your Book

At this point, you’ve selected all of your book’s printing specifications, you’ve received a price estimate, and you’ve properly prepared and submitted your files. Now it’s our turn to take your “baby” and work our magic!

**Prepress**

After you’ve submitted your formatted text and component files, as well as your art materials, we’ll do what’s called a “preflight check” to make sure everything is in order. The preflight check includes file tests and assessments from a technological point of view. It helps us know that all materials are prepared properly to ensure that Sheridan can provide you with the highest quality printed product.

We will check to make sure the PDF was created properly along with:
- Margins, trim size, and page count
- Fonts – are all the required type fonts embedded in your file?
• Graphics – has everything been scanned appropriately for best reproduction?

If we identify any potential problems, your CSR will contact you before your proofs are made. You will then have the choice to fix the files yourself, or have Sheridan do the necessary corrections. Once the files are deemed “good to go,” if ordered, we will send you proofs for final approval before your book printing begins.

**Proofs and Revisions**

Proofs will show you what the components of your book will look like after it is printed. This is your final chance to proofread your work and agree that this is exactly how you want your book to look and read.

When receiving proofs, you can choose to receive soft proofs or printed proofs.

**Soft proofs**, also known as PDF proofs, are electronic proofs that you view on a computer screen. This type of proof is good for black only text or when color is not critical, because color displayed on a monitor is not an accurate representation of how it will appear when printed. Typically you will have 24 hours to review soft proofs.
Printed proofs are printed out and shipped to you for your review. This type of proof is recommended when color is critical. Keep in mind that different output devices will show different results. So the printed proofs you receive from Sheridan may have a different tone or color than pages you may have printed out at home or in your office. The data that’s in the files you send us is the most important, because that is the data that will be used to print your book.

Sheridan sends all printed proofs via FedEx Next Day Air, unless you specify another preference. FedEx will not deliver to post office boxes, so we’ll need to know your street address. Typically, you will have 48 hours to review your printed proof and send us your approval.

If you want, or need, to make any revisions after reviewing your first round of proofs, you’ll need to budget for extra time and costs from your original printing and production estimates. Changes at the proof stage can also result in changes in the production schedule and your book’s shipping dates. Once any required revisions have been made, you should review another round of proofs before giving your final approval to go to press.

HELPFUL HINT

It is a good idea to get a final round of proofs before your book is printed. The proofs are your last chance to make any corrections before going to print.
Book Production

At every stage of print production is a team of skilled professionals whose eyes and hands guide your book carefully through printing and binding. Sheridan’s printing presses, systems, and technologies are among the finest and most efficient available. After the receipt of all your materials at Sheridan you will receive a schedule letter from your CSR letting you know when your books will be printed and ready for delivery. Keep in mind, any changes made to your specifications or delays in proofing can affect your schedule.

The Self-Publisher’s Checklist

- Have you scheduled ample time to review your page proofs word for word, comparing them to your final manuscript and marking any corrections to be made?

- Did you approve any revised pages and sign off on a final proof?

- Have you finalized and approved all printing specifications and shipping arrangements?

- Is your book ready to go to press?
At this point, the presses have been turned off. The ink is drying on your pages. Now, what’s that sweet aroma? It’s the smell of a well finished book that is hot off the press! Your books are nearly on their way to you … just a few more steps to go.

**The Basics of Final Payment**

About one week before your books are scheduled to ship, you’ll receive an approximate final billing. This will include:

- 10% overs (We may run your job 10% under or 10% over your requested quantity – this is standard printing practice, because it’s difficult to stop high-speed presses at exactly the quantity you want)
- Any additional charges (like a second set of proofs)
- Postage and/or shipping

Based on your agreed credit terms, you may need to pay your invoice with a certified check, money order, or credit card before we can ship your books.
HELPFUL HINT

Remember that any sales tax due is calculated not on where you live, but for the state(s) where your books are shipped.

Receiving Your Books

Depending on the shipping arrangements you made earlier, your books will be delivered to your home, a warehouse, and/or bookstore. Remember that extra-service shipping options (like residential or liftgate deliveries, outlined in Step 2) will result in extra fees, and these fees will show up on your final invoice.

After you’ve received your copies of the book (and heartily congratulated yourself), remember to send two copies to the Copyright Office (see Step 1).

The Self-Publisher’s Checklist

- Send two copies of your book to the Copyright Office
- Congratulate yourself for picking the right team, playing smart, and emerging a successful author and self-publisher!
**Glossary**

**Bind(ing)** – To join pages of a book together with thread, wire, adhesive, or other means; to enclose them in a cover when so specified.

**Binder Boards** – A stiff, high-grade composition board used in book binding, inside the cloth of the case.

**C1S (Coated One Side)** – Paper coated on one side only; for covers and dust jackets.

**Case Bound** – A book bound with a hard (stiff) cover.

**Composition** – Setting type; also called typesetting.

**Digital Printing** – Printing by plateless imaging systems (file is sent directly to a press and bypasses plating); includes inkjet and toner printing.

**Dust Jacket** – The printed or unprinted wrapper, usually paper, placed around a case bound book.
**DPI** (dots per inch) – The unit of measure for output resolution, the DPI refers to the number of dots that will fit in an inch. DPI is also used to measure the quality of input when using a scanner. The DPI in this case, becomes a square function measuring the dots both vertically as well as horizontally. Consequently, when an image is scanned at 300 dpi, there are 90,000 dots or bits of electronic data (300 x 300) in every square inch.

**End Matter** – Material printed at the end of a book, such as appendix, bibliography, glossary, index; also called Back Matter.

**End Sheet** – Four pages each at the beginning and end of a case bound book, one leaf of each being solidly pasted against the inside board of the case. The stock is stronger and heavier than text stock; may be white or colored stock, printed or unprinted; also called End Papers.

**Folio** – A page number.

**Format** – The size, style, type page, margins, printing requirements, etc., of any book, magazine, catalog, or printed piece.

**Front Matter** – Introductory pages which precede the text of a book, such as title page, copyright, preface, contents, and other non-text pages for identification or explanation; also called Preliminaries.
**Halftone** – The reproduction of continuous-tone artwork, such as a photograph through a screening process which converts the image into dots of various sizes.

**Hardcover** – See: Case Bound.

**JPEG** (Joint Photographic Experts Group) – A common expression format which reduces file size by discarding pixel data. JPEG is especially useful for continuous tone images.

**Lamination** – A plastic coating, either liquid or film, bonded to a printed sheet for protection or appearance.

**Landscape** – See Oblong.

**Line Art** – Art containing no grays or middle tones. In general, any drawing that can be reproduced without the use of halftone techniques.

**Manuscript** – A written or typewritten work, which the typesetter follows as a guide in setting copy.

**Margin** – The white space around the printed matter on a page.

**Oblong** – In book binding, a book bound on the shorter dimension so the book width is greater than the height.

**Offset Printing** – Type of printing where ink is ‘offset’ (transferred) from a plate to a rubber blanket and then to the paper.
**Paperback** – A paper cover book; also called Softcover.

**PDF** (Portable Document File) – An application, printer, and platform independent file up to one tenth the size of its originating postscript file.

**PMS** (Pantone Matching System) – An ink color system widely used in the graphic arts.

**PPI** (Pages-Per-Inch) – The number of pages contained in a one inch stack of paper.

**Prepress** – All manufacturing operations prior to press; also called Prep.

**Prepress Proof** – Proofs made before going to press.

**Press Proof** – Actual press sheets to show image, tone value, and color.

**Printed Case** – Hardcover book where the design prints directly on the case stock.


**Shrink Wrap** – A clear plastic covering, heat-shrunk to fit tightly; used to avoid damaging books during shipment; also called Plastic Wrap, Plastic Shrink Wrap, or Shrink Packaging.
**Signature** – A printed sheet after it has been folded.

**Softcover** – See: Paperback.

**Soft Proof** – Electronic proofs, viewed on a monitor, displaying a simulation of what will print.

**Trim Size** – The final size of a book block after trimming.
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For Softcover Books:

**Perfect** – This is Sheridan’s default bind style for softcover books. Folded book sections, also called signatures, are gathered together, the spine is milled off and the cover is applied with glue. The book is then trimmed on three sides. Notches can be cut at the binder prior to adhering the cover to create a **Notch Perfect** bound book.

**Lay flat** – Using perfect binding techniques, the cover is attached using a spine strip to allow pages to lay flat. The result is a book with a flexible spine that opens flat without damaging the glue layers that hold it together.

**Sew and Wrap** – A paperback book where the signatures are sewn, then a paper cover is glued on.
**GBC** – A mechanical binding that uses a plastic spring-like comb that fits through holes punched in the edges of the pages. Pages are inserted onto the comb by hand at the bindery. This binding is often used for cookbooks.

**Plastic or Spiral Wire Coil** – A mechanical binding that uses a continuous wire or plastic coil that runs through holes punched in the binding edge, such as notebooks. Several options are available for plastic or spiral wire coil books: silver wire, color-coated wire, or plastic color coil.

**Twin Loop or Wire-O** – A method of loose-leaf binding in which a continuous series of wire loops runs through punched slots along the binding side of the book.

**For Hardcover Books:**

**Adhesive** – The folded book sections are gathered together and the spine is milled off. Next, end sheets, combined with a strip of stretch cloth across the spine area, are applied and it’s all assembled into a hardcover book. Notches can be cut into the edge of the spine after it is milled off to create a Notch Adhesive case bound book.

**Smyth Sewn** – Library grade binding for hardcover books. The signatures are sewn together and then assembled into a hardcover book.
About Sheridan

Sheridan is a leading provider of print, publishing services, and technology solutions to authors, publishers, associations, university presses, and catalogers. With four U.S. based production facilities, each location has a market specialty that supports books, scholarly journals, magazines, or catalogs.
This page intentionally left blank
This book is provided to you by Sheridan. The four color cover is printed on 10 pt C1S. The text pages are printed on 60# house white text stock. There are many design elements and material choices to consider when self-publishing your book. Sheridan will be happy to send you samples of all the materials we use so you can see and feel them before making your final decisions.
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