

# PRINTABOOK

*A Guide To Self Publishing*



TWELFTH EDITION



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*This book has been perfect bound with text pages printed on 100gsm Advance Laser paper with a gloss laminated 300gsm art stock cover.*

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## A CREATIVE EXERCISE

The publishing of a book or booklet is a major creative exercise. It will challenge you and sometimes be frustrating but the result will be that you grow and develop new skills which you didn't know you had. Ultimately you will achieve something to be very proud of. We are pleased to be part of your endeavour and wish you every success.



JO RUSBRIDGE

*Book Consultant*



Printing a book is one of the best ways to pass on information, ideas and stories and to leave a legacy for future generations. Books are a gift.

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# INTRODUCTION

At Printabook we are proud to help authors with their books because we understand the effort and creativity required. We make it easy for you to self-publish your books in a convenient and cost effective way, turning your hard work into professional bookstore-quality books.

We specialise in printing short convenient runs of books and booklets using advanced digital printing equipment. This makes it viable to print runs of between 20 and 750 books as and when they are required. Colour pages are printed on the same machine as black and white, so they can be placed anywhere within a book. Our service is continually evolving as we update with the latest technology. We can also offer the traditional offset printing process for larger print runs. This flexibility between both processes allows us to produce your publications in the most cost effective way.

We can take your work at any stage of its development and, through a creative partnership with our studio, turn your manuscript into an excellent book. We can work with print-ready files on disk or memory devices, handwritten notes, or you can send your files via our website. We are able to handle typesetting and pictures of all shapes and sizes for scanning, sizing and formatting.

The following details have been designed to help you prepare your book for printing. The first section has information on the types of books that we are able to produce and whom to contact at Printabook. The next section contains helpful information on setting up files for print and what to supply us. The last section contains information on self publishing and launching your book as well as samples of our available papers.

Visit our website [www.printabook.co.nz](http://www.printabook.co.nz) for more information or visit us and discuss your publication with one of our experienced staff. Phone (03) 353 0739 to make an appointment.

## CONTACT US

We would love for you to come and visit us and discuss your publication with one of our experienced staff.

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Wigram Business Park

Christchurch 8046

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Phone: (03) 353 0739 or 027 924 9494

Email: [info@printabook.co.nz](mailto:info@printabook.co.nz)

## OUR WEBSITES

[www.printabook.co.nz](http://www.printabook.co.nz)

The Printabook site will also guide you through the self-publishing process, enable you to get printing quotes and upload your book files.

[www.caxton.co.nz](http://www.caxton.co.nz)

Caxton Design & Print is a large print house with an inhouse design studio. Go online to see all the various print and design options from business cards, brochures, signage and packing to custom calendars, notebooks and diaries.

[www.digitalprint.co.nz](http://www.digitalprint.co.nz)

Microfilm Digital Print's website with information on our full range of printing, publishing and art reproduction services.

[www.thejamjar.co.nz](http://www.thejamjar.co.nz)

Using our unique software you can create beautiful full colour photobooks from your own digital or scanned photos.

[www.theproductionhouse.co.nz](http://www.theproductionhouse.co.nz)

The Production House is New Zealand's leading online print and promotional products store.



JO RUSBRIDGE  
Book Specialist



Jo has over 15 years experience in the print industry which gives her a thorough understanding of the all processes involved in creating your self published book. Either Jo, or one of her experienced staff will provide you with the support and information you require whilst putting your book together. It is our goal to make the book printing process as enjoyable and as smooth as possible. Our experience, technical expertise and attention to detail will all ensure that your book project is in very safe hands.

# BOOKS

Books consist of a thickness of pages that are glued and sometimes stitched along one edge, with a wrap-around cover that consists of a front, back and spine. The most common type of binding, called perfect adhesive binding (PUR), is the same as you would find on most soft cover books in bookshops. Books can be any thickness and have the advantage of being durable and presentable.



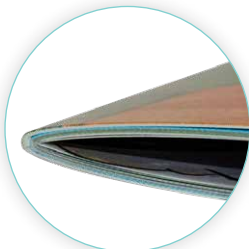
## TYPES OF BINDING



*Case (hard)*



*Perfect (PUR)*



*Saddle stapled*



*Wire or Spiral*

## PERFECT BOUND (PUR) BOOKS

These beautifully printed books are perfect for novels, family histories, training guides, poetry books, autobiographies and photographic books to name a few. The option of having laminated book covers will not only enhance the look, they also increase durability.



Covers can be laminated in either gloss or matt finish. Laminated cover books have 300gsm card covers and are bound in exactly the same way as normal paperback books found in a bookshop.



*Examples of perfect bound books*

## HARD COVER BOOKS

This type of publication is great for high value books. The durability of hardcover / case bound books mean they will last longer than the corresponding paperbacks due to their thick protective cover. These books are mainly for limited editions, reference books, history books, autobiographies and collectors' editions.



*Examples of hardcover books*

## WIRE OR SPIRAL BOUND BOOKS

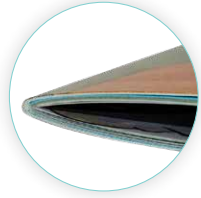
Documents can also be bound with a lighter wire binding or spiral binding like the books below. Other options for binding include stapling or using cloth tape. These books can have the same characteristics and be the same size as other publications but the wire binding ensures that they open easily and lie flat on a table or desk. Popular binding colours are black, white and silver but other colours such as bronze, red, green and blue are available. Wire bound books are a good choice for cookbooks, recipe books and technical manuals as, when the book is open, they sit flat.



Examples of wire bound books

## SADDLE STAPLED BOOKLETS

Booklets are generally chosen when a short text is supplied and are more economical than books, as folding and stapling is inexpensive. Booklets consist of leaves of paper that are folded in half and stapled. The maximum number of leaves that we recommend folding is 20. As each leaf contains 4 pages of text, this is equivalent to 80 pages of text. Booklets can now be produced with flat square spines. Booklets are a popular choice for children's books and short-run magazines.



*Examples of booklets*

# BOOK SIZES

Book and booklet size refers to the area of one page.  
This book is A5 sized.

## **A5** (210mm x 148.5mm)

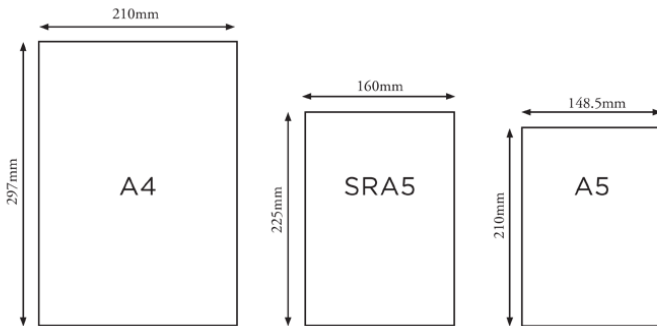
The majority of books and booklets are produced at A5 size because it is a good size to handle and it is more economical.

## **SRA5** (225mm x 160mm)

Also an economical size and, being a little larger than A5, this size is preferred by some of our customers.

## **A4** (297mm x 210mm)

This size is generally used when a large area is required for diagrams, illustrations or photographs.



## OTHER SIZES

Other sizes can be produced but are not as economical.

It should be noted that pictures can be reduced down to any size. Consequently, book size is determined by the desired size of text and photographs and not the size of original pictures.

## SUPPLYING FILES

We can take your work at any stage and turn it into an excellent book. This section contains more information on how to provide files and who can help with their set up.

Commercial printing from computer files can be straightforward or quite difficult depending on how experienced you are with computers, and how much you know about files and what they do. Anyone contemplating sending us a book to be printed from computer files should contact us first. It does require knowledge of procedures which may not have been encountered before. However, printing from files can produce great results. Graphs, charts, shading, photos, clip-art and scanned images are much better if printed directly from a digital file instead of hard copy. When doing this there are a few factors to consider. If they are not taken into consideration unsatisfactory printing may result.

### RECOMMENDED FILE TYPES

For books it is recommended that you send us a PDF, Microsoft Word file or Adobe InDesign file. Other types of files may be able to be printed but may require conversion or alteration, so please talk to us. MS Word (.doc) or (.docx) files are usually satisfactory for private books but other applications may be better if you wish to have books printed on an ongoing commercial basis.

### ABOUT PDFS

If you have ever taken a file from one computer to another you will know that document formatting, fonts and images often change when shifted between computers unless the correct procedures are adhered to. PDF Files were created to overcome this problem.



PDF stands for Portable Document Format, and was invented by Adobe, so all newer Adobe programs such as InDesign and Illustrator can save work as PDF files. Many other programs also have this feature, as do Apple Mac computers running OSX (Operating System 10) and the newest versions of Microsoft Office and Word 2007 (a plug-in is available for Office and Word 2007 from [www.microsoft.com](http://www.microsoft.com) if you require it).

If you have a standard PC with an older version of Microsoft Word, Publisher or Office, you are unlikely to have the facility to create PDF files. Your computer will have Adobe Acrobat Reader, which is not the same as the parent Adobe Acrobat program. Note that Adobe PDF Reader software, freely available on new computers and the Internet, will read but not create PDF files. Adobe Acrobat is the premium software program that you can buy and install to convert the output from any program into a PDF.

If you are a professional, or someone who expects to be printing documents through commercial systems on a regular basis, you may wish to consider installing Adobe Acrobat software if you do not already have it. However, this may not be the right choice if you only intend to produce one or two book projects, as it can be costly.

### MICROSOFT WORD FILES

This is the most common program and most of our personally published books are printed from Microsoft Word. Frequently books come to us with the correct text but the layout and formatting are poor, or change when the file is opened by us. Unusual fonts are also often missing. Correction of these faults and improvements to the layout can easily be made but they may incur extra costs due to the staff time involved.

## ADOBE INDESIGN

InDesign is a professional software program for book design produced by Adobe. If you would like to do it yourself and are really serious about the layout of your book then you should use InDesign and obtain training in its use. Good book design is easier to achieve using InDesign and the PDF files that are created from this program will result in the most trouble free and lowest cost book production.

If you are experienced with computers your best option may be to supply us with a print-ready PDF. We are able to offer our most competitive prices on print-ready PDF files as there is less pre-press preparation to do.

## OTHER WAYS TO CREATE PDF FILES

Other versions of PDF-creating software that allow you to create PDF files from any program are available on the Internet. Some of these programs are free, at least on a trial basis. Just search Google using 'PDF' or 'PDF creator' as the search words.

### **It is important to consider the following when supplying PDFs:**

- Where possible, internal pages should be supplied as a complete document rather than as individual chapters.
- Pages should be supplied in sequential order (i.e. 1, 2, 3) and not "imposed".
- It is important to embed fonts when creating PDFs to ensure that they do not change when the file is opened on different computers.
- Files need to be of a high enough resolution for printing. We recommend 300 DPI for text and photos.
- If any image needs to run to the edge of the page we need a 3mm bleed or extra area beyond the page edge as well as crop marks for trimming.
- For more information about making print ready pdf files visit [www.printabook.co.nz/how-to-make-pdf-files/](http://www.printabook.co.nz/how-to-make-pdf-files/)

## OPEN OFFICE

Another free option is OpenOffice software that can be downloaded from [www.openoffice.org](http://www.openoffice.org) This is a suite of software including OpenOffice Writer, a program similar to Microsoft Word that can export high quality PDF files for printing. OpenOffice Writer is a complete program and whole books could be written using it. You would need broadband to download it and it takes some time to set up but this is not an unduly complicated process.

## MICROSOFT PUBLISHER

Books can be printed from MS Publisher but it is not a software program that we would recommend.

## PHOTOBOOKS

If you are creating a book with a lot of colour photos you could consider using our photobook system. Using our free software you can create great page designs using our templates. This is a good option for books with lots of images or photos for either a single book or large numbers. Information on available styles and prices can be found on our website [www.thejamjar.co.nz](http://www.thejamjar.co.nz)

## HOW TO SEND US FILES

Files can be sent to us by mail on a CD or USB pen drive to: 32 Lodestar Avenue, Christchurch 8042, New Zealand.

Alternatively files can be uploaded to our server through our website [www.printabook.co.nz/upload/](http://www.printabook.co.nz/upload/) (this will require broadband).

# SUPPLYING HARD COPY TEXT

If you are not comfortable providing files an alternative option is to supply a hard copy of your text.

Supplying text on paper has the advantage that:

1. Page layout, type style and font size can all be viewed before being brought in for printing.
2. It is easy, and people who are not experienced can avoid computer problems and the technical knowledge that is required to prepare work for printing from computer disk or attached email files.

Text for A4 books or booklets should be supplied as single sided sheets of A4 with crisp dark print from a good printer.

Text for A5 (or SRA5) books or booklets should be supplied as single sided A5 (or SRA5) text with crisp dark print from a good printer centred on an A4 sheet (see page 27 for information on margins).

**Important:** Please note that making alterations to text supplied as hard copy is difficult. Therefore if, after proofing, work printed from hard copy needs to be changed or spaces made for pictures you will be required to supply new altered originals yourself, or you may incur charges that will be additional to any quotation previously given. Pictures are better supplied in their original form or from a digital file and not as a printed hard copy. A book with a large number of pictures should always be supplied from computer file or the pictures scanned from the originals by us.

## HANDWRITTEN AND TYPED TEXT

The most economical way to prepare handwritten text, or text that has been written on a typewriter, is to find a friend, relative or secretarial service that can re-type it on a computer. A list of organisations are available on our website: [www.printabook.co.nz/additional-services/](http://www.printabook.co.nz/additional-services/)

## SUPPLYING PICTURES AND IMAGES

Images can be supplied to us as part of your digital file or in their original format for scanning. It is best to supply original images where possible.

### SUPPLYING PICTURES AND IMAGES

Pictures, photos and illustrations up to very large sizes can be scanned, cropped and reduced in size to fit onto the pages of a document. For highest quality, original images should be supplied rather than copies.

If supplying hard copy with pictures that are the incorrect size, leave spaces in the text and if desired include captions in the text beside the space where the pictures are to go. We will then scan the pictures and reduce them to fit.

If supplying only the text portion of a document on disk or by email you can leave spaces and supply the photos separately so that we can scan, size and insert them.

If you are supplying digital images, it is helpful to have a list of the file names matched to their captions and position in the book.

### SCANNING YOUR OWN IMAGES

Scanners, computers and printing systems can be calibrated differently. If you intend to use your own scanner it is strongly recommended that you send test scans to us for printing. Do this prior to scanning all the images for a complete document. If you would prefer, we can scan, edit and insert photos into your book as part of our layout service.

## IMAGES FROM THE INTERNET

Internet images are often of a low resolution and not suitable for printing. We can easily check this for you if you supply them to us on a pen drive or CD. Copyright may also be a problem with internet images and permission needs to be sought before they can be used. Please see page 40 for more information on copyright. There are also several internet sites where you can purchase high resolution copyright free images on general subject matter.

## COLOUR VERSUS BLACK AND WHITE

We can provide high quality printing of both black and white and colour images. Sample prints can be found in the last section of this book (see pages 53-71).

Our new technology now means that pictures no longer need to be placed in groups for printing. However, a full colour book will be more expensive than black and white, therefore it is best to be selective about what you wish to print in colour.

## THE ECONOMICS OF COLOUR PRINTING

The best way to work out the most economical use of colour is to discuss it with us. Depending on volume, a colour page can be four to ten times more expensive than a standard black and white one. Short runs of between 50 and 200 books can have smaller numbers of colour pictures and still be economic but in general terms, short runs of books with a lot of colour pictures are usually too expensive to have printed and then be sold through bookshops on the retail market. We are frequently asked about short run, full colour children's books and they fall into the latter category. The best way to reduce the per-unit price of full colour books sufficiently to allow for a bookshop margin is to print 500 or more. As an alternative option for small numbers of full colour photographic-type books, please see our website [www.thejamjar.co.nz](http://www.thejamjar.co.nz)

## OTHER IMPORTANT FACTORS RELATING TO COMPUTER FILES

Here are some other things that we find people overlook.

### PAGE SIZE

Many computers default to US letter, which is not the same as A4, the size normally used in New Zealand. Make sure the page size is set to A4 or any other size that you have specifically chosen. Please see our guide to margin set-up (page 27) for more information.

### LARGE FILES

Documents with images, colour documents, large documents and documents that have been turned into print files may be too large to email. They can be zipped (compressed) and unzipped (uncompressed), put onto a CD, DVD, memory stick or uploaded to our website [www.printabook.co.nz/upload/](http://www.printabook.co.nz/upload/)

### IMPOSED PAGES

Do not assume that imposed pages, i.e. more than one page per sheet, will be easier for us to print. They may not be and we normally recommend keeping it simple by supplying pages in sequential order. (1, 2, 3, 4 and so on). This also applies to books that are to be printed and bound in sections. It is normally easier for us to impose the pages for print.

### BINDING MARGINS

Our equipment will “shift” printing on the page to allow for binding. Our guidelines for margins on page 27 will produce a professional result.



## FONTS

A font is a set of printing type all of the same design. Commonly known ones are Times, Times New Roman, Helvetica and Arial. Fonts are not actually held in the files that you bring us but reside in your computer, so if you use an unusual one we may not have it in our system. In this case you will need to copy it out of the Fonts folder and include it with your files, (C/windows/fonts).

There may also be other items which need consideration. If you have any doubts at any stage, just ask us before you get too far with your project. Correct decisions about the factors mentioned here will go a long way towards trouble-free digital printing.

## PAGE NUMBERING

- It is recommended that text is supplied already page numbered.  
**Note** - It is important to use your software's page numbering function rather than typing in page numbers into the body of the text. Editing text with page numbers as part of the body of the book can be very difficult. The page numbering option can usually be found in the "Footer" setting.
- Generally page numbers are located at the bottom of the page in the centre of the text or in the footer of your document if you are using Microsoft Word.
- Unnumbered hard copy text should be supplied with pencilled numbers on the back.
- Usually page 1 is the first page after the inside cover so that odd numbers fall on the right side of the opened book or booklet.

## MARGINS

**Text should be supplied with equal side margins.** Equal side margins give a balanced view for both books and booklets. During book production the outside, top and bottom margins are trimmed slightly and the trimming of the outside margin offsets the reduced visibility of the inside margin that occurs after binding.

Text supplied with unequal side margins can lead to extra production time and cost.

Books require larger margins than booklets.

**Important. For an A4 page make sure that your page setup is NOT set to US letter.**

The following section on margins will give a result that is aesthetically pleasing but slightly different measurements can be used if you see fit.

We recommend that you set margins for the book or booklet size early on in the writing process and that you also print out a full page of text yourself to check that the margins are correct and adjust if necessary.

Footer margins are used to place the page number. Centre is the recommended position.

## RECOMMENDED MARGINS ..... FOR BOOKS

### **A4 books set up on A4 page – 210mm by 297mm**

Top margin	2.0cm
Bottom margin	2.7cm
Left margin	2.2cm
Right margin	2.2cm
Footer from edge	2.2cm

### **A5 books set up on A5 page – 148.5mm by 210mm**

Top margin	2.0cm
Bottom margin	2.7cm
Left margin	2.2cm
Right margin	2.2cm
Footer from edge	2.0cm

### **SRA5 books set up on SRA5 page – 160mm by 225mm**

Top margin	2.0cm
Bottom margin	2.7cm
Left margin	2.2cm
Right margin	2.2cm
Footer from edge	2.0cm

## FOR BOOKLETS

### **A4 booklets set up on an A4 page – 210mm by 297mm**

Top margin	1.6cm
Bottom margin	2.3cm
Left margin	2.0cm
Right margin	2.0cm
Footer from edge	1.6cm

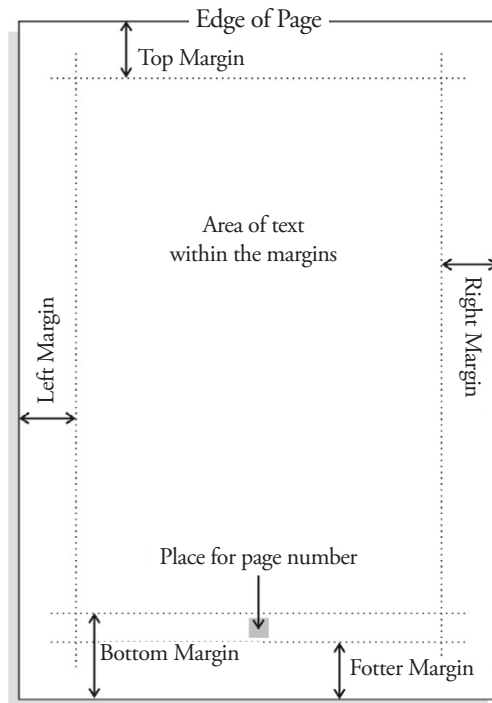
**A5 booklets set up on A5 page – 148.5mm by 210mm**

Top margin	1.4cm
Bottom margin	2.1cm
Left margin	1.6cm
Right margin	1.6cm
Footer from edge	1.4cm

**SRA5 booklets set up on SRA5 page – 160mm by 225mm**

Top margin	1.4cm
Bottom margin	2.1cm
Left margin	1.6cm
Right margin	1.6cm
Footer from edge	1.4cm

Under these recommendations gutter and header should be set to 0.



# STYLE OF TEXT AND LAYOUT

## TYPE STYLES (*typefaces*)

A common type style that is easy to read is recommended. Popular typefaces include Times New Roman and Times. These fonts have serifs (feet on the letters) and are easier to read than sans serif fonts (without feet on the letters) because the eye finds it easier to follow the line of text.

## FONT SIZE

The recommended font size for A5 text is 10, 11 or 12 points and for A4 text 12 or 13 points. The font size in this book is 12pt.

## SPACING BETWEEN LINES

The standard setting for one line space between text in a computer (or a word processor) is the easiest to use but trying other spacing may produce a more professional result.

## JUSTIFICATION

Supplied text is usually justified (all the text except the last line of a paragraph ends the same distance from the margin, as in this book).

## NOTES ON GOOD BOOK DESIGN

The following is a list of recommendations but it is not essential to follow them. Please do so only if they seem appropriate. The pages of any well designed and professional looking book or booklet exhibit certain basic principles of composition and typography, which can be stated as simple Dos and Don'ts. See the next page for more information.

## DOS AND DON'TS

**DO** justify the main body of your text, rather than right aligning. This will produce a more professional result.

**DO** make all spreads – that is, facing pages – align along the bottom. If a paragraph of three lines or less sits on its own at the top of a page, the spacing on the previous page/s should be adjusted so that the extra lines become incorporated into the previous page.

**DO** make the opening text (for example, the first chapter of a book) start on a recto page (the right-hand page of a spread); but subsequent chapters may start on a verso page (the left-hand page of a spread).

**DO** put page numbers either centred at the bottom of pages or in line with the outside margin at the top of pages.

**DO** use hyphens sparingly. **DON'T** split hyphenated words across two pages.

**DO** use fonts that are appropriate for the content – for example, use a serif font like Times Roman for a book consisting mainly of text, and a sans serif font like Geneva or Helvetica for a children's book or a book with many illustrations.

**DON'T** put page numbers on a title page or the reverse of a title page or on blank pages.

**DON'T** put a page header (for example, a book or chapter title) or page number at the top of chapter start pages.

**DON'T** use a double space after a full stop that ends a sentence.

**DON'T** indent the first line of a paragraph that starts a chapter or section.

**DON'T** put the last line of a paragraph at the top of a page; such a line is traditionally called a widow because it has a past but no future.

**DON'T** put the first line of a paragraph at the bottom of a page; such a line is called an orphan because it has a future but no past.

It is possible to produce well designed, professional-looking publications using a word processing program like Microsoft Word, but it is much easier to do this using a desktop publishing program like Adobe InDesign. Being designed for preparing print publications, this program is equipped with sophisticated typographical devices that are lacking in word processing programs. This ensures that text is composed in a precise and attractive fashion. However, such programs are expensive and require practice to master. Therefore, if you want your book or booklet to look professional, then it may be wise for you to entrust its composition to one of the editorial services listed on our website [www.printabook.co.nz/additional-services/](http://www.printabook.co.nz/additional-services/)



# DIVISIONS OF TEXT IN BOOKS

**Title Page** (the first page of text) should contain:

1. The title (and subtitle).
2. The author's name.

**The Reverse Side of the Title Page** should contain:

1. Publishing details, eg. Published by Nigel Smith, July 2010
2. Copyright details, eg. Copyright, Nigel Smith, July 2010, etc. (see page 40).
3. Printing details, eg Printed by "Microfilm Digital Print Ltd", 32 Lodestar Avenue, Christchurch 8042, New Zealand.
4. ISBN number (see page 42).

**Note** - The information on the reverse side of the title page can alternatively be located at the foot of the title page.

## INTRODUCTION, CONTENTS, FOREWORD AND CHAPTERS

Ensure that the first chapter starts on a page that is on the right hand side facing you when the book is open. Blanks can be left on the left side, or picture pages created to accommodate this. Subsequent chapters can begin on either the left or right side as they occur.

Chapter headings (e.g. their font size, upper or lower case, underlining and position) should be consistent. It is easy to unwittingly alter these as the book is pieced together over a long period of time.

## INDEX

Books containing specialist information, particularly non-fiction, usually contain an index. Both Adobe InDesign and Microsoft Word have indexing features, but these may require careful editing to achieve the best result.

## FINAL PAGE

This page often provides details such as the publisher's address from which further copies may be obtained.

# COVERS

The cover gives a book or booklet its first visual impact so it is worth putting a bit of thought into its production. You can either supply a cover file to us ready to print or we can help to design a cover to suit your book. Please see our guidelines overleaf for more information on what to supply.

## SOFT COVER BOOKS

The majority of books are soft cover bound with a lightweight card which can be overglossed or laminated in matte or gloss after the printing process. The cover for a soft cover book consists of a single sheet of card that is divided into a front cover, spine and back cover.

The choices for covers are:

1. Black digital printing - This is the cheaper option.
2. Colour digital printing is very high quality and allows artwork to be printed from computer files without the long-run lengths associated with offset printing.
3. Full colour process printing - Covers can be produced by offset printing if necessary. This option may be appropriate where large numbers of books are being run, particularly with A4 landscape books or books requiring dust jackets.

## HARD COVER BOOKS

Hard cover books are more expensive but are often appropriate when text needs to be archived for many years or a high quality presentation is required. The hard cover can be covered in cloth or leather with foiled text, with a printed full colour cover or dust jacket. See our pictures on page 12 for examples.

## SUPPLYING COVER FILES

If you have computer images for the cover we recommend that you supply them but leave the final layout to our professional designers. If you are experienced and wish to completely design the cover yourself please consider the following:

1. Images fully bled to the edge of the cover, that is, a cover with printing right to the edge of the page, require a 3mm bleed, or 3mm overhang of colour for trimming.
2. Cover designs which require finishing guillotine cuts to be made close to lines or shapes should be avoided.
3. Titles on the spine need to be narrower than the actual spine size for accurate binding.

Print ready files for perfect bound books should include a spine with both a front and a back cover in the same file. It is helpful to supply both a finished PDF and the working file including any links images and fonts in case adjustments need to be made to the size of the spine.

## SUPPLYING TEXT AND ARTWORK FOR THE COVERS OF SOFT COVER BOOKS

Please supply the following:

1. Book title and author's name (for the front cover and spine).
2. A description about the contents of the book or the author (if required) for the back cover.
3. ISBN number (for the back cover, see page 42).
4. A photograph or other art work (for the front cover and the back cover if required).

# THE NEED FOR ASSISTANCE

## MENTOR

If possible get an experienced person to “look over your shoulder” right from the beginning. Their help will be invaluable, as they may see things you don’t see and thereby enhance your work.

## PROOFREADING

**Text should be proofread thoroughly before it arrives for production.** Text changes can be made during the set-up phase but these can become costly if a number are required or if page layout is altered. Also, this lengthens production time.

We recommend that a person who is not involved in the writing process checks for spelling mistakes, grammatical errors and punctuation so that an objective critique can be offered.

People with suitable backgrounds for proofreading include: journalists, teachers, librarians and art graduates. Also, the professional services of a person specialising in proofreading and editing can be used.

## TYPESSETTING, DESIGN, EDITING AND LAYOUT SERVICES

If necessary we can provide or arrange excellent typesetting, design, editing and layout services. In particular it is recommended that professional designers be used for the cover. This will enhance the look of your publication, which is particularly important, even if it is just a simple black and white document.

## INDEPENDENT BOOK CONSULTANTS

Book editors, proofreaders, publishing consultants, typesetters, and book designers from various regions in New Zealand are listed on our website on the 'Additional Services' page. These people are independent from us and so if you require their services please contact them directly. In return for maintaining these listings we simply ask for an opportunity to quote on the printing of any books that may be created. Visit our website [www.printabook.co.nz/additional-services/](http://www.printabook.co.nz/additional-services/) to find an independent book consultant close to you.

*We are always looking for more people to add to this directory so if you are competent, professional, able to provide a service and would like to be listed on this page please contact us.*

# COPYRIGHT

These notes should be regarded as a guide. The law of copyright is complex and people requiring detailed information, particularly if they have a highly valuable work, should refer to a lawyer or possibly a patent attorney who works in the field of intellectual property. Also, more details can be found in (the most recent edition of) the text “News Media Law In New Zealand”, J.F. Burrows, Oxford University Press.

In New Zealand copyright doesn't need to be formally registered, although it is usual for books to carry a notice on the back of the title page claiming copyright which reads something like:

*Copyright (date of first publication) (author's name).*

*This book is copyright. Except for the purpose of fair review, no part may be stored or transmitted in any form or by any means, electronic or mechanical, including recording or storage in any information retrieval system, without permission in writing from the publishers. No reproduction may be made, whether by photocopying or by any other means, unless a licence has been obtained from the publisher or its agent.*

This is very detailed and explicit. It is also common for writers to merely print:

*Copyright (date of first publication) (author's name)*

Anything that has been created through someone's brainpower can be subject to copyright, whether a book, essay, poem, letter or work of art. There is, however, no copyright on ideas or information. Copyright may still exist in a work written under a pseudonym or by “Anonymous”. Copyright expires fifty years after the end of the year in which a person dies (assuming the work was published during their lifetime). Until that time, to quote their work in print you are obliged to get their permission



or, if they are dead, the permission of whoever is in charge of their estate (their literary executor).

Computer generated works have a duration of fifty years copyright from the end of the calendar year in which the work is made. Photographs are now treated as an artistic work so they invoke the rule of the life of the maker plus fifty years.

In the case of commissioning a work the person who agrees to pay for the taking of a photograph, or the making of a computer program, painting, diagram, map, chart, plan, engraving, model, sculpture, film or sound recording is the commissioner and becomes the owner of the work.

Copyright can be sold or assigned, so the author of a book or article is not always the copyright owner. For example, when journalists write for a fee or salary, their terms of employment may be that their employer owns the copyright in the articles they produce. To quote from a book, magazine or newspaper, you should write directly to the publisher in the first instance. Be sure to quote in full the exact passage you want to use, and tell them enough about your book so they will get a clear idea of the purpose to which the quoted passage will be put and your reason for wanting to quote it.

With a small print run it can be a good idea to state how many copies you are going to have printed and what the price will be, as this may help to show that you are not going to make a lot of money out of the exercise, therefore they may decide not to charge you.

Instead of quoting the book verbatim, you may sometimes be able to get around the copyright issue by paraphrasing the material you want to quote. It's all a matter of degree: to paraphrase the information in a sentence or two is one thing, but to paraphrase a whole chapter is quite another.

# ISBN NUMBERS AND LEGAL DEPOSIT

An ISBN is an International Standard Book Number that is used as a world-wide identification code for books. It enables books to be easily located and ordered and is generally printed on the reverse side of the title page and the back cover. It is not a legal requirement to have an ISBN and it is usually only recommended when a book is for wider distribution, outside of a family group or club, for example.

An ISBN should be assigned to a book upon its first publication. The New Zealand Standard Book Numbering Agency which operates within the National Library of New Zealand assigns ISBNs free of charge to all books published in New Zealand.

If you are having us print your book then you are the publisher and therefore we recommend that you obtain an ISBN yourself.

To acquire an ISBN contact the ISBN Librarian:  
The New Zealand Standard Book Numbering Agency  
PO Box 1467  
Wellington, 6114

Phone (04) 474 3074, Fax (04) 474 3161  
Email: [isbn@dia.govt.nz](mailto:isbn@dia.govt.nz)  
Website: <http://www.natlib.govt.nz>

You can also apply online at:  
<http://www.natlib.govt.nz/services/get-advice/publishing/isbn/isbn-application>

## BARCODES

If a barcode is required on the back cover to aid booksellers we can provide it after ISBN assignation. You should consider a barcode if you intend to sell your book commercially.

## LEGAL DEPOSIT

Legal Deposit applies to any person, group or organisation that publishes material, for sale or free of charge, to any section of the public. This includes individuals, clubs, churches and incorporated societies, as well as commercial publishers. Currently, Legal Deposit provisions apply to print publishing (e.g. books, magazines, newsletters). Publishers of printed materials are required to deposit two copies of their publication with the National Library. Legal Deposit also applies to electronic publishing (for example, CDs, DVDs, Internet documents).

For more comprehensive current information see:  
<http://www.natlib.govt.nz/en/services/>

The address is:  
Legal Deposit Office  
National Library of New Zealand  
P O Box 12340  
Wellington 6144

# LAUNCHING AND SELLING YOUR BOOK

If you are planning to sell your book yourself you should work out a plan for promoting it before you actually print. The main reason for this is so you can be fairly confident you get the print run right. Some ways to promote it are:

## BOOK LAUNCH

Hold a party in an appropriate venue and have the book available for sale. Include an order form on your invitation so people who can't come can still order a copy. Try to get someone who will draw a crowd to make a speech and formally launch the book.

## PRESS RELEASE

If there's something newsworthy about your book, write a short article about it and send it off a few days before your launch to the appropriate radio stations, newspapers and magazines. Write at the top "Embargoed until [the launch date]" so the story won't come out prematurely. Provide your address and phone number on the news story so the news media can contact you directly for more information. Outstanding books may also attract radio interviews, an excellent form of publicity.

## REVIEW COPIES

Budget to give away a number of free copies to newspapers, magazines and radio programmes for review. Post them off with a note saying that it is a review copy, stating the publication date and price, the address they can be ordered from, and asking them to send you a copy of any review they write. Carefully choose the places you send these review copies. Concentrate on local or special-interest publications. It's OK to write or phone a month later and ask when a review might appear, but if they say they aren't going to review it don't be disappointed, don't make a fuss and don't demand the book back!

## INTERNET BLOGS AND WEBSITES

How to take advantage of the Internet to promote and sell books is a huge subject and could easily be the subject of a complete book in itself. We have customers who have successfully promoted their books through the Internet and would encourage you to explore its opportunities. If your book is about a specialist subject you may find ways to promote it simply by taking part in an existing blog site. We also know of customers who have started their own blogs and websites specifically around the subject of their books and promoting them. There are also organisations like [www.globalbookshows.com](http://www.globalbookshows.com) specifically dedicated to selling books.

## RETAILING BOOKS

We have a very good association with Smith's Bookshop [www.smiths.bookshop.co.nz](http://www.smiths.bookshop.co.nz). If your book is a local New Zealand history, family history, New Zealand sporting topic, war history, community interest or specialist subject book we can consider having it marketed through Smith's and listed on their website. A decision to accept it would be based on our assessment of its commercial viability. Novels, poetry, children's books and general literature such as short stories are not part of the 'stable' of books stocked by Smith's.

## DISTRIBUTION

Nationwide Book Distributors are a well established Canterbury based book distribution firm. We can advise you as to whether or not we think they may be interested in distributing your books to retail book sellers throughout New Zealand. [www.nationwidebooks.co.nz](http://www.nationwidebooks.co.nz)

## ADVERTISING

This is often too expensive to even consider, but it can be worthwhile if you are sure of reaching a large potential audience. Classified advertisements in magazines, often at "a dollar a word" or similar

bargain-basement prices, are a good bet. Flyers are another good option, again provided you are able to target people who are likely to be interested. For example it would be cost effective to send a flyer on a rhododendron book to all members of a gardening club, but probably not to put a flyer in every letterbox around town. A flyer should have a clear description of the book, including information about the number of pages and illustrations, to avoid people being dissatisfied with what they receive. You should work out your costs carefully to allow for the cost of the flyer, posting it, and for posting and packaging the books you sell this way.

## PRODUCTION TIME

Writing, compiling, editing, proofing and printing a book usually takes much more time than expected. Only an experienced person who is familiar with their subject will know how long it will take.

It is unwise to attempt to produce a book or booklet quickly as this will invariably result in mistakes. Close scrutiny and careful proofreading of final copies is essential before committing to a print run.

Once production details have been worked out and cover design and scanning of text is complete a final proof will be given to you to approve. Following approval, production time generally varies from a few days for a booklet to three weeks for a standard book including digital printing of text, digital printing or colour copying of cover, laminating and soft cover binding.

## E-BOOKS

E-books, books that are designed for electronic media, are becoming more common and readily available. These types of books can be read on a range of devices such as PCs, iPads and e-book readers such as Amazon's Kindle. E-book file types are usually html type text, as used in websites, that can be adjusted to fit the screen. In New Zealand epub and mobi file types are common, mobi being exclusively sold through Amazon. Many devices can also take pdf files but these won't always have the same features as these other file types will allow.

The growth in electronic books makes it easier for many people to access, share and sell information. However for a book to be commercially successful the same care in editing and planning needs to be taken as for printed copy. You may want to consider having your book professionally edited before selling it.

In our opinion e-books are great for books which will have a wide readership, for example best selling novels or magazines. They are also becoming more widely used for research and in the classroom. However, books which are targeted at only a small number of people, for example family or club histories, would be better in print. In our opinion printed books are still the best option for sharing and giving books that will be treasured by future generations.

## COSTS

The cost of having books or booklets printed varies because of the choices that can be made. Here are some of the main factors that affect price:

- The cover. For example there is a big difference between the cost of black and white and full colour glossy covers.
- The binding. Hard cover binding versus unstitched perfect binding (paperback).
- The amount of editing and setting up we have to do.
- Type of paper and the size of the book.
- Number of copies that are produced.
- How the originals are to be received.

For these reasons it is important to realise that a final price quotation for the printing of your work cannot be given until we have a full understanding of what you require. Please contact our staff for further information. Alternatively you can request a custom quote on our website by visiting [www.printabook.co.nz/request-custom-quote/](http://www.printabook.co.nz/request-custom-quote/)

**The best way to lower the cost of printing a book is to provide the complete work to us in the form of print ready computer files.**



## OUR GUARANTEE

### YOUR RESPONSIBILITY WITH APPROVAL OF PROOFS

The final responsibility for proofing and approval is with the client. If errors of content are later found, whether they existed in the original manuscript or occurred during any additional layout and editing process, they will have deemed to have been approved by you at the time of sign-off of the final proof.

### YOUR WARRANTY TO PRINTABOOK

Customers are required to give the following warranty to Printabook:

The customer warrants to Printabook that the work contains nothing that infringes any existing copyright, that all statements in it purporting to be facts are true, and that it contains no matter which is defamatory or otherwise unlawful. The customer will indemnify Printabook against any loss or damage (including legal expenses and any compensation, costs or disbursements paid by Printabook on legal advice to compromise or settle any claim) occasioned to Printabook as a result of any breach of this warranty.

### PRINTABOOK GUARANTEE

Printabook will make good any copies with faulty printing or binding, without question for a period of 30 days after the delivery of the books.

# CHECKLIST FOR PRODUCTION

We recommend that you think about these options before arriving for a discussion so that we can answer any questions and provide more details:

## **How will the originals be provided?**

- Word Document
- Other Application
- PDF
- Hard Copy

## **Production size**

- A5
- SRA5
- A4
- Other size

## **Internal Pages**

- B&W, number of pages .....
- Colour, number of pages .....

## **Book Binding**

- Soft Cover
- Hard Cover Linen Bound
- Hard Cover Printed Cover
- Dust cover

**Booklet**      Folded and stapled

**Other Binding**

- Plastic comb
- Spiral binding
- Wire binding

**Covers**

- Black and White
- Colour
- Laminated Matte
- Laminated Gloss

**Possible Numbers Required .....**

**Notes** .....

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# CHECKLIST FOR COMMON PROBLEMS

The following is a checklist for common problems that occur in text and we recommend that it is completed before work is submitted:

1. Text has been thoroughly proofread.
2. Side margins are equal and margins are appropriate for an A4, SRA5 or A5 (see page 29).
3. The main body of the text has been justified rather than left aligned. This will usually give a more professional looking result.
4. Page numbers are uniformly placed in the footer of the page.
5. Headings are consistent for fonts, size, case, underlining and location.
6. Title page and reverse side of the title page contain all relevant details.
7. Contents, page numbers and chapter headings match those in the text.

# PAPER SAMPLES

**This page has been printed on 80gsm DCP Bulk (ivory) 80gsm**

A high bulk sheet with a rough touch, high opacity and perfect sheet formation making it truly unique. These qualities are ideal for books and magazines. DCP Bulk is 144 micron.





# PAPER SAMPLES

This page has been printed on 80gsm DCP Bulk (ivory) 80gsm







# PAPER SAMPLES

**This page has been printed on 80gsm Standard Laser Paper**

This high quality woodfree uncoated paper has an extremely clean, white appearance and is not only cost effective, but allows for crisp reproductions of text and image. Produced from ECF (Elemental Chlorine Free) pulp sourced from farmed Eucalyptus trees, it is manufactured under the strict ISO14001 Environmental Management System, which means it follows an effective environmental management system so you know that the environmental impact is constantly being measured and improved upon.





# PAPER SAMPLES

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*Mount Cook and Pukaki Lake, New Zealand.*





# PAPER SAMPLES

**This page has been printed on 100gsm Advance Laser Paper**

This high quality woodfree uncoated paper has an extremely clean, white appearance and is not only cost effective, but allows for crisp reproductions of text and image. Produced from ECF (Elemental Chlorine Free) pulp sourced from farmed Eucalyptus trees, it is manufactured under the strict ISO14001 Environmental Management System, which means it follows an effective environmental management system so you know that the environmental impact is constantly being measured and improved upon.





# PAPER SAMPLES

**This page has been printed on 100gsm Advance Laser Paper**







# PAPER SAMPLES

**This page has been printed on 128gsm Silk Matt Paper**

Silk Matt is a high quality, high white coated art paper that has outstanding smoothness and opacity. Its surface provides a slightly coated appearance, which enhances the look and feel of the printed page producing vibrant colour images and sharp black text. Silk Matt is produced using ECF (Elemental Chlorine Free) FSC® Certified pulp from Responsible Sources, and is manufactured under the strict ISO14001 Environmental Management System. (Silk Matt is also available in a lighter weight 113gsm paper).





# PAPER SAMPLES

**This page has been printed on 128gsm Silk Matt Paper**





# PAPER SAMPLES

**This page has been printed on 115gsm Eco 100**  
(also available in 100gsm)

Eco 100 is an internationally recognised 100% recycled paper manufactured under the strict ISO 14001 Environmental Management System. Not only is it a first class eco-friendly paper, it is made from recycled fibre that doesn't contain any chlorine or bleach. Eco 100 is suitable for many different applications especially where longevity is required.





# PAPER SAMPLES

**This page has been printed on 115gsm Eco 100**  
(also available in 100gsm)



*Mount Cook and Pukaki Lake, New Zealand.*







## THE PRINTABOOK STORY

Established in 1995, Printabook is Canterbury's leading short run book printing and self publishing service. It is part of Microfilm Digital Print, the award-winning printing company that started life as a microfilming bureau back in the 1970s. The name Microfilm comes from our original work and although we no longer provide this service, the name stuck. For 41 years we operated from the same site in Victoria Street, Christchurch, but after the 2011 earthquakes we had to move and we are now located at 32 Lodestar Avenue in Wigram, Christchurch.

We have always been leaders in new technology and in 1995 we began investing in high volume digital printing equipment for the production of short run, on-demand books. This investment continues and our state-of-the art digital systems allow us to print just as many books as you need, including colour on any page. We take enormous pride in offering the best possible self published book service, including design, project management, printing and binding.

It is fascinating being in contact with so many writers from all around New Zealand, and we are proud to print books here in Christchurch on behalf of people from Northland right down to Invercargill. Our experience, technical expertise and attention to detail will all ensure that your book project is in very safe hands.

