Understanding Book Printing: A Beginner's Guide





We're happy to meet



Lori McKnight

Host | Marketing MCRL Overseas Group



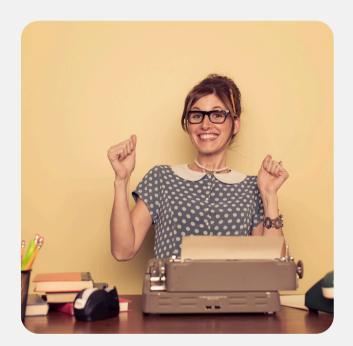


Taylor Watton

Printing Lead MCRL Overseas Group



WHAT WELL COVE



THE BASICS Book Formatting + our 7 point checklist



WHAT NOT TO DO Tips to avoid common mistakes





THE TIME & MONEY? How long does it take to print and what's the cost?

WRITING & 1 **ILLUSTRATING TELLING YOUR STORY**

Where are YOU in the journey?



PRINTING 3 **CHOOSING A PRINTER**



TALK IT OUT WRITE IT OUT **DRAW IT OUT**

HAND IT OFF **OR DO IT YOURSELF?**

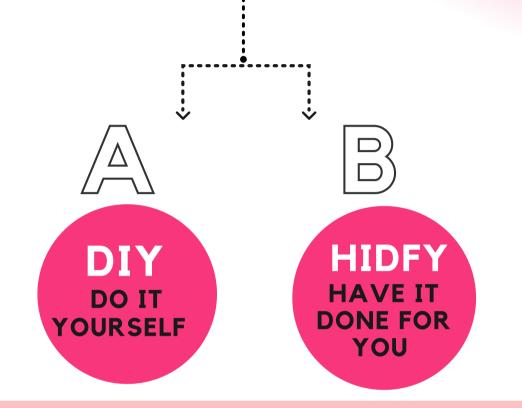
GET QUOTES GET PHYSICAL PROOF

IN-HAND & READY TO SELL

Let's Talk **Book Formatting**



BOOK FORMATTING: YOU HAVE TWO CHOICES



CHOOSE SIZE OF YOUR BOOK (TRIM) BUILD OUT PAGES USING DESIGN TOOLS LAY OUT TEXT & ARTWORK EDIT CREATE FINAL COVER ART PREPARE ART and TEXT FILES for print





THE BEST DECISION IS (ALMOST) ALWAYS...

HIRE A PRO have it done for you





www.mcrlprinting.com/hire-a-pro/

MWDESIGN

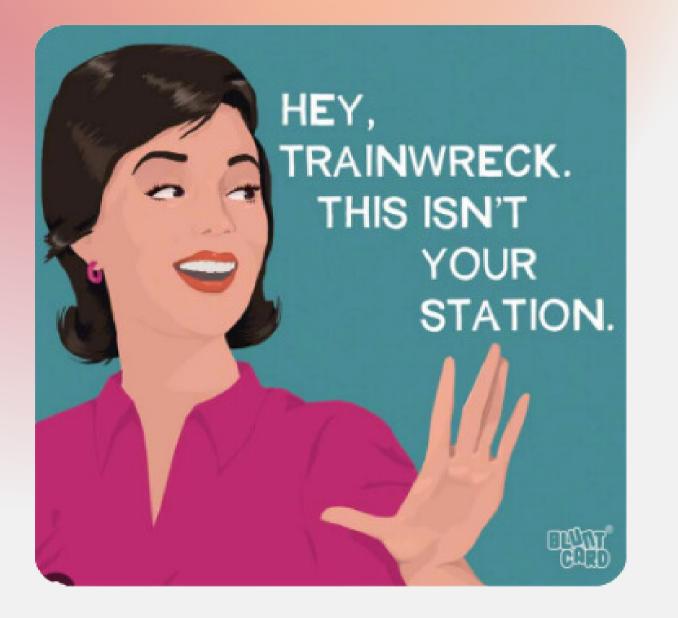
Melissa Williams Design specializes in book interior and cover design, print preparation and illustrations. Take advantage of an experienced designer who understands and knows the self-publishing industry. Email Michelle Park at mdabooks.publishing@gmail.com.

Whether you have a small technical matter that needs to be chased down or you are starting from ground zero with a manuscript, Martin Publishing Services is the author-publisher's go-to design team for all genres and layout complexities.

LEARN MORE







Keys to printing a spectacular book and enjoying the journey >

Regardless if you DIY or Hire a Pro, it's important to understand the basics



use industry recommended

Design Softwore

Adobe Indesign for page layout with the supporting Photoshop and Illustrator

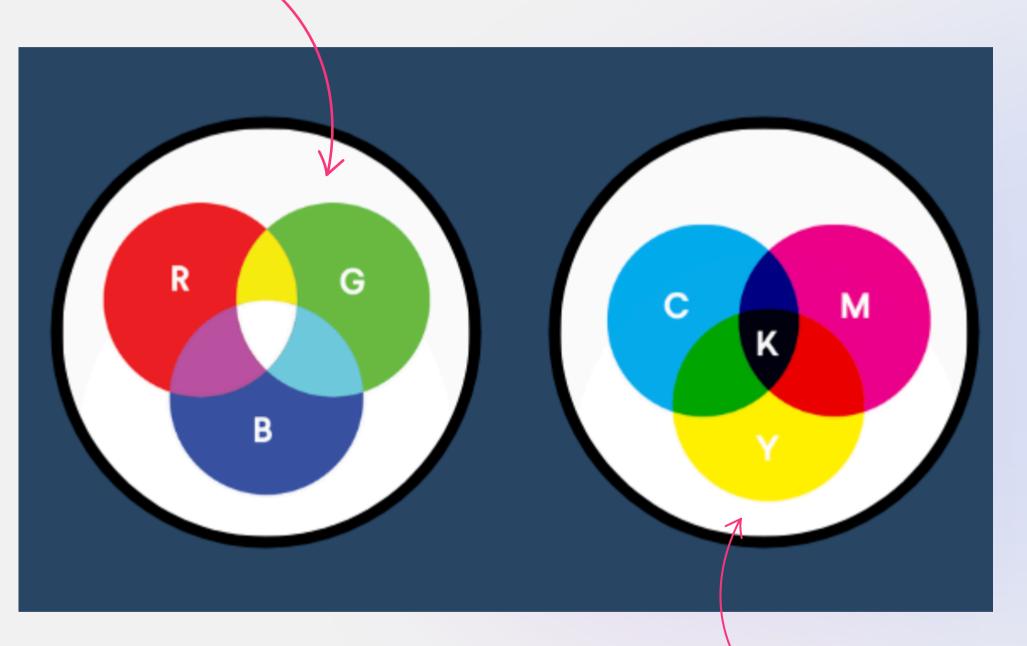
USE OUR 7 POINT CHECKLIST

- 1. Check that your SPECIFICATIONS match your quote 2. Get your hands on PANTONE swatches
- 3. Pick your PAPER and FINISHES early on
- 4. Use 300dpi quality images
- 5. Be mindful of BLEED and TYPE SAFETY
- 6. Abide by LAYOUT DESIGN core principles
- 7. **PROOFREAD**, proofread, then proofread again!

Work to the QUOTED specifications of your project

- Page Count
- Page Size
- Color Management RGB, CMYK and PMS
- Features you want to include

RGB **RED** | GREEN | BLUE



СМҮК CYAN | MAGENTA | YELLOW | BLACK

Quick Explainer

RGB - color you see on digital devices/monitor

 CMYK - standard used for printing on paper

 Pantone Matching System (PMS)

POPULAR COVER FEATURES



SPOT GLOSS

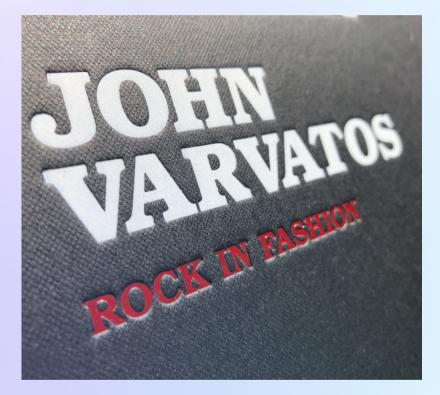


GOLD FOIL



EMBOSS





DEBOSS



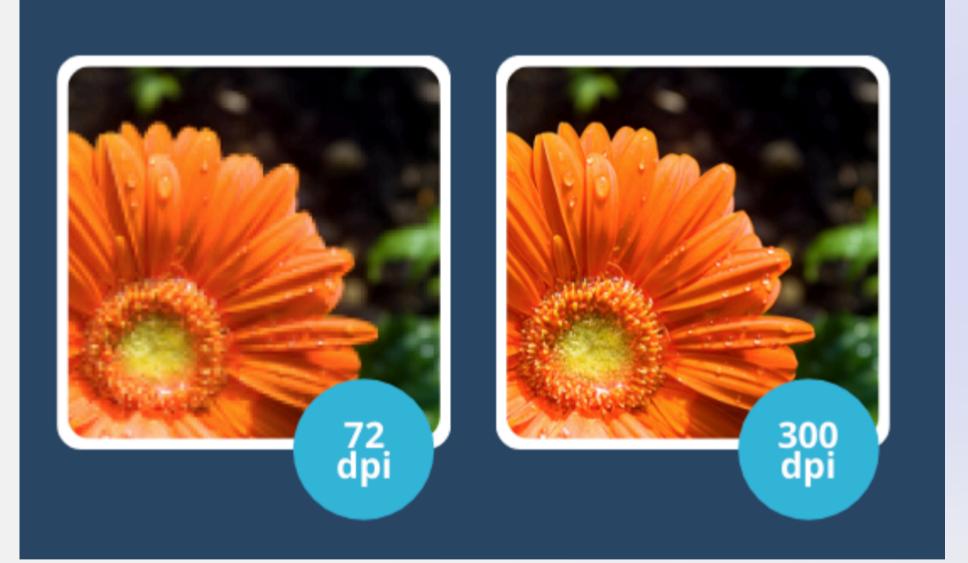
Have a set of PANTONE swatch books handy for reference when selecting your color scheme





Decide on the PAPER and FINISHES you want to use





Make sure all your supporting graphics are at the correct resolution at actual size

300dpi is the minimum recommended resolution for the best output quality

5

Make sure the correct BLEED and TYPE SAFETY is accounted for

This example shows how the digital file should look. The solid coloured boxes for bleed and trim (as well as the descriptions) should not actually be included in the artwork. They are included here for illustration purposes only. Only crop marks should appear in the file in addition to your artwork.

BLEED: The distance between the red box and the blue box is the bleed area. It should be .125" on each side of each page (.25" on each dimension). Background colours or graphics must extend this distance beyond the trim on each side. NO critical graphics should be included here or they will be cut off during final trimming.

TRIM: This is the finished size of the printed page. Crop marks act as a guide for trimming. They must be included at all 4 corners and should be positioned approx. .125" outside of the trim so that they don't show anywhere on the final prints.

TYPE SAFETY: This is the white area shown in this example between all the text in this space and the blue trim box. All critical elements (text, images logos, etc) must be kept at least .25" inside the trim, otherwise there is a risk they could be cut off during final trimming. Keep in mind that the standard rules of typography usually require much more than .25".

type

safety

crop marks/trim

Millora praturesti volorio volore voluptat arcimus, quo verepud igenist eos nat.

Git pe mo offici soluptu mendunt asi iliqui con cum aut as nonsequis con cus il molo il molupis derit quati sum es most lam nonsecusciam rerrorem rerro corepere occum volor simus, consequia intibea turerero idebit ad mo optaspienis esti beaquae anducium sunt lab ilis aut remquam facessin et abo. Ici ut in es eossinu llescid quam quat. Inum harchil estorep elicidebite offic testinullest fugiam, nonsequatem. Et elicia inullesed que dolorent. Ro conseguas accae resedis nos destrum laccus rem dolo ini tem aut est, omnienias ernat. Otaecaborro magnimo luptur?

Loribus a ium utatquatiis cum istissequis corehen dipsamet anditin repello receaqui corem haribus.

Tia debis vidici voluptatur, quam quam autemol uptate pedignam, sollam esciat alitas vid mincte volupit re sum sendit atiaepu dantorepro et, inciasse nis dellabo rporiatur sequias impore sunt miliquis alia etum doluptiis quatem licit ditatem nus elendelitam, quo dolorum laccus, vende nonseceaquas audis eleseque modit ra enis dipid mollabore nulparis ad expere volestem untius ne poreiciur? Dit, siminullupta sendioreic te eum et, tecabores accates toreperios expligeni ius ipis dolupta veliqui te volorerchil militi officiist, quisquia cus, suntia qui tecab ipsaperum si atur, si quia nusda sed et et dendi nobisqui core mossim reium que ne derfernam fugiae archil mo in reperferio ium quiscia tibus. Evelique porum ex enimolu ptatus minihiciam re numquate non conem is segui offic te perovid ut qui ratquam rescim ipit quatem ulpa dolorep eratiandella pro occabor eperum facil molendi psantiam harcias essimaxim volorum etur, sit eumenis plit eos pelliti neceresti dipis eatur as ero int reperi destissi sedi offictem. Facero exerovid quidipsuntio occus.

Gias essimagname nis etur, sumquiat atior apis pellabore volorep rovitatur magnatem eatenis num et duscimusae eaque non repudae reruptati odion ne earum fugit pariaepere pos que pos alicaborerum esedit imus cusda sit aces nimus, cuptatur aciis et rehenis quatur aut que moluptat aut vendignient odi rero omnimpost, sunt quam volum vitaquam veliquo earchicim sitiusantur, velita ius aliquame eum dolut facil in natior modictas aut idigentia vid magnam rest, to officimi, officitate magnis aut dis ipicidus.

Unt ut odi debis ipsam, cora ne ni nonse prat volum doluptatio modis sendae modis raecernat et, sed magnias vel esedita tquibea est, mosam anducipsunt.

bleed

Eperis mo berspit delluptatque magnatur a nus sit ullestia nient,



nobis ma cumque nonsect uriorum id quiaspe rspelesequi dolendus etum as simet quametur sit eaquae comnist ut ra etur alit eum sitiate-

dem facepro viducit acestiis cusa consed quid quodio que imo

tem esseque quosa conetus doloreriati netur, volupta ssitem facea dercipsundia sequi nem rest la veri tem exeraturest volum que que maio to quamusc iaspic temquam que vero beario cus comnimusam doloreprae corehent a dolut et volorer spidest ut que voloruptae. Occuptatest ellaut liti omnis sectibus min experro omnitatibus debis dolorep uditem voluptaere provit quidebis nonestio. Itaturem quundunt vendiam atur? Quiam arume sum nonsequi dolorio evendio ssimil incti res dunturit facia conempe ritatincipsa et quamus ra volorrorro et unt ea sit od qui doluptatibea consend itiatibusam que voluptin ressit, ut esequossus quiae santiis velis quam inis aceriam, simus molorer nation num sum, seque lam laut offic temporum laut voluptas velliquis niminvent dolorerum fuga. Pa vendenis dolorias nimetur sequae. Gitate quibus, et venihita volut doluptate perum is dessum quibere mporro omnihil eari oditius et ratur, sendent quas sed mi, ername ma dolupta sitas excepudita cuptibero bearum hil int, que pa volupta speribus exces explis enia dolute eaque magniendes dit rest opta nobis ditatec eribus vit modit pro officipsamus aut velecab orendiciet ventiur? Feraes dest, ulparum quatemporrum earibus dolorat ibeatem re cuptatur sed eoste con consed que volutatem nis autatius pro excesciument idunt in endusa nonestius aute molecab inciend ipsundunt aut hiliqui volumquia dioreni tatiaspit estiatur sitaturem eum late rem eos endant moluptia sandere apid ea atur alicae enis siminctem id quatur?

Omnihilitiae pro quae pro eniendandiam voluptasit omnima que odiorit atibus verspis disim re vitem illa pro exped que veniatur, quam aut fugiaep elitini miniatur, aut experchicium incto esero blacea qui dolupitatem am que latio. Ouis et ent.

Adipsam, endic tem repe nos commodipis ratem apid utatia corundit aspedis que sitam is a dis dit raerit, audis am eum que doluptatis sum isti voluptatem elisci atem sit optium veles estionetus militatur, et earciis quuntio tem ium fuga. As sint, suntiam rectotatur magnis incitatiae laborehenis moluptatem autem quassus, secta coreperis ad ex enes eriorporpor repelit iminusda nessi con conseque net magnim nestiis vel et fugitatur?

Fugiatur arciente dolor rest derspit repro es molorem velestis int aut re nobitio nsequi alit veleserumet aut hilique



Get to understand the principles of LAYOUT DESIGN

PROOFREAD. Proofread. Proofread.

What Not To Do

4 tips to avoid common book formatting & printing mistakes!



What NOT To Do

COMMON MISTAKE #1

Using software other than ADOBE





CANVA is great for IDEATION! BUT may not be great for preparing files for print production

We've had a few clients use CANVA successfully BUT errors can sometimes be discovered at the physical proofing/print stage requiring tweaks or in some cases a complete re-build of the files What NOT To Do

OMMON MISTAKE #2

Not adhering to the principles of layout design - it's so important to make sure your book is easy to read and appeals to your audience.



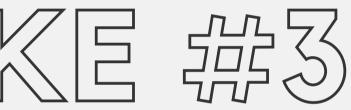
3 Common Mistakes We See From DIYers:

- Using fonts that are too small, too big, or too scripty • challenging for young readers
- Text that is over illustrations • very difficult to read once printed
- Not leaving enough space between lines or the right distance around illustrations
 - placing text too close to the margins so cut off when printed
 - can be subtle but impacts sell-ability



COMMON MISTAKE #3

Expecting printed colors to look like they do on screen





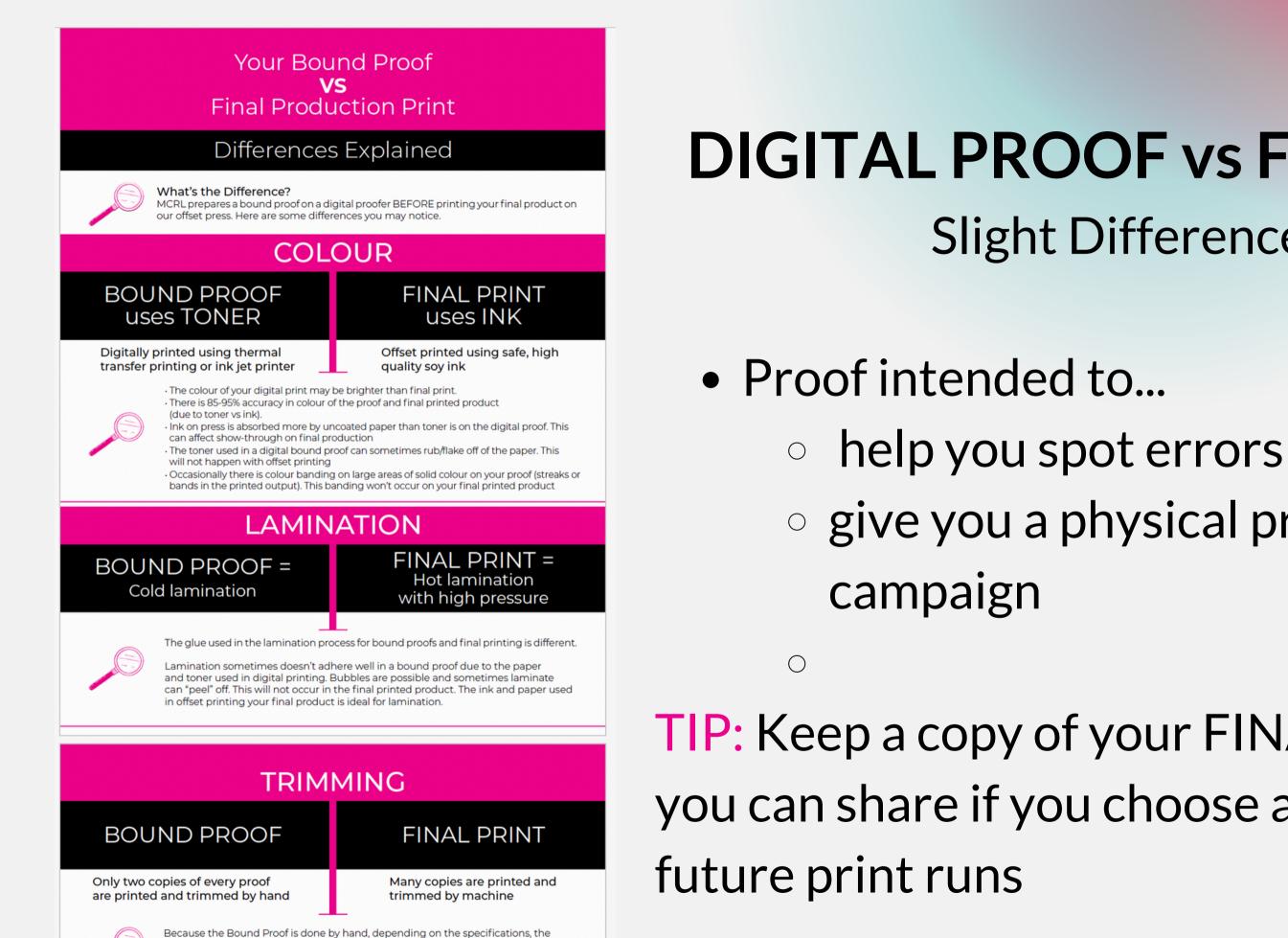
Many authors work only on a computer screen

 Use physical color swatches or print out your files so you can see how color looks on paper What NOT To Do

MMON MISTAKE #4

Expecting the finished copies to look exactly like the bound proof OR like a book you've printed elsewhere





trimming at the proofing stage can be spot-on OR off by more than 2mm. During final production, the process is done mechanically so the shift is limited to up to

2mm in any direction.

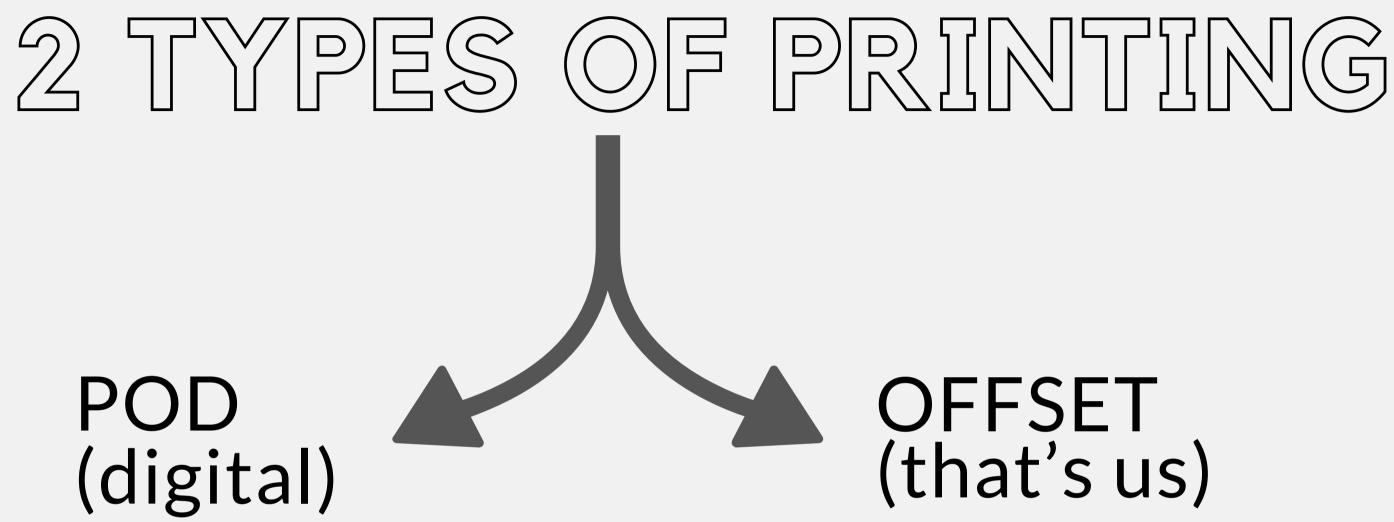
DIGITAL PROOF vs FINAL PRODUCT Slight Differences

- give you a physical product for a pre-sales

TIP: Keep a copy of your FINAL printed book so you can share if you choose a new printer for

lanuary 21 22 23 24 28 29 30 31 20 27 September 25 26 24 23

TIME & MONEY to OFFSET print your book >



- Print as needed
- Minimum order = 1
- Standard size & features
- Higher price/book
 - price/book doesn't change much regardless of qty
 - fast turnaround

OFFSET (that's us)

• BULK printing overseas • Minimum order = 300 • Custom features are possible • Best price/book • as qty increases your price/book decreases takes longer to produce

(C(O)|M|P|A|R)[S

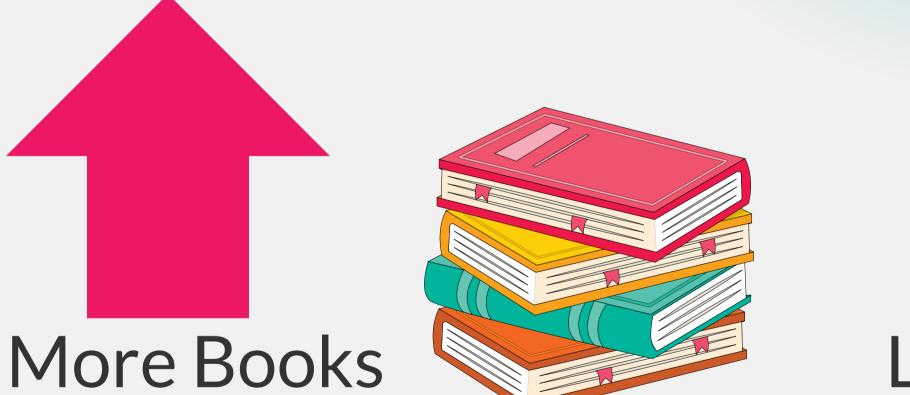
8" x 10" hardcover picture book | 24 pages | 80lb paper | 120 pt cover | 4 color

PODQUOTE (INGRAMSPARK) 500 = \$8.65 1000 = \$8.04 500 = \$6.95 1000 = **\$3.95** *ALL IN PRICING



PRICING BASED ON OUR MARCH 2024 WIP WORKSHOP

OFFSET PRINTING:



Less \$/Book THE MORE YOU PRINT **Higher The Profit Margin**

Our Printing Timeline

4-8 WEEKS

Deliver to Your Door

TIMING DEPENDS ON LOCATION. QUOTES INCLUDE SEA SHIPMENT. NEED FAST? WE CAN SPLIT AND SHIP SMALL # BY AIR.



2 WEEKS

Receive Physical Proof

HOW LONG YOU TAKE TO APPROVE THE PROOF VARIES



Place Your Order SEND US YOUR PRINT FILES,

TOTAL ELAPSED TIME = 8-12 WEEKS FROM APPROVAL OF QUOTE

YOUR BOOK IS SCHEDULED FOR PRODUCTION

Production



2 WEEKS

PRINT

3









TESTIMONIAL





I have been a children's author & illustrator for 10 years now. And while I have been happy with my previous publisher/printer, drastic price increases since the pandemic caused me to look around for the printing of my 4th book. I discovered MCRL Overseas Group by doing a Google search and could not have been happier! (cont.)



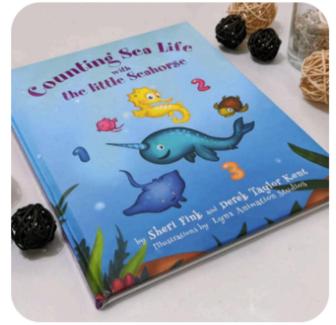




DUR SERVICES



Journal & Planner Printing



Book Printing



Board Book Printing





Custom Packaging



Card/Board Games & **Print Products**

AFFIRMATION JOURNALS BOOKS BOARD TARDS GAMES BOOKS CREATIVE PACKAGING VOU CAN 7

OVERSEAS GROUP

\star

Personal Service Eco-Friendly Materials Competitive Pricing

WE CAN PRIN nting.com ROXES BOOKS CUSTOM NNERS AFFIRMATION JOURNAL _S CARDS **books** board games ROOKS CDEATIVE DACKACING

1.ALL-IN QUOTE

- no surprise invoices

2. PERSONAL TOUCHES

3. PROJECT MANAGEMENT/LOGISTICS • if you are new to printing...you don't know, what

- - you don't know
- we handle all the details

includes shipping, duty, customs and taxes

• we can print almost anything you can dream up • personal service from our printing experts

GET \$100 OFF!!

Download our two WIP Webinar slides at mcrlprinting.com/wps/

1. REQUEST A QUOTE

2. Enter ALEXA in the comments section for **\$100 OFF your first print run with us**









A CREATIVE WAY TO PROMOTE YOUR **NEW** BOOK!

()









ENTER TO WIN a FREE Custom Carry-On

COMPLETE the entry form

myluggy.com/pages/fall-giveaway

BONUS: FOLLOW @my_luggy on Facebook OR Instagram and SHARE a post with your friends to double your chance of winning

QUESTIONS?



more resources at mcrlprinting.com



CONTACT US SERVICES TESTIMONIALS PRODUCT GALLERY PRINTING RESOURCES VISUBMIT ARTWORK ABOUT US



f 🖸 in **0** D Q 1-888-988-MCRL (6275)

REQUEST A QUOTE