

Understanding Book Printing: A Beginner's Guide



We're happy to meet

YOU.



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WHAT WE'LL COVER



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?

Where are YOU in the journey?

1

WRITING & ILLUSTRATING

TELLING YOUR STORY

TALK IT OUT
WRITE IT OUT
DRAW IT OUT

2

BOOK FORMATTING

PREPARING PRINT READY FILES

HAND IT OFF
OR DO IT YOURSELF?

3

PRINTING

CHOOSING A PRINTER

GET QUOTES
GET PHYSICAL PROOF

4

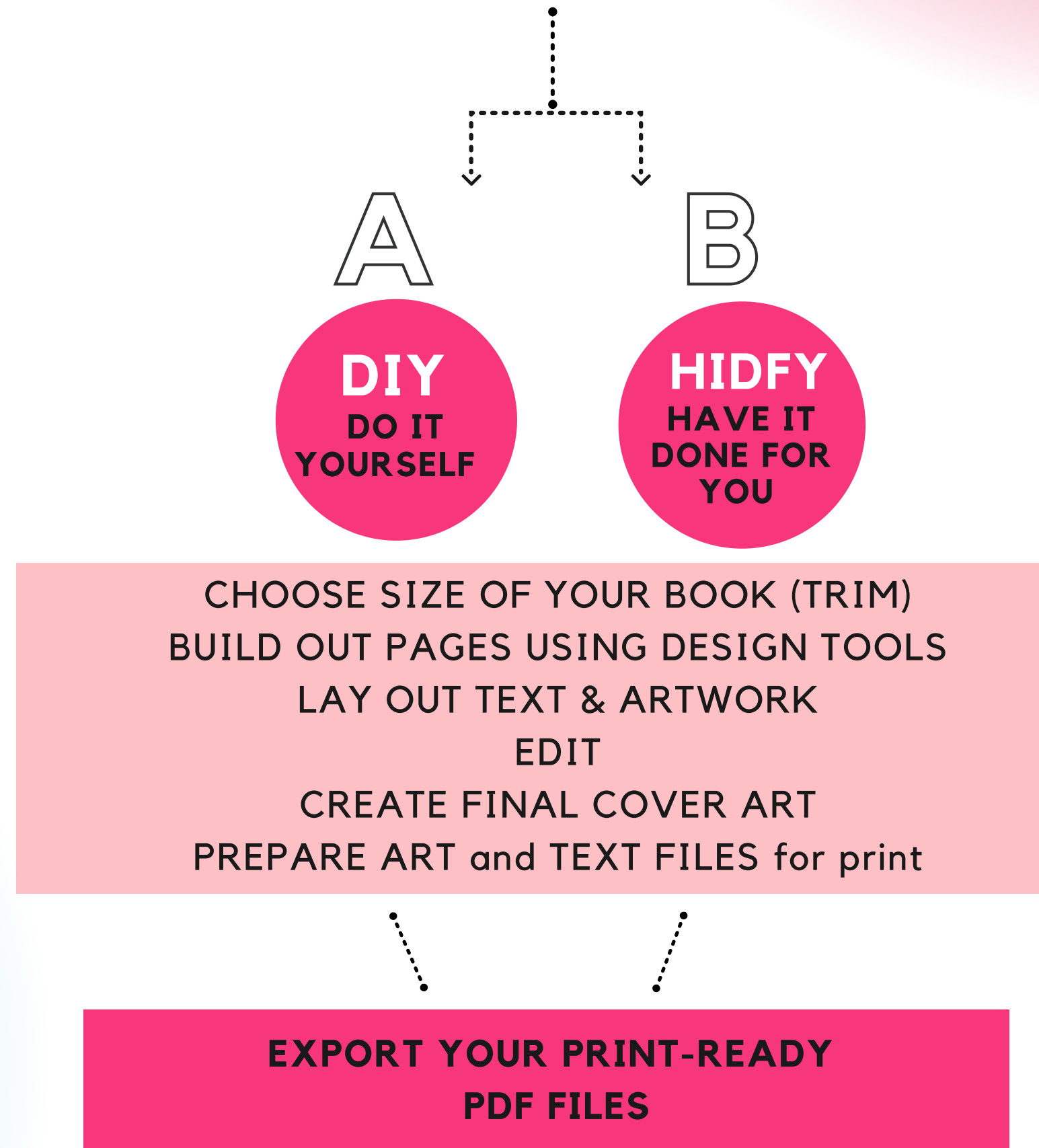
SELLING

RECEIVING YOUR BOOKS!

IN-HAND & READY TO SELL

Let's Talk Book Formatting

BOOK FORMATTING: YOU HAVE TWO CHOICES



**THE BEST DECISION IS (ALMOST)
ALWAYS...**

HIRE A PRO

have it done for you



www.mcr1printing.com/hire-a-pro/

MWDESIGN
MELISSAWILLIAMSDESIGN

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.

[LEARN MORE](#)



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.


[BOOK A CALL](#)



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 Software

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!

1.

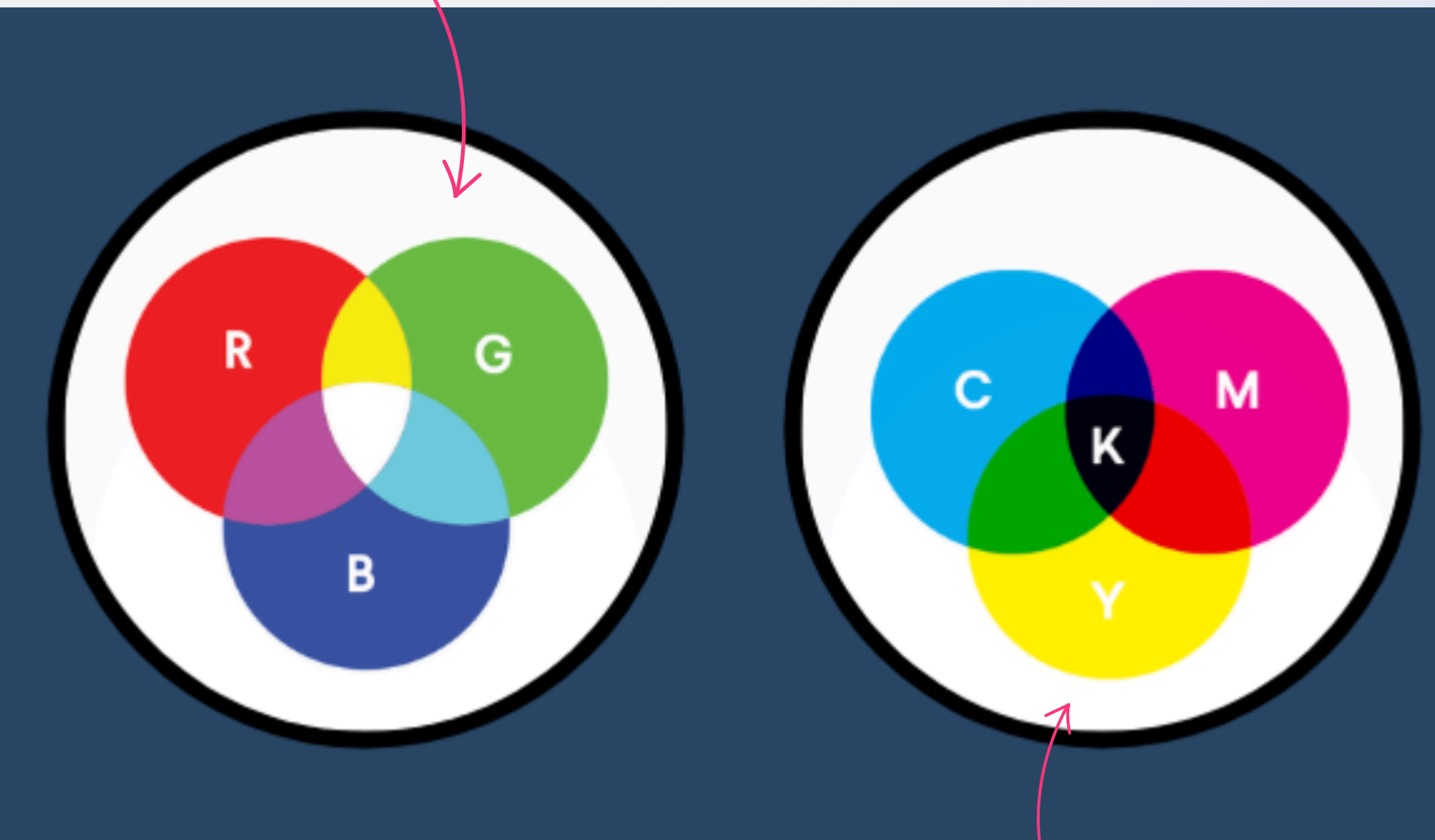
Work to the QUOTED specifications of your project

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

Quick Explainer

RGB

RED | GREEN | BLUE



CMYK

CYAN | MAGENTA | YELLOW | BLACK

- RGB - color you see on digital devices/monitor
- CMYK - standard used for printing on paper
- Pantone Matching System (PMS)

POPULAR COVER FEATURES



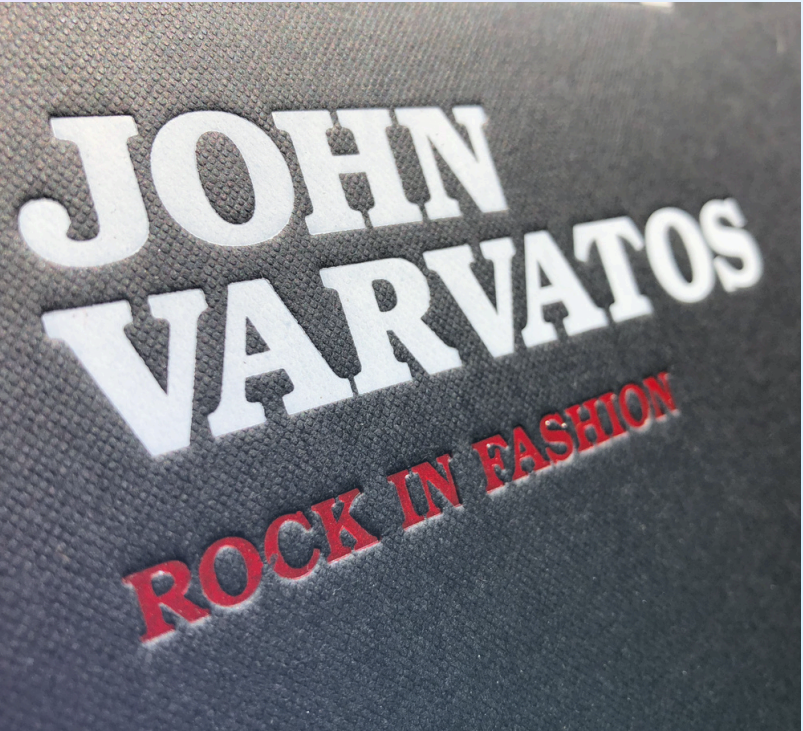
SPOT GLOSS



GOLD FOIL



EMBOSS



DEBOSS

2

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



3

Decide on the **PAPER**
and **FINISHES** you want to use

4



72
dpi



300
dpi

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

Bleed

Trim

crop marks →

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".

bleed

crop marks/trim

type safety





Get to understand the principles of **LAYOUT DESIGN**

7

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

COMMON 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

COMMON MISTAKE #4

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

Your Bound Proof VS Final Production Print

Differences Explained



What's the Difference?

MCRL prepares a bound proof on a digital proofer BEFORE printing your final product on our offset press. Here are some differences you may notice.

COLOUR

BOUND PROOF uses TONER

Digitally printed using thermal transfer printing or ink jet printer

FINAL PRINT uses INK

Offset printed using safe, high quality soy ink



- The colour of your digital print may be brighter than final print.
- There is 85-95% accuracy in colour of the proof and final printed product (due to toner vs ink).
- Ink on press is absorbed more by uncoated paper than toner is on the digital proof. This can affect show-through on final production
- The toner used in a digital bound proof can sometimes rub/flake off of the paper. This will not happen with offset printing
- Occasionally there is colour banding on large areas of solid colour on your proof (streaks or bands in the printed output). This banding won't occur on your final printed product

LAMINATION

BOUND PROOF = Cold lamination

FINAL PRINT = Hot lamination with high pressure



The glue used in the lamination process for bound proofs and final printing is different.

Lamination sometimes doesn't adhere well in a bound proof due to the paper and toner used in digital printing. Bubbles are possible and sometimes laminate can "peel" off. This will not occur in the final printed product. The ink and paper used in offset printing your final product is ideal for lamination.

TRIMMING

BOUND PROOF

Only two copies of every proof are printed and trimmed by hand

FINAL PRINT

Many copies are printed and trimmed by machine



Because the Bound Proof is done by hand, depending on the specifications, the 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

- Proof intended to...
 - help you spot errors
 - give you a physical product for a pre-sales campaign
 -

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



TIME & MONEY

to OFFSET print your book >

2 TYPES OF PRINTING

POD
(digital)

- 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

COST COMPARISON

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

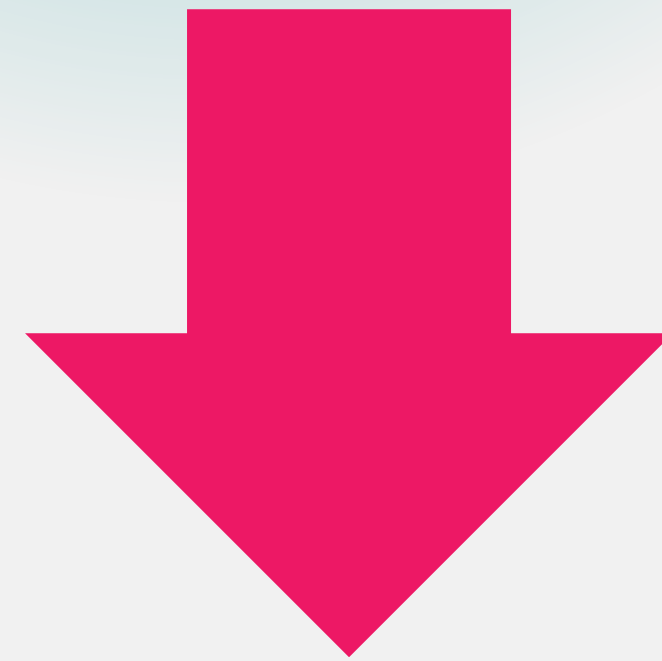


PRICING BASED ON OUR MARCH 2024 WIP WORKSHOP

OFFSET PRINTING:



More Books



Less \$/Book

**THE MORE YOU PRINT
Higher The Profit Margin**

Our Printing Timeline



2 WEEKS

Receive Physical Proof

HOW LONG YOU TAKE TO APPROVE THE PROOF VARIES



Place Your Order

SEND US YOUR PRINT FILES,

1

2

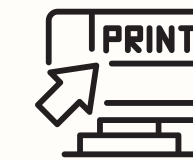
Deliver to Your Door

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



4-8 WEEKS

3



2 WEEKS

Prepare for Production

YOUR BOOK IS SCHEDULED FOR PRODUCTION

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

4





TESTIMONIAL ^{1/2}



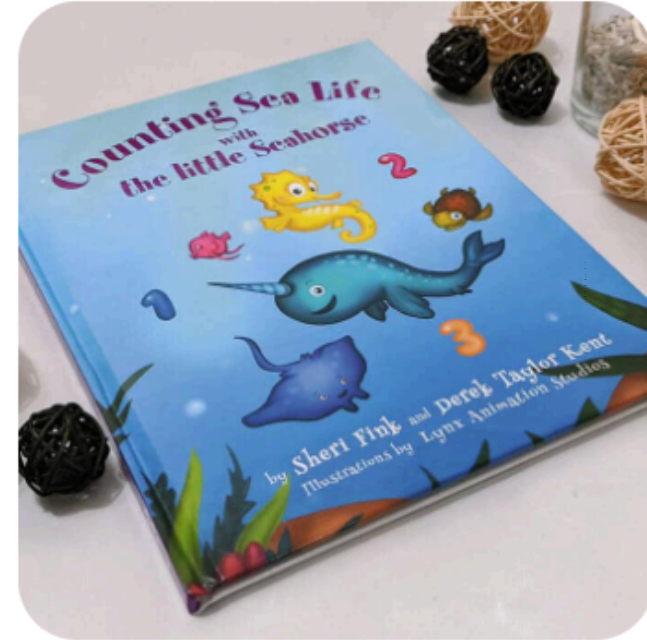
“I have been a children's author & illustrator for 10 years now. And while I have been happy with my previous publisher/printer, drastic price increases since the pandemic caused me to look around for the printing of my 4th book. I discovered MCRL Overseas Group by doing a Google search and could not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



OUR SERVICES



**Journal & Planner
Printing**



Book Printing



Board Book Printing



Custom Packaging



**Card/Board Games &
Print Products**



1. ALL-IN QUOTE

- no surprise invoices
- includes shipping, duty, customs and taxes

2. PERSONAL TOUCHES

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

3. PROJECT MANAGEMENT/LOGISTICS

- if you are new to printing...*you don't know, what you don't know*
- we handle all the details

GET \$100 OFF!!

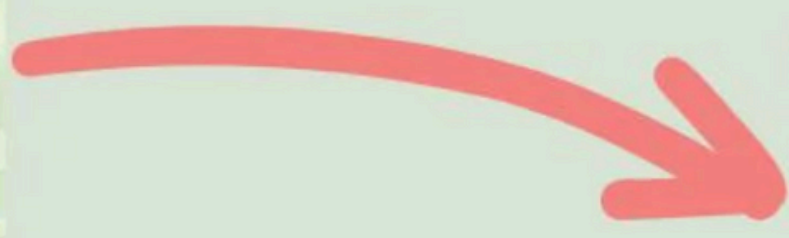
Download our two WIP Webinar slides at
mcrlprinting.com/wps/

1. **REQUEST A QUOTE**

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



Your Book



FALL GETAWAY GIVEAWAY



ENTER TO WIN a FREE Custom Carry-On

COMPLETE the entry form

myluggage.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?

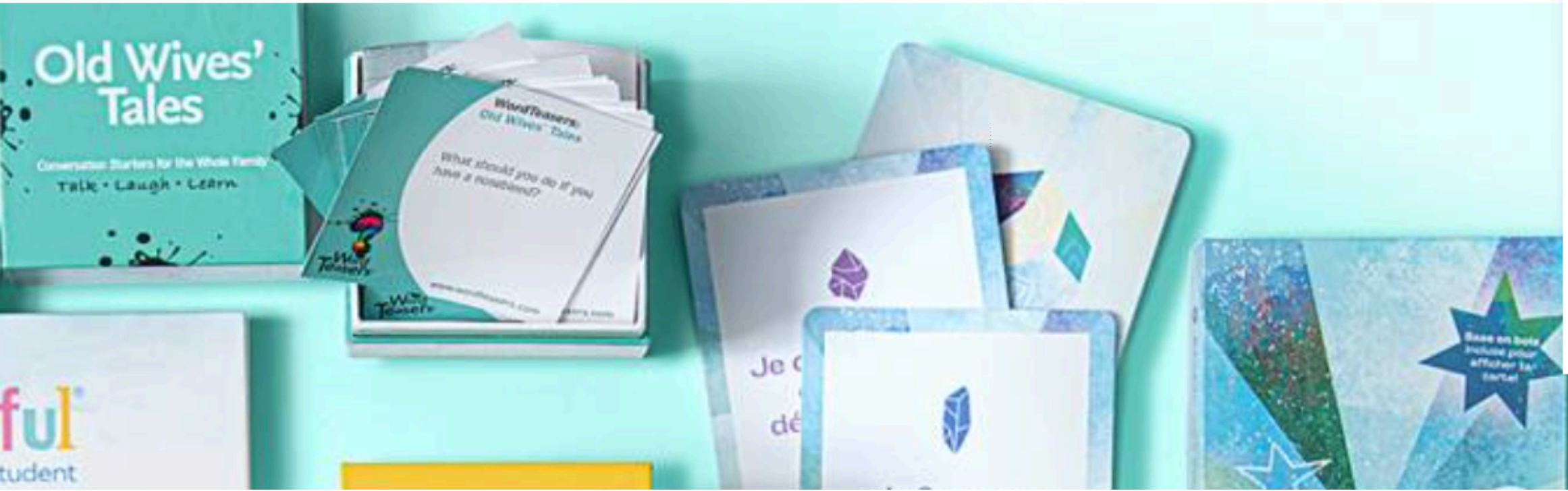
more resources at mcrllprinting.com



1-888-988-MCRL (6275)

REQUEST A QUOTE

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- OFFSET PRINTING VS POD PRINTING
- ARTWORK GUIDELINES & TEMPLATES
- HIRE A PRO
- BLOG

Print Stunning

