



Book Publishing

Made Easy.

Guide



Book

Providing the expertise and tools to produce high quality books in small or large quantities.

DigiCOPY[®]
Custom • Variable • On Demand



Book Publishing Made Easy.

Table of Contents

Why Choose DigiCOPY	2
Getting Started	4
Formatting	6
Cover Design	9
ISBN	10
Library of Congress & Copyright	11
Translation Services	11
Interactive eBooks	12
Online Ordering	13
Production	14
Proofing Process	16





Why Choose DigiCOPY

Free Consultations

Our friendly and knowledgeable staff have years of experience and will meet with you to discuss the process of self publishing step-by-step. We will help you make educated decisions about your book that will not only provide the highest quality products but also ensure cost-effectiveness. We know that a close working relationship with authors is imperative to your satisfaction.

Short-Run Book Printing

- Print smaller quantities
- Maintain a low unit cost
- Realize a profit by selling all of the books you print
- Keep information updated; edits and revisions can be made with each print run.

“ We started dealing with DigiCOPY when we needed photo CDs printed and burned. When we came back for a re-order, they saw something in us and took a chance on us. When we needed to publish a book, DigiCOPY was just getting into books and did our first book. Then more. Now we have a full line of 12 books and 8 CDs, all produced by DigiCOPY. When I offer the books for sale, people comment on their high quality. The modern digital process reproduces old photos remarkably well. Now the Wausau store has everything necessary to do our work in-house. We can get small orders on short deadlines, never worry about quality, and their personnel are top notch. DigiCOPY is the reason we are in business.

Thomas E. Burg, partner
Merrill Publishing Associate



Why Choose DigiCOPY

Flexibility of Choice

The possibilities are endless! A variety of sizes, paper stocks, and binding options are available for production of your book. We also offer custom graphic design services, interactive eBooks, and online ordering to enhance your book's appeal to potential readers.

Fast Turnaround Times

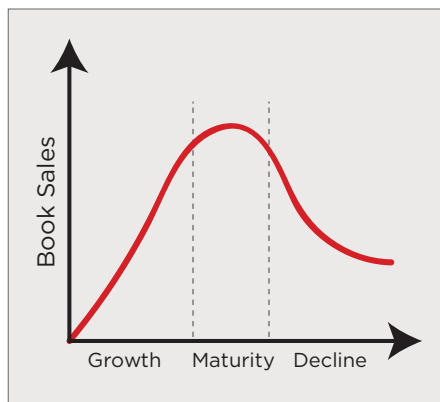
We can deliver finished books in approximately half the time of the industry standard. Our usual turnaround time for camera-ready books is seven days or less.

High Quality - Affordable Pricing

- Consistent quality
- Proof as a sample of the finished book
- Fast and affordable edits
- Competitive pricing

Book Life Cycle

Seeing your printed book and selling it to your readers can be one of the most exciting stages of the book publishing process. However, it's important to understand that even your book sales will follow a typical pattern. The life of your book cycles through a sequence of stages from its introduction to growth, maturity, and decline. We work with you to produce the necessary quantities throughout each stage of your book's life.



Book Startup/Growth

During the startup and growth of your book sales, it's important to have the flexibility to do test prints and smaller runs to determine demand.



Book Maturity

Partnering with Worzalla Publishing

During the maturity of your book, we give you the flexibility to print large quantities. We partner with Worzalla Publishing to achieve these quantities while maintaining a quick turn time. Worzalla is a 100% employee-owned book manufacturer in Stevens Point, Wisconsin, that has been in business for over a century.

www.worzalla.com

Book Decline

During the natural decline in sales, we allow you to print lower volumes and control inventories. Our online ordering system is a great solution for this stage as your book is still available for sale but printed solely on demand. You also have the option to allow us use of your book as a sales sample which can increase exposure.





Getting Started

The following are important decisions to make before starting your book. If you have difficulty selecting the best option, please consult a DigiCOPY co-worker for assistance.

Choose a Size & Binding That Works Best

We can print any custom size book. However, the sizes listed below conform to industry standards for book printing and are the most economical options.

- 7" x 7"
- 5.5" x 8.5"
- 6" x 9"
- 7" x 10"
- 8.5" x 11"



The best size and binding for your book can depend on the type of book you are printing. Below are common book types and recommendations for size, binding, and production. For details on each binding type, see page 15.

Fiction / Non-Fiction Books

Recommended Size: 5.5" x 8.5" / 6" x 9" / 7" x 10"

Recommended Bind: Perfect / Hard Case

Perfect and hard case binding are preferred for use in libraries and bookstores. These binding allow for a printable spine and make a professional finished product. Consider UV coating as a great finished touch to your book cover.

Cookbooks

Recommended Size: 5.5" x 8.5"

Recommended Bind: Coil

It's important that a cookbook can lay flat, and that's why the coil bind is a great solution. You may also want to consider laminated or vinyl covers to protect the outside of the cookbook. Also, thicker cardstock can be used for section dividers.

Family History / Historical Books

Recommended Size: 8.5" x 11"

Recommended Bind: Coil / Perfect

Since historical books often contain scanned writings, photographs and newspaper articles, an 8.5" x 11" size works best. Old photos can be reproduced with exceptional quality in both full color and B&W.



Getting Started

Children's Books

Recommended Size: 7" x 7" / 7" x 10" / 8.5" x 11"

Recommended Bind: Perfect / Saddle Stitched

Children's books come in all shapes and sizes. However, since they often contain illustrations, a larger page size is desirable. Consider UV coating for your cover to increase durability and give a professional look.

Educational & Training Materials

Recommended Size: 8.5" x 11"

Recommended Bind: Coil / Saddle Stitched

Educational and training materials work best as an 8.5" x 11" book that can lay flat. A great companion to the printed version is offering your book as an eBook. eBooks give your readers interactive study tools and collaboration ability with other readers (see page 12).

Music & Drama Books

Recommended Size: 5.5" x 8.5" / 8.5" x 11"

Recommended Bind: Coil / Saddle Stitched

Music books are often 8.5" x 11" while drama books can be printed in smaller sizes if desired. These books are often printed in B&W and should lay flat for the reader.

Artwork

At DigiCOPY, we offer custom graphic design for your book cover (see page 9). Our in-house designers have years of experience creating dynamic, eye-catching book covers. If your book needs hand-drawn illustrations, you may want to begin looking for an illustrator. There are several websites that can help with locating someone with the appropriate style. Go to www.scbwi.org or www.childrensillustrators.com to begin your search.

Get The Word Out

It's important to consider how you will advertise and promote your new book. There are many ways to spread the word about your latest title. Here are a few suggestions:

- Use social media sites like Facebook, Twitter, and LinkedIn to tell your friends
- Develop a website to promote your book
- Develop and send out press materials
- Promote your book to distributors and booksellers
- Send out a mailing to your target audience
- Setup book signing events



We Format

We provide formatting services for your book should you choose to simply write and not format yourself. However, we encourage you to format your book since you are most familiar with your text, chapters and page breaks. If we will be doing your formatting, turn to page 13 for a list of acceptable file formats.



You Format

To properly layout the book's pages, you need to know the limits regarding the image area, margins, gutter, bleeds and trim size.

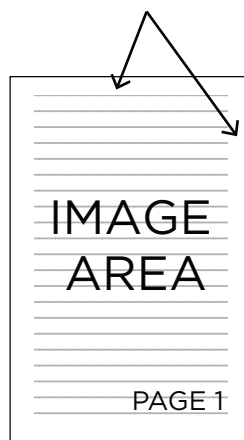
Correct page size

In general, setup your document to the same page as the finished size of your book. If your book will include bleeds (see page 6) add 1/8" to all sides of your document as a bleed margin.

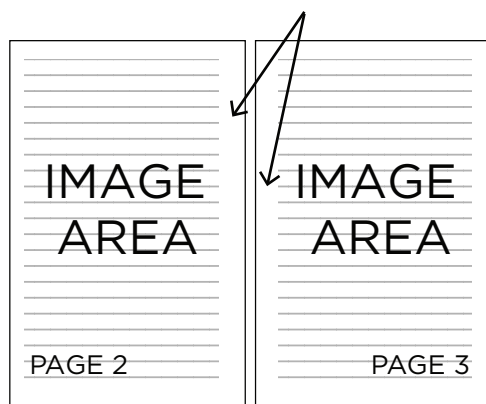
Image area & proper margins

The image area is the section of the book page that can be printed. The image area of each page of your book must be within the consistent and clearly defined margins. All text, page numbers, running headers, and artwork must be contained within this image area. The example shown has our standard margins of 1/2" all around, with the exception of the binding edge (gutter), which is 5/8".

1/2" Outside Margins



**5/8" Inside Margins
(binding edge)**



Pages 2 & 3 are Facing Pages

Font standards

Use a serif font (or typeface) for the main body of your book. Serifs are the small extensions or ticks on the bases and tops of letters. We suggest Century Schoolbook, Baskerville, Garamond, Goudy Old Style, or another easily readable serif fonts. Avoid san serif fonts for body copy of novels or chapter books. San serif fonts are best used for headers & sub headers.

Serif Fonts

Century Schoolbook
Baskerville
Garamond
Goudy Old Style
Times New Roman

San Serif Fonts

Arial
Futura Book
Helvetica
Myriad Pro
Gill Sans

Bleeds

A bleed is any graphic elements that run off the edge of the book's page. The book's bleed areas must extend beyond the trim area by at least 1/8".

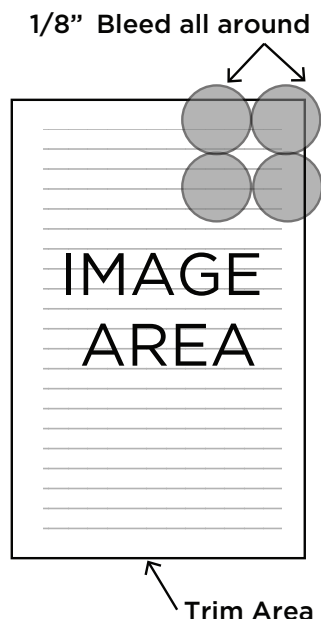
Page Numbering

Odd numbered pages are normally on the right-hand page. Even numbered pages are normally on the left-hand page. Page numbers can be placed at the top or bottom of the page, either left, right, or center aligned. The first page of each chapter is normally on the right-hand page.

Title Page

The title page announces the title, subtitle, author and publisher of the book. Other information on the title page can include the publisher's location, the year of publication, or descriptive text about the book. Illustrations are also common on title pages.

Title pages are commonly the most decorative display page in a book, and are often used as the only location suitable for expressions of design and graphics, since the rest of the book is devoted to transmitting the thoughts of the author. See page seven for a sample title page.





Formatting

Copyright Page

Usually the reverse of the title page, this page carries the copyright notice, edition information, publication information, printing history, cataloging data, legal notices, and the book's ISBN or identification number. Credits for design, production, editing and illustration are also commonly listed on the copyright page.

A correctly formatted copyright notice looks like this:

© 2009 Katherine Stewart

On the Laser's Edge
The Conspiracy: Code Word Tikal

by Sharon Thatcher
With Thomas E. Burg, FBI Special Agent, Retired

Copyright 2006
ISBN: 978-0-9795752-0-4

Sample Title Page

Copyright 2006 Sharon S. Thatcher

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DigiCOPY

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Sample Copyright Page



Cover Design

A great cover design will draw attention to your book, increasing your sales. Unless gifted in design, you should consider having your book's cover professionally designed by one of our experienced designers.

Back Cover

The following items should be on the back cover of your book:

- Short description of book
- Author's photo & qualifications
- Testimonials/Endorsements
- Publisher's name & address
- Credits for cover design, photos, artwork, etc.
- ISBN & Barcode
- Retail Price
- Book Category

Book Spine

(for perfect binding and hardcase binding only)

- Book's Title
- Author (last name is sufficient)
- Publishers name and/or logo

Front Cover

The following items should be on the front cover of your book:

- Book's Title
- Subtitle
- Author
- Photograph or artwork



Sample Perfect Bind Cover

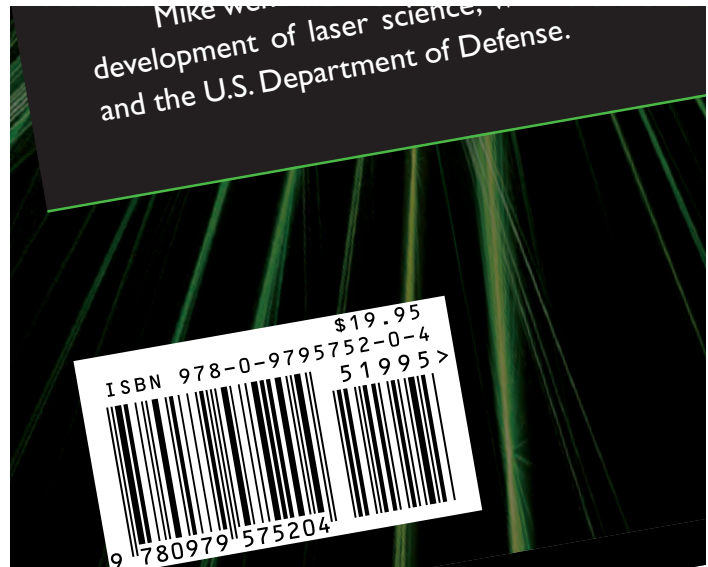




What is it & do I need one?

ISBN (International Standard Book Number) is a machine readable identification number that uniquely marks a book. This number can be translated into an EAN barcode, which businesses and bookstores can scan to order, track, and sell books at the cash register. If you plan to sell your book in a bookstore or to libraries, you will need to purchase an ISBN number prior to publication.

ISBN numbers are considered property of the publishing company and cannot not be transferred to a friend or relative. So, whoever purchases the ISBN must use it for their own materials. ISBN numbers do not expire. For more information and answers to frequently asked questions, visit www.myidentifiers.com/help/isbn.



How to Purchase ISBNs

R.R. Bowker LLC ("Bowker") is the exclusive ISBN registration agency for the United States. To purchase an ISBN, go to their website, www.myidentifiers.com.

The current cost for one ISBN is \$125.00. If you plan to publish additional books, you can choose to purchase a set of 10 for \$250.00. It is also helpful to order a barcode at the time of purchase as well. It takes 7-14 days to receive your ISBN number.

ISBN Placement

Your ISBN should be placed on the copyright page and on the back cover of the book above the barcode. The barcode must be printed in black on a white background. It is usually printed in the lower portion of the back cover.

ISBN Registration

While your books are being produced and before your book is ready to be sold to bookstores, you need to register the title of your book at www.bowkerlink.com.



Library of Congress & Copyright

Library of Congress Catalog Control Number

What is it & do I need one?

You will need to get a Library of Congress Catalog Number if you plan to sell your book to libraries. The Library of Congress number can be listed on the copyright page, however it is not required to be printed in the book. Library of Congress (LC) Pre-Assigned Card Catalog Numbers (PCN) are free of charge and can be obtained by visiting www.loc.gov.

Applying for Copyright

In the United States, your book is automatically copyright protected from the moment of its creation. It is ordinarily given a term enduring for the author's life plus an additional 70 years after the author's death. Although it is not required that you register your work with the U.S. Copyright Office to be copyright protected (original works of authorship are automatically protected), there are certain benefits in doing so. Visit www.copyright.gov for more information.



Translation Services



We partner with The Geo Group Corporation to provide professional translation services that make your materials meaningful to all audiences.

The Geo Group offers document translation, interpreting services, video translation, website and software localization, desktop publishing, and technical writing. Make your global interactions successful with diverse expertise, innovative technology, and extraordinary, proven service.

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Interactive eBooks

eBooks are becoming an increasingly popular companion to printed books. Consider the advantages to offering your book as an interactive eBook.

Functionality

We partner with RedShelf to provide a cloud-based, interactive eBook solution that's great for educational and training purposes. The functionality of interactive eBooks stems far beyond the capabilities of traditional eBooks by offering the following tools:

- Note taking and highlighting
- Keyword search within text and notes
- Create flashcards and study guides
- Real-time collaboration with other users



Cloud-Based

Since the interactive eBook is cloud-based, it allows users to access their eBook from any device with a web browser, at any time. Your eBook is also secure and requires user login to access. Users have the option to go offline and then re-sync to the cloud once an internet connection is re-established. Your eBook is created from a pdf document so all formatting stays intact. The speed of page display will vary depending on the user's browser and internet connection, but in most cases is instantaneous.

Getting Started

Interactive eBooks are hosted on RedShelf's server and must be purchased by the end-user in order to gain access. If you are interested in selling your book as an interactive eBook, ask a DigiCOPY Customer Service Representative for more information. You can also visit www.redshelf.com for a live demo of the interactive eBook platform.



Online Ordering

Ordering Multiple Titles

If you have multiple titles, an online ordering site is a great fit. It's the fast, easy way to manage your materials and place print orders while maintaining an on demand, zero inventory. Your print-ready files, pricing, and print specifications are stored within a custom built site that is tailored to your needs. Once your print order is placed, it is automatically entered into our production system. You can view the status of your order and receive notification when your job is complete.



Features & Setup

Online ordering sites are extremely flexible and we build your site to your specifications. Your site can be as simple or complex as needed. The basic setup and features of your site are free, but some advanced features incur an additional cost. Features include:

- Custom designed site
- User login
- Document organization
- Job tracking
- Order history
- Easy re-orders
- Standard billing or Paypal integration
- UPS and FedEx shipping integration

For more information on features and cost involved with advanced features, contact a DigiCOPY Customer Service Representative today.

One-Off Orders

If you have one or two titles to order and know exactly what print specifications you need, go to estore.dcopy.net to place your order. Our standard book sizes and finishing options are available for fast, easy ordering. You will be required to setup a user account and pay online in order to submit your job.

Retail Storefront

We also offer retail storefront sites where your customers can browse your titles and place orders directly online. All of the features listed above are also available for a retail storefront. The difference is that your customers will be creating their own user account and placing orders for you to fulfill. Contact a DigiCOPY Customer Service Representative today for more information.





Production

Get a Quote

When you have finished composing your book and know an approximate page count, we will discuss your printing options and provide you a quote. Contact the Customer Service Representative at your local DigiCOPY for pricing and print options.

What We Need From You

- Your finished book in .pdf format or other supported format. (See list below)
- Cover file (if self-designed)
- ISBN number (if barcode creation is required)

Supported Cover Formats:

- Adobe Acrobat (PDF)
- Quark Xpress (QXP)
- Adobe InDesign (INDD)
- Adobe Illustrator (AI, EPS)
- Adobe Photoshop (PSD)
- Microsoft Publisher (PUB)

Supported Content Formats:

- Adobe Acrobat (PDF)
- Microsoft Word (DOC, DOCX)
- Quark Xpress (QXP)
- Adobe InDesign (INDD)
- Microsoft Publisher (PUB)

Choose Production Options

Cover Ink Options:

- Full Color (1-sided or 2-sided)
- Full Color outside, B&W inside
- B&W (1-sided or 2-sided)

Text Ink Options:

- Full Color
- Mixed (Full Color and B&W)
- B&W

Cover Stock Options:

- 12 Pt C1S (Coated one side)
- 140# Index (Matte)
- Satin or Gloss UV Coating
- Additional stocks available

Text Stock Options:

- 24#/60# white offset (standard option)
- 24#/60# natural offset
- 28#/70# offset
- Additional stocks available



Choose Your Binding



Saddle Stitch

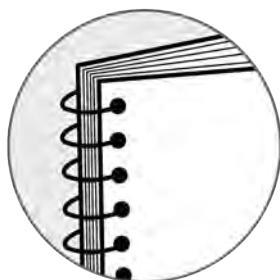
Saddle stitch is an inexpensive binding method where sheets of paper are folded (the fold becomes the spine of the booklet) and two or more staples are placed on the folded edge. Saddle stitch is appropriate for books with smaller page counts.

Advantages

- Economical
- Fast Turnaround
- Will lay flat when opened

Best Used For

- Catalogs
- Directories
- Manuals & Handbooks



Coil Bind

Plastic coil binding is suitable for books, catalogs and reports up to 1.5" thick. This binding is an excellent alternative to plastic comb & wire bindings. It allows for a book to lay flat when opened, and comes in several colors.

Advantages

- Lays flat
- Durable
- Pages can be added later

Best Used For

- Cookbooks
- Reports
- Educational Materials



Perfect Bind

Perfect binding is a traditional soft cover, paper back book binding. Bookstores prefer perfect bound books since they will stand up on shelves, and the spine can be easily read by the customer. Most self publishers use this type of binding.

Advantages

- Professional Look
- Printable Spine
- Up to 2" thick

Best Used For

- Fiction and Non-Fiction Books
- Self-Published works



Hard Case Bind

Hard case binding is a hardcover binding. This is another preferred binding for use in bookstores and libraries.

Advantages

- Professional Look
- Durable
- Printable Spine

Best Used For

- Fiction and Non-Fiction Books
- Self-Published works





Proofing Process

Proofing Your Book

We will provide you a finished copy of your book for proofing. A signed author's approval proof-release form is required to produce all books.

Proofreading if a camera ready .pdf was provided

- If you find mistakes in the .pdf that was provided to us, we typically cannot make edits to the file. We will need an updated .pdf from you.
- Proof for page alignment, page sequence, and type and image clarity.

Proofreading if we typeset or designed your book

- Proofread all detail including content, spelling, punctuation, page numbering, placement of photos, etc.
- All changes should be made with red ink.
- Use industry standard proofreader mark. A chart can be found at:
<http://www.merriam-webster.com/mw/table/proofrea.htm>

Sending your Book to Production

When all changes have been made and your proof is approved, we will begin producing your book.

- We will provide you a completion date that your books will be shipped or can be picked up.
- We will provide you with an invoice for your completed job.



Book Publishing Made Easy.

At DigiCOPY, we want to be an extension of your business. That's why we continually strive to offer the latest technology, products and services to help you manage your business, maximize communication effectiveness, and enhance your marketing. We are your partner in propelling your business forward.



Paper Selection

We offer a wide variety of environmentally friendly papers and can even special order a specific stock for your book.



Fast Turnarounds

We're fast. It's part of what makes us stand out from other printers. We bend over backwards to meet your deadlines and never up charge for tight turn times.



Convenient Hours

Most of our locations are open early, late and weekends.



Pickup & Delivery

We offer local pickup and delivery and also ship via Spee-Dee, UPS, and Fed Ex.



Online Ordering

Our custom-built online ordering sites are scalable to suit your needs. Whether it's ordering titles to stock your inventory or selling your book online, we've got you covered.

DigiCOPY
Custom • Variable • On Demand



8 Statewide Locations

Eau Claire, Green Bay, La Crosse,
Milwaukee, Stevens Point & Wausau



www.dcopy.net