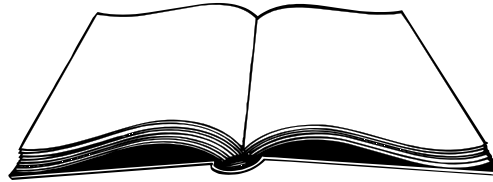


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What to do First

Before you begin preparing your material to be printed - **talk to your printer!** This step is the most important in terms of time saved and quality - so I will repeat it again - **TALK TO YOUR PRINTER BEFORE YOU START.** Professional printers have many years of experience and can save you time, effort and money and will help make your finished product look its best.

In today's computer age, many authors already have their work prepared in a word processing program. If your work is not in an electronic format already, you should get it input using a program like Microsoft Word, Microsoft Publisher or Open Office. If you do not have a computer system or feel that you lack the skills to do this, possibly a friend or relative can input it for you. With the growth in the last few years of the use of PDF (Portable Document Format) files, it has become quite easy to prepare your files to get them printed. Once again - **talk to your printer before** you do a ton of work that may need changes.

If you are unable to find someone to do this, consider purchasing a basic computer system and doing it yourself. It is quite simple to master the basics of word processing. You may not be a whiz, but one of the advantages of this approach is that you can make corrections as you go along. Many writers are two fingered typists - including many who are quite famous. With built-in spell and grammar checkers and even a thesaurus in today's computers, you can produce very professional results. The biggest incentive is cost savings and, as the author, the ability to use this step for revisions and corrections in your work. Creating an electronic file from your handwritten copy will typically cost \$50.00 per hour or more (approx. \$6.00/finished page), submitting the file electronically will only cost you about \$1.50/page for formatting and page make-up. In a 100+ page book, this would save you thousands.

When you have your manuscript in final form, you can also act as your own editor or enlist the help of a friend or family member to do this. There is lots of information available on the internet on editing including many "tricks of the trade" to help you revise your work in a professional manner. We can also put you in contact with a free lance editor if you would rather have someone else do this for you.

When you are ready to bring in your manuscript, we require a hard copy (printed) version and a copy of the electronic file. We will work with you to finalize the details. These include selecting paper stock, general layout, finished size, method of binding, advice on copyright and ISBN procedures, packaging and fulfillment. We will also offer cost-saving ideas.

Payment Terms

Payment terms are simple -- on jobs estimated at under \$500 total cost, we normally require a 50% deposit when you bring in your manuscript and the balance on delivery. On jobs estimated at over \$500, the deposit is 25% when you bring in your manuscript, 25% when you are given the first proof, and the remainder on delivery.

Turn around time will depend upon how the manuscript is presented and the binding selected. If we are working from an electronic file, you can expect the first proof within about 5 working days. Finished copies of the book will take 2 to 3 working days after the final proof is approved.

How Much Will It Cost?

It is very difficult to give a firm price without determining exactly what you want as a finished product. However, you can utilize the following pricing guide to come up with a rough estimate for budget purposes. Final pricing may vary from the amount you calculate here - that price will be determined by our firm and must be approved by you before any work is started .

Note: You may find it helpful to take a few minutes and read through the section later in our guide titled **"Important Terms and Explanations"** before using the following pricing guide.

Basic printing prices are for black only with no bleeds (margins must be a minimum of ½” inside page borders all around). Exceptions to this (full colour, bleeds etc.) are indicated as additional charges.

All prices are subject to applicable taxes and to final review by our firm before work on your project is started.

Charges

Printing 4 pgs. 8½x5½ (1 four page signature) on 20 lb. white bond	\$0.08/signature
Printing 2 pages 8½x11 on 20 lb. white bond	\$0.08/signature
Add for 24 lb. white bond.....	\$0.02/signature
Add for 28 lb. bright white bond	\$0.04/signature
Printing front & back covers 8½x5½ on 10 pt. C1S Cover Stock (black only printing one side)	\$0.30/set
Add full colour for covers only (no bleeds).....	\$0.25/set
Add for bleeds (cvrs only) or for Perfect bound books	\$0.50/set
Add for laminated one side covers	\$0.60/cover
Page Layout from electronic file	\$1.50/pg
Typeset from clean typewritten/printed copy, straight text	\$7.50/pg
Typeset from handwritten copy.....	\$60.00/hr
Photos - scan to file.....	\$5.00 ea
Cerlox or Plastic Coil Binding	\$.0075/pg., (\$1.50/book minimum)
Perfect Binding	\$3.50/bk min.
Saddle Stitch (2 staples on folded spine)	\$0.30/bk (64 pgs. max.)
Shipping.....	\$3.00/book plus postage
First proof.....	Included
Author alterations after first proof	\$60.00/hr
Additional proofs	time charge plus \$10.00 ea. plus print cost

Example

Let's suppose your book ends up with 112 8½ x 5½ pages plus cover. You supply an electronic file for the text and have four photos that you want to use. You choose perfect binding with full colour, no bleed covers. You made no changes on your proof.

- 1) Divide 112 pages by 4 and you get 28 signatures (since signatures are in multiples of 4 pages).
- 2) Multiply this by the rate for 8½ x 5½ white 20 lb. bond (\$0.08/4 pg. signature), a total of \$2.24/book.
- 3) Add \$0.30/book for covers, an additional \$0.25/book for full colour on the covers and \$3.50/book for perfect binding and you end up with a total of \$6.29/book. Multiply this by 25 (your initial order) and your cost for the printing will be \$157.25.
- 4) To that total you would add your one-time fees (which you will not have to pay again when you reorder). You had 112 pages of text that you provided as an electronic file. The cost for the page make-up is \$1.50/pg. (normally a maximum charge unless you are using charts, graphics or other than straight text), or \$168.00. You use 4 photos at \$5.00 ea., adding \$20.00 to the total. You did not need a second proof nor did you have any authors alterations, therefore your total flat fees will be \$188.00.
- 5) Add this to the total printing cost of \$157.25 making a total of \$345.25 or \$13.81/book. However, each additional book you reorder will cost only \$6.29/book as your flat fees will have been fully covered on the first order.

Important Terms and Explanations

Author Alterations: Any changes that are made by the author after the manuscript has been submitted for page make-up.

Bleeds: Extending the printed material past the physical edge of the sheet being printed hence “bleeding”.

Utilizing bleeds requires the work to be printed on larger sheets and then cut down. This can increase cost dramatically.

C1S: Coated One Side - refers to stock that has a glossier finish applied to either one or both (C2S) of the stock. Usually refers to cover weight stocks.

Duplex: Printing on both sides of a sheet of paper.

Justified Type: Making type line up flush on both left and right margins.

Over/Unders: In the book manufacturing process, some books may be damaged. We will bill for only the amount completed, but this may be plus or minus 5% of the order.

Page: One side of a printed finished sheet. A single sheet in a book contains 2 pages (front & back), whether those pages are printed or not.

Perfect Binding: The process of hot glue binding books on the spine utilizing a wrap around soft cover.

Proofs: Printed copy for you to check that is exactly as it will be printed. It is most important that you study each proof page carefully and mark any corrections or alterations. Once you have signed off on the proof, you acknowledge that there are no errors or omissions and you are authorizing us to proceed with the order. "Printer Errors" are very rare, in fact the vast majority of errors occur due to incomplete proofing. It is extremely rare to find any printed work that does not contain some errors. With "print on demand", you can correct errors easily in subsequent printings.

Re-Runs: We will archive the electronic print file and original hard copy. To reorder, all that we need is the quantity that you require and the invoice number of your last job. Only a small fee for file processing will be charged on any rerun unless you make changes to your manuscript.

Signatures: Books are printed in either 4 or 8 page signatures, depending on the page size. This simply means that the pages are imposed on a larger sheet size and then cut apart after printing to form individual copies of the book. If your typeset copy does not end up with a number of pages divisible by 4, we will try to re-space it to obtain the needed page count or add blank pages to bring it up to a complete signature.

Simplex: Printing on only one side of a sheet of paper.

Spoilage / Defects: While quality control is one of our top priorities, occasionally there may be defects which slip through our controls. Legitimate defects will be replaced or credited to the author. The decision to replace or credit will be ours.

Who Owns What: Any electronic media, photos, art, etc. brought in by the customer when the order was placed belong to the customer. The electronic files and media we create involve software specific to our company and are not usable by anyone else. Our fee does not include a copy of these electronic files.

Helpful Hints On Setting Up Your Book

- **Microsoft Word** and other word processors **are not** page layout programs - they are word processors, as the name implies. We do not use word processing programs for final layout to create print files. You can however, use them to create an electronic text file for your work. We will then open and copy the text into our software to prepare final layout - thus avoiding charging you for keyboarding. **Do not** attempt to make your file look like the final printed work - this will take up more of our time and cost you more money. Simply open your word processing program and start to type in your manuscript. Before you start, please talk to us about what you plan to do.

- **SAVE your file often - twice.** Computer crashes are common. Few things are as frustrating as losing hours (or even hundreds of hours) of work due to computer or software problems. **ALWAYS make two (count them - two) back up copies of your files** in addition to the one that is on your hard drive. After you have created these files, open them from the discs, CD's, or storage device and make sure they are okay. No sense keeping a back up that will not work when needed. Store these back-up files in two different safe places. When you are finished your work make another copy to give to us with your hard copy.

- **DO NOT do any formatting in your word processor** other than Caps and lower case, italic, bold, underline and tabbed paragraph indents. If you want leader dots, bullets or any other special effects other than the above - **DO NOT** try to insert these using the features in your word processor - this will cost you more as we will have to undo/remove all of these before we can commence final page layout. Indicate by hand on your hard copy where these should be and we will create them when we format the final layout.

- **NEVER EVER use the space bar** for anything except the space between words or between a period and the beginning of the next sentence and put only a single space between sentences! **DO NOT** use the space

bar to create indents or try to align columns. If you do not know how to tab at the beginning of paragraphs - leave an extra blank line and hand mark your printed copy where the tab needs to go.

- **NEVER attempt to justify your type.** We can do any justifying or centering you want in our page layout software and it will save you money as we will not have to waste our time and your money stripping out all of the extra spaces that are created by justifying text.

- **If you have photos, charts, illustrations or graphics that will need to be inserted in your manuscript,** talk to us about how to handle these items before you do your keyboarding. Generally anything other than text (including tables or charts) is treated as a graphic and is inserted as a separate file in the final layout. These items should be labelled and the hard copy you leave with us should be marked at the appropriate spot where they are to be inserted. Graphs, charts or graphics should be provided as hard copy or as separate computer files. We will scan your photos, as we set our scanners and do photo editing to provide the best possible result on our print equipment.

- **Remember the old adage as far as computers are concerned - garbage in means garbage out.** Computers are wonderful tools but cannot always correct mistakes that we create.

- **Make certain that you proof your manuscript well.** Please have someone else proof it also - we all have trouble seeing errors in our own work. Consider using the services of a professional editor (ask us how to contact one). Any changes made after your work has been paginated will be billed as author alterations.

- **Last Step - before bringing in your completed manuscript and electronic files, create a mock-up of your book.** Mark in your mock-up where photos, graphics etc. need to be placed. We can help you with the layout of this mock-up. If a mock-up is not provided, we will assume that you are leaving the layout to us and any changes you make on the proof will be billed as author alterations, as well as the time it takes us to make a mock-up.

Finally

Creating your own book can be a very rewarding experience. It can also be very frustrating. We feel part of our job is utilizing our expertise to help you bring your project to fruition in the easiest possible manner.

This does not mean that it's not going to involve some time and hard work - but if you've gotten this far you already have the hardest part done - creating the book in the first place. The rest is all window dressing. Using today's technology, once you've gone through this process you can print as many copies of your work as you like whenever you want to - there is no such thing as being "out of print".

*Ask us about using our new affordable
high speed colour print system
for your book!*

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