

PRINT GUIDE

(Source: <https://bit.ly/BookPrintingUKPrintGuide>)

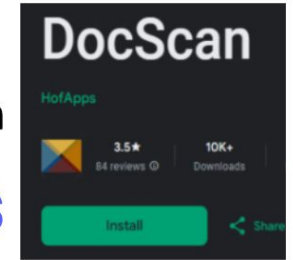
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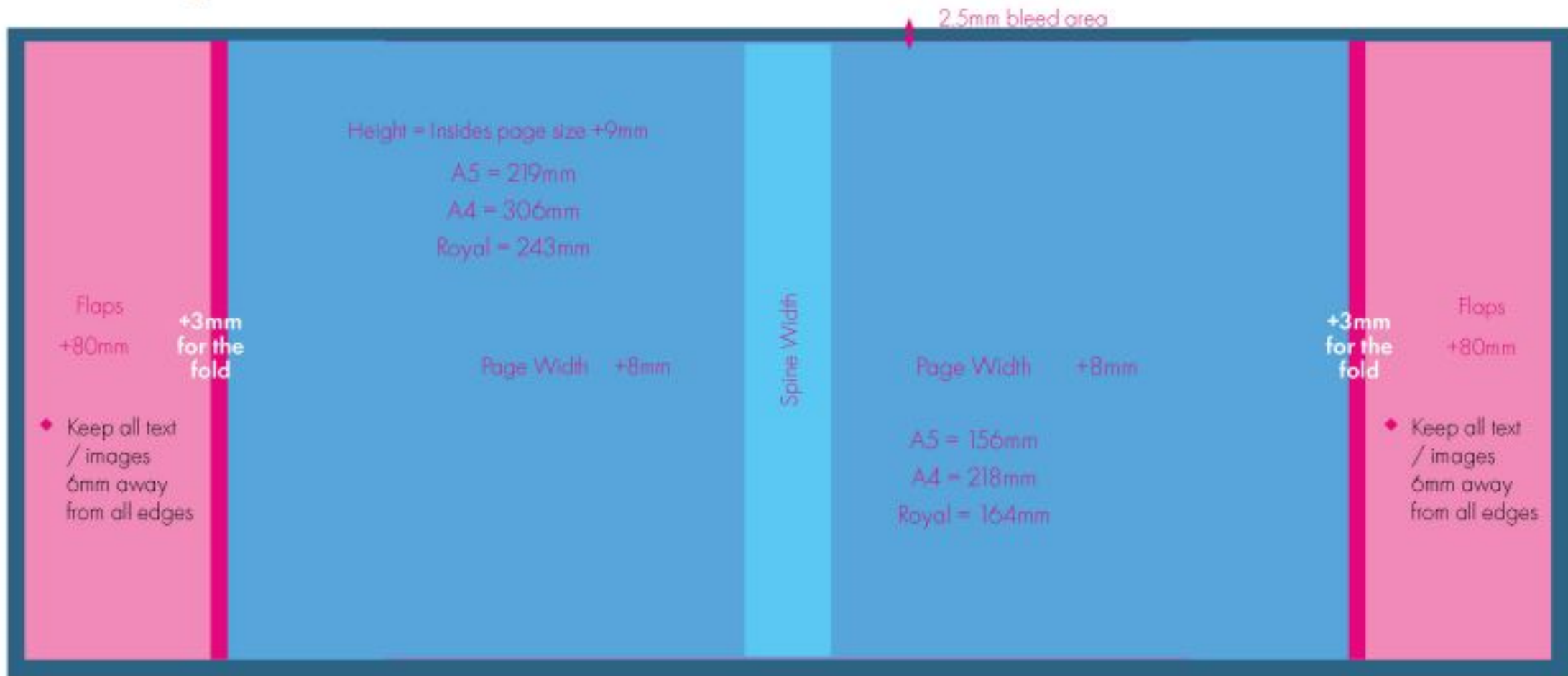
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Dustjacket Measurements



Example: For an A5 book with 10mm spine width

Front Cover : 156mm (page size width +8mm) +3mm (fold) +80mm (flap) = 239mm
 Back Cover : 156mm (page size width +8mm) +3mm (fold) +80mm (flap) = 239mm
 Total width = 10mm (spine) + 239mm (front cover) + 239mm (back cover) = 488mm

Fonts

How many words do I get per page?

A5 pages will carry an estimated 52 characters per line, including spaces etc., 32 lines per page; so an estimated 350 words per page at 11 point size however this does depend on various things e.g. font, font size etc.

Font Type

Typesetting is when you arrange the text inside your pages in a legible way – the font, size and style suits that of your book's genre and context, and is overall pleasing.

Get these things wrong however and they'll stand out like a sore thumb.

Styles



Serif

Serif fonts have little 'feet' or lines attached to the ends of their letters. They're generally thought to look more serious or traditional.



Sans serif

Sans serif literally means 'without serif' – these fonts don't have the extra lines on the ends of letters. For that reason, they're generally thought to look more modern and streamlined.



Script

Scripts are what we might think of as cursive or handwriting style fonts. They generally have connecting letters. You'll find that script fonts come in many different styles, from elegant, to fun and casual, to hand-drawn.



Decorative

When you hear a font categorised as decorative, display, or novelty, it all means the same thing – that font is meant to get your attention. They're often more unusual than practical and should only be used in small doses.

Fonts

Weights



Light



Regular

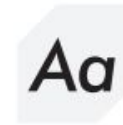


Bold



Heavy

Emphasis



Italics



Bold italics

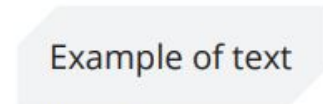


SMALL CAPS

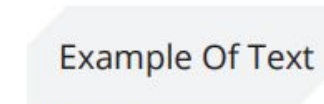


Underline

Case



Sentence case



Title case

Font Sizes

Choosing your font size is a very important factor in the typesetting process. It can be tricky to get right to suit the style of your book. Consider the following two things when selecting a font size:

- The length of your book
- Your target audience

Here are some recommendations we can suggest:

Novel: We recommend a body text size of **11pt**.

Children's book: We recommend a body text size of **14pt**.

Biography: We recommend for a biography a body text size of **11pt**.

Other Design Information

Here is just a quick run through of some other pieces of information you may want to be aware of to ensure everything is a-okay. You'll find most of this over in our sample book too.

Page Layout

First of all, ensure you set the document up at the correct page size from the beginning; it saves a lot of time and money doing this.

- Always supply files as single pages, never double page spreads
- Your inside pages should be sent in the form of one complete document, not a series of documents if possible
- If you are including page numbers, ensure they are not placed on the binding edge

Bleed

So we've hinted at it enough, but what is it? The bleed is the area at the edge of a document which gives the printer an amount of space to allow a cleaner finish for trimming.

We require a minimum of 2.5mm bleed on all edges for jobs with any images, backgrounds or colours that extend to the edge of the page.

For example, an A5 book's dimensions are 210mm x 148mm; with a maximum of 5mm bleed it will be 220mm x 158mm.

The extra 5mm bleed will be cut off, so any important text or images should not appear in or near this area.

Margins

Margins are the 'blank' spaces on the page before the content, such as the text or images. Unless, of course, you want your words or picture to be right up at the edge of the page.

For all sizes we recommend that you set top and bottom margins to 15mm, set inside margins (binding edge) to at least 18mm, and outside margins to 15mm.

For coiled books however, the main design criteria to take into account is the impact of the coil binding. The holes that the coil threads into will encroach on your page by about 7mm, so any text should be kept at least 15mm away from the bind edge of the book.

Pages and Sheets

To work out how many pages you have in your book, each printable side of paper is classed as one page. One sheet of paper equates to two printable pages such as what you would get from a printer at home. If a page is purposefully left blank, it is still counted as a page. When you generate a quote online you need only count inside pages as the quote already includes a full colour front and back cover.

Images

If supplying separate images, please ensure they are a minimum of 300dpi, this will ensure the best printing quality, lower resolution may result in pixelated images. Anything lower and it will look fine on any computer, but will look terrible in print. We accept JPEG, TIFF, PSD, AI or PDF files.

If you are unable to digitally supply your image, post them to us and we scan them in to your book.

It is very important for you to be aware that when putting any pictures into your book, you and you alone, must own the rights to them or have been granted permission by their owner to use them, or you have the legal rights to.



Inset: Same image at 50dpi with 200% zoom



Inset: Same image at 300dpi with 200% zoom



Colour

We print in CMYK, please ensure all images are supplied in this format to guarantee a faithful colour reproduction.

Images supplied in RGB may result in a variation of colour and is highly recommended that you do not do this.

Supplying Files

File Formats and Layouts

So, when you're ready to print, you're going to be supplying files to us or another book printing company – there's a few things you need to know regarding the file formats and layouts. We already talked a bit about bleeds, margins and cover designs, so hopefully you won't feel lost as we bring them up again in this section. Check back if you need a refresher – otherwise, let's get stuck in with some of the most common sizes...

Covers

Regardless of size, always include a 3mm bleed to each side of the 'file': top, bottom, left, and right. This 3mm is very important, especially if your colour background or any images go to the edge of the page.

Your cover should comprise of your front cover, spine, and back cover in a single PDF file – unless it is a coil bound book, in which case the front cover and back cover should be in separate PDF files.

Unable to work out your spine?
Check back to [page 19](#).

Insides

Paperback

If you have images or colour backgrounds that run to the edge of the page you will need to add a 2.5mm bleed on all edges.

Set top and bottom margins to 15mm. Set the inside (binding edge) margins to 18mm, and the outside margins to 15mm, this is called mirrored margins.

Hardback

With hardback books, we will usually trim an additional 4mm from the top and bottom of the internal pages. This is to ensure that the internal pages sit within the hardback casing.

Set top and bottom margins to 15mm. Set the inside (binding edge) margins to 18mm, and the outside margins to 15mm.

Coiled

The coil cuts into the book by 7mm on the binding edge. Which means that any images that stretch to the edge of the page on the inside margin will be cut into.

Set top and bottom margins to 15mm. Set the inside (binding edge) margins to 18mm, and the outside margins to 15mm.

Booklets

Like paperback, if you have images or colour backgrounds that run to the edge of the page you will need to add a 2.5mm bleed on all edges.

Set all four margins to 15mm.

Supplying Files

Flyers, Bookmarks, Posters, etc.

Please create your artwork to the size you would like the finished item to be printed to, but including a 5mm bleed on all four edges of the artwork. Unlike any book or booklet, supply these as a single PDF.

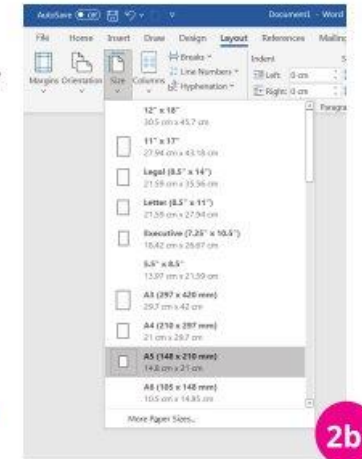
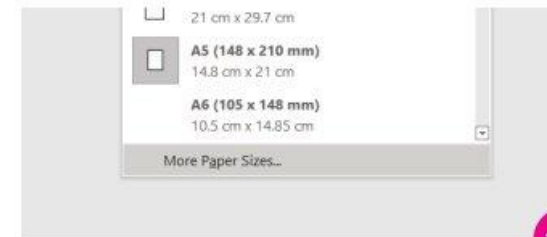
Top Tip: It's much easier to make sure your document is set up properly before you start writing, this will save you a lot of trouble later on!

To prepare an A5 Word document for print

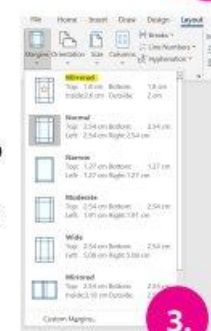
1. Click 'Page layout' and set the document size to A5.



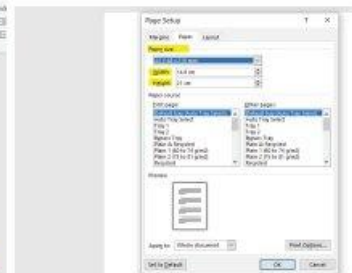
2. If you have images or colour backgrounds that run to the edge of the page you will need to add a **2.5mm bleed on all edges**. To do that, go to 'Page layout > size > more paper sizes'. There will be an area to enter a custom size, so set your document to 153 x 215mm.



3. Go to 'page layout > margins' and set them to 'mirrored'



4. Set **top** and **bottom** margins to **18mm**. Set the **inside** margins to **21mm**, and the **outside** margins to **18mm**.



Supplying Files

Embedding Fonts

Here, we'll tell you how to embed your fonts using with Microsoft Word. The aim of the game is to provide your printer with the highest quality graphics files possible for your book's covers and insides to look their absolute best. But first...

Why is it important to embed fonts when creating a PDF?

Embedding fonts ensures that all of the font information used to make your document look the way it does stored in the PDF file. In other words, no matter what fonts a reader has on their computer, they'll be able to see the file as you intended it to be seen.

If you don't embed front, Adobe Acrobat or an equivalent PDF software will make its best guess at font substitution using whatever fonts are available on the computer the reader is using. Substitution can result in significant differences between your intended output and what the reader observes (particularly with font symbols).

If you are unable to embed your fonts there are processes that our designers can run on your PDF to see if we can embed them for you, however this is not always possible. If you need us to try and embed the fonts for you please let us know when you supply your files.

How to Embed Fonts

Once your document is all typed up and ready to be saved, do the following:

1. Click 'File' or the Word icon in the top-left corner
2. Press the 'Word Options' button
3. On the left side, choose the 'Save' option
4. Tick the 'Embed fonts in the file' box

You can then save the file as a PDF with no hesitation.

Supplying Files

We (and other companies, but why would you want to go elsewhere?) would prefer a print-ready PDF. "But what do I need to do to make my work print-ready?", we hear you ask... Good thing there's this section.

We, like most printers, will accept a Word document, handwritten/typed manuscript, or PDF, but it will cost you a little more if you supply anything other than a ready-to-print PDF. That's because...

Remember that we offer a **free file assessment** to ensure you're good to go to the printers. This includes sorting out the margins, headers, bleeds, etc., so it looks like a real book – but on your computer.

What is PDF?

Portable Document Format ensures your printed or viewed file retains the formatting that you intended. The PDF format is also useful if you intend to use commercial printing methods.

What is the difference between print-ready PDF and just a PDF?

If you send us a print-ready PDF, this means your files are set up ready to print: the correct dimensions, margins and bleeds, fonts embedded, images at 300dpi and in CMYK. If you supply us with a PDF that isn't ready to print, we will work with you to amend your files for print.

Supplying Files

Saving a PDF from Word

You've probably used a word processing programme to write your book – you may have used our free file assessment to get all the margins and headers and bleeds spot on, or maybe you're crafty and mastered that yourself (pat on the back). Now you want to convert it to a PDF to get that file over to us to print.

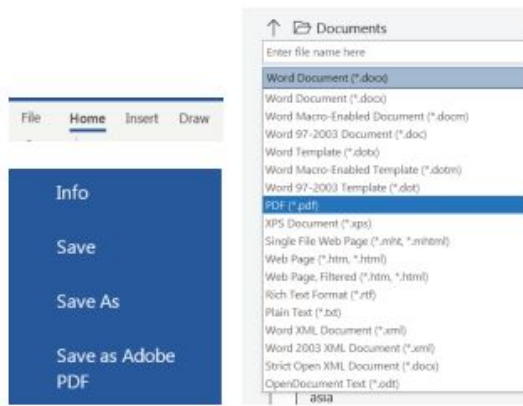
Here's a little step-by-step guide to show you how:

1. Click the Microsoft Office button, point to the arrow next to 'Save As', and then click 'PDF or XPS'
2. In the 'File name' list, type or select a name for the document
3. In the 'Save as type' list (below the filename text box), click 'PDF'
4. If you want to open the file immediately after saving it, select the 'Open file after publishing' check box. This check box is available only if you have a PDF reader installed on your computer
5. Next to 'Optimize for', do one of the following (depending on whether file size or print quality is more important to you):
 - If the document requires high print quality, click 'Standard (publishing online and printing)'
 - If the print quality is less important than file size, click 'Minimum size (publishing online)'
6. Click 'Options' to set the page range to be printed, to choose whether mark-up should be printed, and to select the output options. Click 'OK' to confirm
7. Finally, click 'Publish'

If you want to make changes to the PDF after saving it, return to your original Microsoft Office system file in which you created it and save the file as PDF again.

Note: If you don't have the PDF option, don't worry we will accept other formats.

If you have any difficulty during this process, please contact us and our design team will endeavour to help.



Checklist

Okay, so what do I need to make sure I know about my book? We put together this list for you to tick off, one-by-one, to ensure you understand each step going into having your work ready to print, and of course, making sure you've done the work required!

- ☐ I've written my book (like, fully)
- ☐ I high-fived the person nearest to me
- ☐ My book will be hardback/paperback/coiled/booklet
- ☐ The size of my book will be
- ☐ My book will be portrait/landscape
- ☐ The cover stock will be
- ☐ The finish of my cover will be gloss/matte/cloth
- ☐ My cover will have a dust jacket/acetate (if applicable)
- ☐ I have the cover of my book designed, and at the correct size
- ☐ I thought about giving up, but remembered that winners don't quit
- ☐ My book will be printed in colour/black and white/with colour inserts
- ☐ The paper in my book will be uncoated/silk/gloss
- ☐ I know what font types and font sizes will be inside my book
- ☐ Images? Yeah, got them all sorted - 300dpi and everything
- ☐ The inside pages of my book are designed correctly for print
- ☐ I wantcopies of my book printed (once I've seen my proof)
- ☐ I've drank my well-earned cup of tea/coffee/hot chocolate/green tea



For questions or concerns,
please contact us at
email: boekify@smartpaper.fi

One-pager [oeBookDEMO1Pager](#)

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have fun
& save the
world!