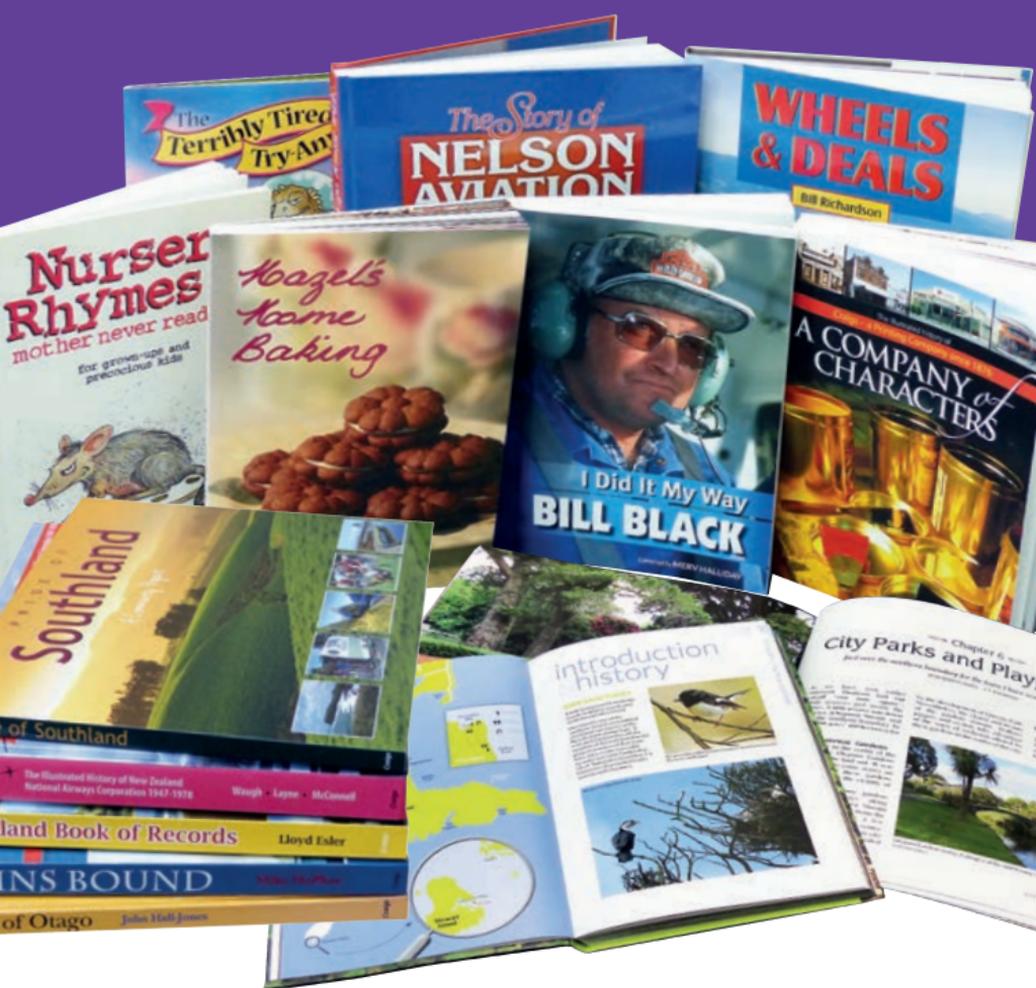


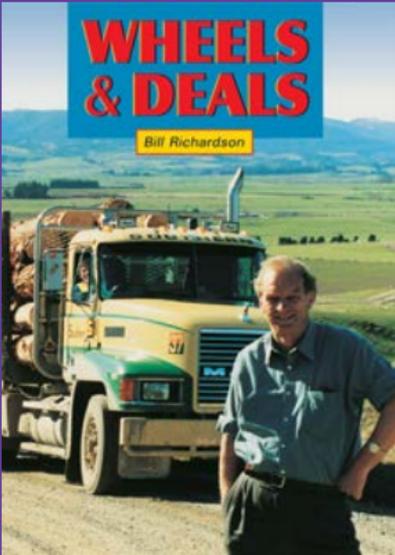
A Guide to Publishing Books



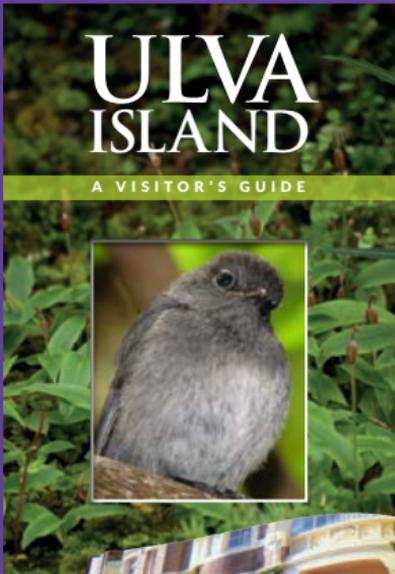
Craig's
design & print

Overview

Producing a book takes a substantial amount of time, energy and resources. This is a guide to book production, taking you step by step through the printing process from the time you step through our doors to the finished publication.



From small paperbacks to full colour coffee-table publications, Craigs Design & Print are the experts when it comes to designing and printing books – we’ve printed and designed over 800 individual titles (around a million copies!) in the last 50 years – the smallest run being a total of three hard-covered books, and the largest amount was our publication of the 1978 Southland event, the 100 Year Flood, where over 25,000 copies were printed. Many of our books have been reprinted including **Wheels & Deals** by Bill Richardson which has had ten impressions since it was first printed in 1999. We have won printing awards for several of our books and a selection have become national bestsellers.



The Basics

So you're thinking of getting a book printed? In order to give you the most cost-effective and comprehensive quote, we need to know exactly what you require. Below we have listed some of the key elements to printing your book that we will need to know. If you can, we recommend making an appointment to come in and see us so we can advise you the best way forward with your project.

SUPPLYING YOUR OWN FILES

We can take your PDF files, print and bind. Please see further information on supplying files on page 5. If your PDF does not meet our file specifications, then it may be necessary for us to do extra work on your project which may incur extra cost.

DESIGN AND LAYOUT

We offer you a full design and layout service, see page 6.

SIZE AND QUALITY OF PAPER

The size of the book and the quality of the paper – we have a comprehensive inhouse library and can show you a range of different sizes, paper qualities and binding.

You can either tell us the amount of pages you estimate the book will make, or you give us the word count in your document, and how many photos/illustrations you wish to use, and we will estimate the amount of pages.

We will also need to know if we are using your supplied files, or if we are to design and format your manuscript.

AMOUNT OF BOOKS

You will need to tell us how many books you require. Based on that number, we supply a quote up to four different quantities, each broken down to its unit (separate book) price. The unit price is very useful when working out your retail price.

How many books can be quite a difficult question. Craigs Design & Print can advise, but it's really up to you to decide how many you can sell. Some books are sold out quickly, usually books produced for a certain event such as a family reunion or a district anniversary, whereas others sell slowly but steadily over the years. It is best, however, to get slightly more than you require as the unit price of a small-run reprint can be more expensive than the original run. The formula is that the more books are printed, the cheaper per-unit cost.

BINDING

The most cost-effective option is stapling, but for quality publications a book bound with a spine is the best way. These usually have either soft (purbound) or hard (casebound) covers which can be matt or gloss laminated. Hard cover books can either have a glued-on or a loose dust jacket, depending on your preference. Soft cover books may be strengthened with flaps. Cookbooks are often spiralbound so they can be flattened and read with ease. Various binding options can be shown to you inhouse.

COLOUR ILLUSTRATIONS

If you wish to have colour illustrations throughout your book, please bear in mind that the cost of your book can rise substantially. For quoting purposes, we will need to know how many pages will be colour - if supplying your own files, this will be easy to do, but if we are designing the book, we will make an educated guess. Sometimes, usually for larger runs, you may have to make a compromise on where the colour pages are situated, if you wish to save money. We will let you know the best placement.

DATE OF DELIVERY

Once your proof has been given the OK to print, we can give you a firm delivery date. If you have a specific date in mind, for instance a book launch, please let us know as soon as you bring your book in so we can work to that date.

HOW LONG WILL IT TAKE?

A book with a larger print run of several thousand copies can take around two-four months to produce. Small run books of several hundred copies can take around six-eight weeks. Different criteria apply, so we will advise a realistic delivery date when you talk to us.

ADDRESS FOR DELIVERY

Will you come to Craigs Design & Print to pick up the books, or would you prefer us to deliver them to a specified address?

PROGRESS PAYMENTS

Often the cost to produce books is more than a general printed product so in many cases we will ask for a progress payment of 50% of the quoted price on final sign off of the proof. The remaining 50% should be settled on collection of the finished books. We will notify you should a progress payment be required.

Using your own Files

In general, we require a press-ready high resolution PDF file, containing trim marks and bleed.

PDF RESOLUTION

Craigs Design & Print always check supplied files and will advise if anything is incorrect or may not print as we believe you expect. The printing processes we use are different to those you use for printing off copies with your own printer, however we are always able to advise if you don't completely understand our specifications, bearing in mind that printing can be quite complex at times.

PDF RESOLUTION

Your PDF needs to be made at the highest resolution possible.

SCANNING PHOTOS/ILLUSTRATIONS

The images you use within your book, whether formatted as jpegs, tiffs or PDFs, need to be scanned at 300ppi at 100% (or a larger percent if you wish your image to print larger than the original). It is possible to enlarge images in your desktop publishing software application, but be aware that the more you enlarge, the less sharp your image will print.

COLOUR MODE OF ILLUSTRATIONS

Your images, whether jpeg or tiff, need to be in CMYK colour mode (if colour) or grayscale (if black and white).

IMAGES OFF THE INTERNET

Please realise that these will not print sharply, especially if you enlarge them - and also remember they may be subject to copyright.

BLACK TEXT

Please ensure your black text is true black.

TRIM MARKS

Trim marks are fine horizontal and vertical rules that define where the page should be trimmed. They are applied to your file at the PDF stage.

BLEED

In printing, bleed is any image that goes beyond the edge of the sheet before trimming. The bleed is the part on any side of a document that gives the printer a small amount of space to account for movement of the paper when trimming, and design inconsistencies.

Our Design Service

DESIGN AND STYLE

After a consultation, Craigs Design & Print's experienced book designer (over 600 titles to her credit) will take your Word document and digital images, photos, illustrations and memorabilia, and creatively arrange these elements on each page in the best way to suit your subject matter.

If you can, it's an excellent idea to come in with a book or books that you like the style and layout of, or you can view a range of books in our library that we can show you.

Most authors, we have found, have typeset their own books using Word on a PC, set up on an A4 size page. This is ideal as we can take your file, and format it to suit our printing process. If, however, you've done your book in 'longhand', we can typeset the manuscript as an additional service.

SUPPLYING FILES

Supply files on flashdrive, DVD, CD or send to us via <https://craigsdp.wetransfer.com>.

TEXT

- Each Chapter and Appendix to be in a separate document.
- Other pages may be contained within one document.
- If you have illustrations embedded within your files, please supply the original jpeg or other graphic files as well.

ILLUSTRATIONS

Your images may include a mixture of photographs, paintings/drawings, and digital camera images, maybe even a slide or two (you will need to get any slides printed at a photographic shop before coming to us).

If you plan to scan your images yourself, scan at 300ppi at 100% (or a larger percent if you wish your image to print larger than the original) and save as jpegs or tiffs.

Another option is that we can scan your images for you. We manipulate all scans for the best print quality.

Each illustration should be labelled with a number and the captions (with corresponding numbers) typed out in a single document.

DIGITAL CAMERA PHOTOS

It is very important when receiving digital camera photos via email from other people, that they have not compressed the file when sending.

IMAGES OFF THE INTERNET

Please realise that these will not print sharply, especially if you wish to enlarge them – and also remember they may be subject to copyright.

LAYOUT

The layout stage of a book (formatting text and combining text and photos) can take up to four weeks. This includes the proofing.

GALLEY PROOF

In general, we will take your Word file, then provide a 'galley proof'. This proof will contain all your text correctly styled and sized. At this stage you may require a few alterations. Please write these on the proof in red pen preferably, so they are able to be seen clearly.

You will also receive what we call a contact proof, which is a printed thumbnail of all your illustrations, each one numbered. You will then write that number on the proof, next to the paragraph where you want the illustration/s to go.

ALTERATIONS

A reasonable amount of alterations and corrections will have been allowed for in our quote, but please be aware a large amount of alterations may incur a further cost.

PAGINATED PROOF

The next proof you receive is the 'paginated proof'. This proof will contain your photos and captions in the correct place, any alterations/corrections you made at the galley proof stage, and the book cover. If you require an index (an excellent selling tool) then this is the stage to do it (if you had not already set up index markers in your Word document).

The paginated proof will normally be printed on exactly the same kind of paper that your book will be printed on, but may not be on the exact printing press.

You may still make the odd alteration/correction to the text at the 'paginated proof' stage, but they must be minor, otherwise you may incur a further cost.

COVER

We can supply options for the cover design.

Further Information

PUBLISHING

The Publisher is the person/group who pays for the printing and is responsible for selling, marketing, publicity and distribution – usually the author or an organisation such as a book committee. It is also the publisher's responsibility to deal with any issues to do with defamation or copyright.

Though the majority of our customers take the self-publishing route, we do publish a small amount of manuscripts, and this service may be available for those with what we believe may have wide appeal. It depends on several conditions, including the risk factor (that the book will be popular and will sell). As publishers, we pay for the printing and do the marketing and distribution. The author receives a commission.

A third option that we can offer is that you will remain the publisher, but we can do the marketing and distribution for a set price. This includes sending out an order form to every bookseller nationwide, putting the book on our website and selling it in our shop. We then stock the books in our warehouse, package and dispatch them.

MARKETING

Know your market – when carrying out your research it pays to talk to people and gauge their reactions to your publication. You must then decide where the market for your publication is. Through newsletters and then regular updates it is possible to have buyers pay for your book before the book release date. It also indicates the number of books you may require. Ready markets include district, school, sports clubs and family histories/reunions and biographies on well-known people.

SELLING AND THE RETAIL PRICE

When deciding on a retail price, several considerations need to be taken into account as you will not want to make a loss on your book. Besides the cost of actually printing the book, other things come into the equation: packaging and posting (within New Zealand or overseas) and marketing costs (e.g. newspaper advertisements and order forms). If selling through bookshops, expect them to take a 40-50% commission of the RRP (Recommended Retail Price). If your book has a specific market, for example a family history, then you will probably be selling your book privately so the booksellers' commission won't apply. The bottom line is the price that you think buyers are prepared to pay. Research this by going into bookshops and compare similar items to yours.

BOOK LAUNCH

You will have spent much time and effort in the writing of your publication and a book launch is the ideal time to celebrate its release. It provides an excellent time and place to initialise the selling of your book.

ORDER FORM

Long before the book launch, you could send out an order form to any and all interested parties. You may even wish to include a pre-launch price to attract early sales and encourage bulk-buying. When we print a book for you, Craigs Design & Print will provide printed order forms free of charge with orders of 500+ books.

COPYRIGHT

Copyright generally lasts for 50 years after the death of the copyright holder – the author, photographer, painter, illustrator of the original book, illustration or printed matter. NB: Websites and their contents are copyright too.

Your own book will automatically be copyrighted to you as the author. Drawings or paintings will be copyrighted to the artist. For further information on New Zealand copyright, see <http://www.copyright.org.nz/index.php>.

EDITING

Research, development and the actual writing of the book, carried out by the author, is the most painstaking part of the book process. After that is complete, it is best to have your work checked by an editor. If you don't know anyone who would be suitable, we may be able to help. Craigs Design & Print does not have an inhouse editor, although our designer is well-versed in punctuation and grammar.

ISBN AND BARCODES

An International Standard Book Number is required whenever a book is published. ISBNs are the worldwide identification code for books. They allow libraries and booksellers to easily locate and order a publication. We can obtain an ISBN for your book. This service is free, however the National Library of New Zealand (which supplies ISBNs), generally require two printed books to be sent to them in Auckland; we do this on your behalf. Aligned with your ISBN, we will make up a barcode for the back cover.

INDEXING

If you do your own files, you will supply the index, if you have one. Should we format the book for you, there are several ways to achieve an index, though the best one is to

put markers in your Word document. Please advise us at the time if you are unsure and we will talk about possible options.

PAPER STOCK

We recommend a coated matt paper 128gsm for the majority of our books as photographs and illustrations print clearly and sharply, rather than an offset/laser paper which is more suitable for books containing text only. Both these papers are white. Several customers have asked us for a cream paper and though this is possible, be aware it is a more expensive option as it is less frequently used.

REPRINTS

We archive our electronic files to enable you to do a reprint of your book, however be aware that these files may in time become unusable due to software upgrades, however there are further options to retrieve a printed book, so please contact us if you have this request.

PARTS OF A BOOK

Most book content is ordered in a traditional manner. While some of the elements below are optional, they share a common structure, and each element generally appears in a similar location in every book.

FRONT MATTER

- *Half Title Page* (name of the publication)
- *Frontispiece* (a photo/illustration facing the title page)
- *Title Page* (name of the publication plus author, illustrator, editor as applicable)
- *Imprint Page* (publishing and copyright details)
- *Dedication*
- *Acknowledgements* (or can go at the end of the book)
- *List of Contents*
- *Foreword*
- *Preface / Introduction*

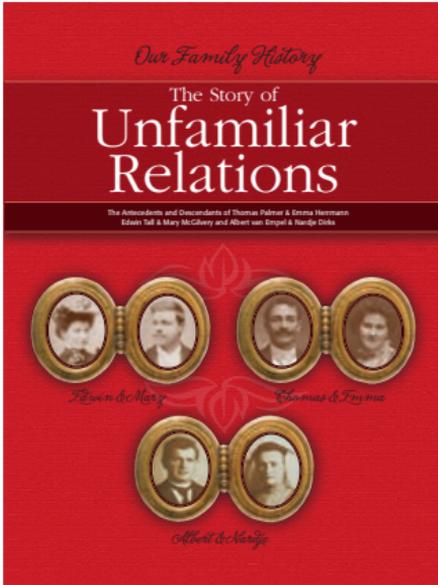
THE CORE CONTENT

- *Prologue*
- *Parts*
- *Chapters*
- *Epilogue*

END MATTER

- *Appendices*
- *Glossary*
- *Bibliography / References*
- *Index*
- *Colophon*

Family Histories

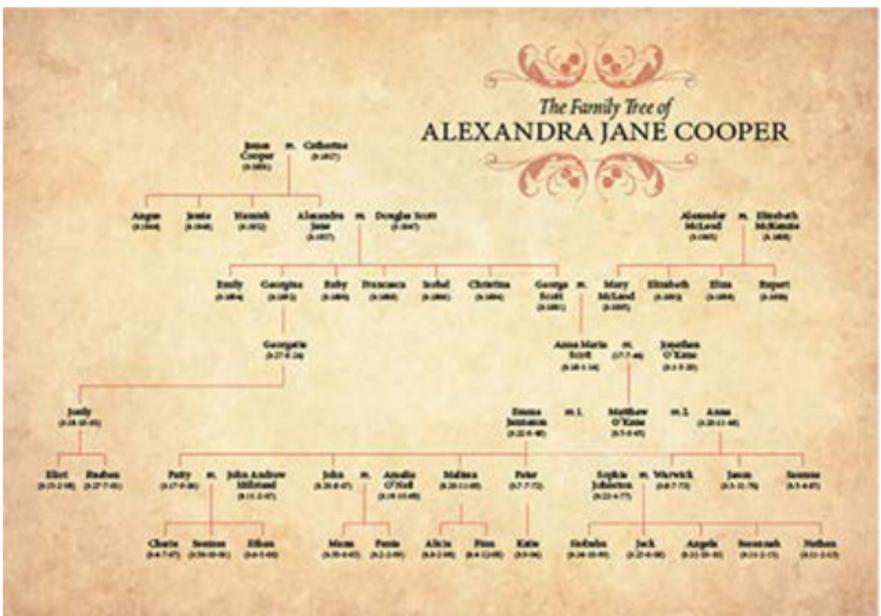


The Internet has made researching Family Histories so much easier and many people spend many happy hours (or even years) online investigating their genealogy. And what better at the end of all that effort than a sturdy printed and bound Family History - to be poured over, treasured and passed down through the ages.

Most home authors will have set out their text and illustrations in a Word document or Publisher at A4 size. We can take these files and print and bind them as is. Alternatively, if you require something a little more professional, we can design and reformat your text and illustrations to your specifications.

FAMILY TREES

Whether you would like us to print out a poster you have supplied to us as a PDF, or whether you would like us to create a Family Tree for you from your Word document or handwritten notes, Craigs Design & Print are able to produce an attractive Family Tree ready to be framed and displayed in your own home, or given away as gifts.





Design

Our talented team of graphic designers will offer you innovative, creative design that will be sure to inspire!



Print

We know a thing or two about printing, offering a complete print service in offset, digital, large format and label printing.



Promotion

Promote your brand with a high impact sign or promotional products; you name it, we can brand it!



Apparel

Wear your brand! We have an extensive range of quality apparel collections to suit any occasion.



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