



Chapbook Press

# Self-Publishing and Printing Services



SCHULER BOOKS



## Schuler Books Self-Publishing Services

Thanks to Schuler Books' Espresso Book Machine, we can help you print your work of fiction or non-fiction, your collection of poetry, a family cookbook or history, local histories, corporate reports, etc... You provide us with two PDF files (one for the cover and one for the text or bookblock) and we will print a high-quality paperback book for you. The Espresso Book Machine can print books from 40 pages to 650 pages long.

### What are the benefits of printing your work with Schuler Books?

- This is your book.
- You'll receive one-on-one support to take you through the process (Standard and Chapbook Press Publishing packages).
- Since you sign a non-exclusive contract with us, you may pursue any other publishing venture that you choose.
- You retain all rights to the printed work, and you have complete control over layout, content and design.
- There are no minimums. You may print as little as one copy or as many as you want.
- You retain rights for non-exclusive distribution and may sell books printed at Schuler Books (or with the Chapbook Press) through any avenue you choose.
- Modifications are allowed at any time, for an additional fee.
- You set the book price, and have the opportunity to determine the royalty that you want to earn per book.

### What we need to print your book

We require two print-ready PDF files: one for your book's interior pages and one for the cover, formatted the way you want them to look. We will upload your files and print a paperback edition of your book on high quality (archival) paper and a full-color glossy cover, in any size you want from 5" x 5" to around 8" x 10.5".

### We can help you get there

We can help as much or as little as needed in each area of making your book a reality. The next section will review the services we offer to help develop your book from a simple manuscript to a fully published book.



## Printing Packages and Pricing

	<b>Short Run</b>	<b>Standard Package</b>	<b>Chapbook Press Publishing</b>
	<b>\$60</b> Plus Production Costs	<b>\$180</b> Plus Production Costs	<b>\$360</b> Plus Production Costs
Maximum Print Run	20 Copies	Unlimited	Unlimited
Page Maximum	100 Pages	650 Pages	650 Pages
Personal Consultation	30 Minutes	30 Minutes	60 Minutes
Email Support	Limited Support	Included	Included
PDF Review	No	No	Yes
Proof Copy	1 Proof Copy	1 Proof Copy	1 Proof Copy
PDF Upload	Includes initial upload No Re-uploads	Includes initial upload +1 Re-upload	Includes initial upload +1 Re-upload
Cover	Basic Text Cover	Basic Template Cover	Basic Template Cover
Saved for Re-prints	No	Yes	Yes
ISBN/Barcode	No	No	Yes
Library of Congress Reg.	No	No	Yes
Books in Print Reg.	No	No	Yes
For sale at Schuler Books	No	No	Yes
For sale at SchulerBooks.com	No	No	Yes
Production Costs	<b>\$8.00 per copy</b> flat rate	<b>\$7.00 per copy</b> +\$0.03 per page	<b>\$7.00 per copy</b> +\$0.03 per page
Color Interior	No	+\$0.15 per page	+\$0.15 per page



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## A la Carte Services

**Transcribing:** \$126 deposit, \$42 per hour

**Coaching/Consulting:** \$60 deposit, \$60 per hour

**Manuscript evaluation:** \$300

**Content/Copy Editing:** \$54 per hour, \$162 deposit

**Proofreading:** \$126 deposit, \$42 per hour

**Scanning:** \$60 deposit, \$60 per hour

**Page Layout:** \$120 deposit, \$60 per hour

**Custom Cover Design:** \$120 deposit, \$60 per hour

**PDF Alterations (re-uploads):** \$35 (+ price of proof copy)

**Cover from Template:** \$60 (prepay)

**ISBN & barcode acquisition:** \$120

**Amazon listing:** \$60

**Library of Congress Registration:** \$60

**Additional consultation time:** \$50 per hour

**Manuscript editing:** \$162 deposit, \$54 per hour

**Hardcover Binding:** Ask for a quote.

### **Future Alterations Fee: \$35**

After the initial setup and printing of your proof copy, you may want to make modifications to your work. There will be a \$35 fee, plus the copy of production for an additional proof copy.

In case you did not chose the Chapbook Press Publishing Package originally, you can still make your book available for sale with the purchase of an ISBN/barcode.

### **ISBN/Barcode (International Standard Book Number): \$120**

A 13-digit number that uniquely identifies books published internationally. The purpose of the ISBN is to establish and identify one title or edition of a title from one specific publisher and is unique to that edition, allowing for more efficient marketing of products by booksellers, libraries, universities, wholesalers and distributors.

If you want to sell your book through Schuler Books and Music or to other retailers, distributors or libraries, you will need an ISBN and barcode. We can assign your book an ISBN that will list Chapbook Press as the publisher. We will print your ISBN on your book's copyright page and place an ISBN barcode on the back cover of your book.

### **Library of Congress Preassigned Control Number (PCN): \$60**

A Library of Congress preassigned control number is a unique identification number that the Library of Congress assigns to the catalog record created for each book in its cataloged collections. Librarians use it to locate a specific Library of Congress catalog record in the national databases and to order catalog cards from the Library of Congress or from commercial suppliers. If you want your book to be eligible for inclusion in any library, you need a PCN.

### **Amazon Listing: \$60 one time fee**

We will list your book on Amazon.com. The retail price of your book will have to be changed to cover all the fees that Amazon charges per transaction.



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## “Do it yourself” Submission Guidelines

If you wish to prepare your book yourself and just want your book to go straight to print, you need to provide us with two PDF files: one for the bookblock (interior content) and one for the cover.

Note: you must own the rights and/or have permission to use any content or images included in your book. You may submit your files by email at [printondemand@schulerbooks.com](mailto:printondemand@schulerbooks.com) or you may bring them into the store on a USB, CD, DVD or zip drive.

### **Bookblock**

The bookblock is your interior pages: it includes any blank pages and front or back matter.

- Minimum number of pages: 40 pages.
- Maximum number of pages: 650 pages.
- Trim size dimensions: (“W x “H): minimum = 5”x 5”; maximum = 8” x 10.5.”

### **Cover**

The cover is composed of the back, the spine and the front of your book - printed on one continuous sheet; the cover wraps around the printed bookblock, then gets trimmed to the “trim size.”



## Formatting and Layout Guidelines

“Print-ready” means that you provide Schuler Books with PDF files that are finalized and ready to be uploaded and printed. You have written, edited and proofread your book, and it is formatted to look the way you want. If you need assistance with this process, we can put you in touch with a freelance professional.

### Interior Bookblock Formatting Guidelines for MS Word.

Once you have figured out what you want your pages to look like, apply the settings you have chosen for margins, tabs, font and point size, line spacing, etc. to the whole document.

Please avoid the following mistakes:

- Do not use the space bar to indent the beginning of a paragraph – instead use the tab key for any indentations.
- Do not use the space bar for changing the alignment of the text whether you want it left, right or center – instead highlight the text and click on Format, Paragraph and Alignment (choose left, centered, right or justified).
- Do not use the enter key to start a new page – instead use the page break command.

**Trim Size** (width and height of the pages): the machine can print pages in trim sizes ranging from 5” x 5” to 8” x 10.5”

Page Set Up, go to Paper Size. Change Paper Size from the standard 8.5” x 11” to whatever trim size you choose (within the range specified above) and Apply to Whole Document. Standard sizes are 5.5” x 8.5” or 6” x 9”.

Please remember that the appropriate trim size for your book depends upon the number of pages and the spine width of your book. The more pages you have, the larger your spine width will be, and the smaller your overall trim size may need to be for the cover to print properly onto one 11” x 17” sheet.

**Margins:** Under Page Layout, set Top, Bottom, Left and Right Margins at the size you think looks good (0.75” or 0.8” are standard) and Apply to Whole Document.

**Tabs:** Under Page Layout, Indent, set Left Indent at the size that looks good to you (0.25” or 0.5” work well.)

**Font and Point Size:** Choose a Font and a Point Size for your body text. Typically you should not need the text to be any larger than 11pt. Google Fonts is a great resource for free and usable fonts.

The following standard fonts are very readable and attractive:

Merriweather Garamond Roboto Times New Roman Baskerville

For headings (chapter titles or section heads), if you choose the same Font, bump up the Size Point at least 2 points or bold the text. If you choose a different font, here are some suggestions:

Open Sans Montserrat Raleway Lato Playfair Display



**Line Spacing:** under Page Layout, Spacing, change the Line Spacing. Single Space is too tight (less readable) and Double Space is too wide (it will add more pages, thus will be more expensive). We like 1.15 to 1.5 line spacing.

Please play with these guidelines but be consistent. Choose what looks good to you, remembering that you want your book to be readable and attractive. Look through your whole book, making sure that each page looks exactly the way you want it to look (make sure that each page starts and ends the way you want it). All specifications mentioned so far should be consistent throughout the document.

### **Front, Core and Back Matter**

The following formatting options, Headers/Footers and Page Numbers may not need to be applied to all the pages but just to the core text. If you want headers and/or page numbers, we suggest that you separate your book into three documents: front matter, core text and back matter. This way you will be able to apply correct page numbers and headers to the core text, while not interfering with the formatting of the front and back matter. You can combine the files later when creating the PDF file for the bookblock.

**Front matter file:** anything leading up to the first page of your text, which will be page one of your book (title page, copyright page, acknowledgements and dedication, foreword, preface, introduction, table of contents and any blank pages.)

**Core text file:** where page one of the book actually begins.

**Back matter file:** anything after your text ends (afterward, author biography, index, glossary, etc.)

**Headers/Footers:** Some books have the book title, chapter title, or author name at the top or bottom of each page. You have the option to insert them on odd or even pages only.

Under Insert, go to Headers or Footers. Headers and Footers will appear in the margin (space between your text body and the edge of the page).

Choose a font that complements your body text font. Set it to 2 points smaller than your body text and italicize. Choose if you want your header centered, aligned to the right or to the left.

**Page Numbers:** In your text pages document, insert Page Numbers. Under Insert, Page Numbers, choose the Position (Top or Bottom of the page) and Alignment (Left, Center, Right). Check Show Number on First Page.

**Chapters:** remember to use the Page Break function to start a new chapter or section. Do not hit the enter key until you get a new page.



**Other Book Basics:** All books should begin with a title page. The title page should contain the book title and author, and can also list the subtitle and publisher name, if relevant. The next page in your PDF should be the copyright page, if you choose to include one, so that the title page and copyright page will print on the front and back of the same sheet of paper.

Some people like to have a blank sheet of paper at the beginning of their book, right before the title page. Remember that a blank sheet of paper equals two blank pages in your Word document / PDF. The title page should fall on the right-hand side of your book, so it should be an odd-numbered page in your document (the 1st or 3rd, depending on whether you want a blank sheet at the beginning.)

Whether your book has any dedications, a table of contents, etc. is up to you. Browse some existing books in the genre of your work to get a sense of standard formatting options.

**Creating a PDF file for your book block:** Once all the pages are laid out correctly and consistently, with page numbers, convert your word document files to PDF using Adobe Acrobat PDF conversion software (you can download it for free from the Internet). Then combine your PDF files (front matter, core text and back matter) into one. Proofread the PDF to ensure that your manuscript appears exactly the way you envisioned it.

If you have pages with photos or illustrations you may need to purchase professional pdf software to insert your high resolution images into your final PDF yourself. See *“Scanning images and illustrations”*

Besides the title, the front cover should have the author’s name and perhaps a subtitle if you wish, but we recommend not much more than that as far as text. The back cover should have the title and description of the book with perhaps a quote from a credible reader. The back could also have the author’s picture with a very short biography. Use a consistent color palette and fonts throughout the whole cover for attractiveness and ease of recognition.





## Photos and Illustrations

You must own the rights to any photos or illustrations used in your book or on the cover. When scanning photographs or other illustrations for the interior, please scan as grayscale, 300 dpi and scale to the appropriate size you plan to use, and then save as a TIFF file (preferred).

For images you will use on your book cover, scan in color at 300 dpi if possible, scaled to the size you plan to use in the book. Please save to a TIFF format if possible.

**Scanning images and illustrations:** The book machine can print full color covers and black and white/ grayscale images in the interior (we can now print color interior images, check with us.) We strongly recommend that you do not use a word processor program (like MS Word) to insert images of any kind, as they are designed primarily for text and usually export images at a substandard quality.

The proper way to insert images without professional layout software is to allot whole blank pages for the images you wish to insert in correlation to the text on the opposing page. The insertion of “photo/illustration pages” will be able to occur when compiling your final PDF. Note: you will need a program that can insert pages and delete pages from a PDF in order to insert your images into a finalized PDF.

To ensure that your photos and illustrations look correct and not pixilated in your book you will need to make sure that the images are at least 300 pixels/dots per inch (dpi) at their final size (100%). First, like in many other areas, you must determine your books final page size (like 6”width x 9” height) this size will be approximately what you crop your image to at 300dpi.

**For example:** if you have a 2.5”x 3” photo, you will need to cut/crop a half inch (.5”) off the side/width to meet the size ratio of 6”x 9”. Then scan the 2”x 3” image in at 900dpi to achieve 300dpi at 6”x 9”. Many stores with photo departments can assist with scanning, cropping, and resizing of your images.

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(original illustration)

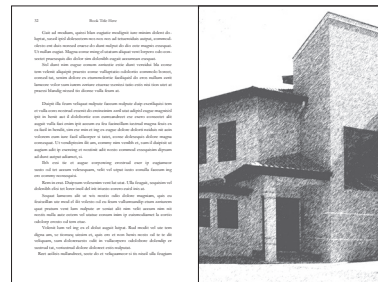


Illustration page example



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## Cover Design

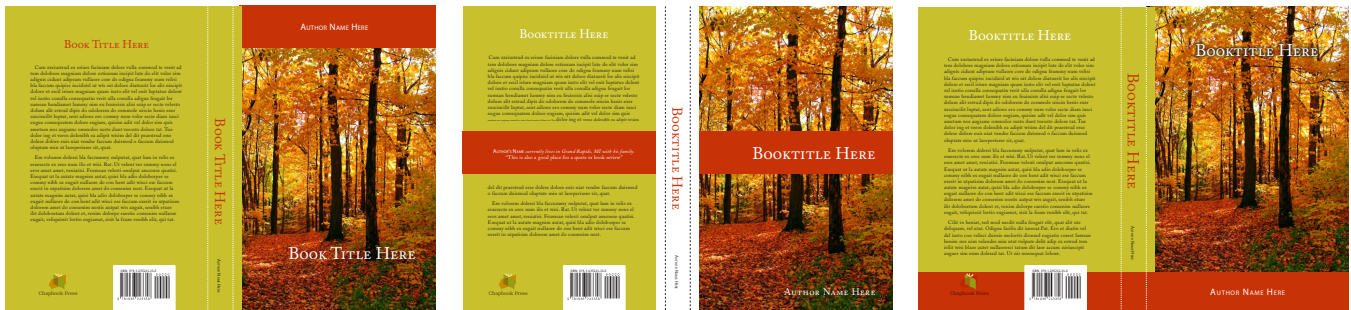
### Text cover:

This is our standard cover layout. Our simple text cover includes your book title and author's name on the front cover, no text on the spine or back cover.



### Template based cover design:

You need to provide us with an original picture (or a scanned image at 300dpi at the trim size of the front cover), the information you want on the front of the cover and the text you want on the back (blurb and/or short author biography.) Then simply choose from the three templates.



1.

2.

3.

### Fully Customized Cover Design: (\$60 an hour - \$120 deposit due)

A professional graphic designer will work with you to create a unique and attractive cover illustration for your book. You will communicate by email or by phone with us to create the best possible cover design for your book. Don't forget that a book is judged by its cover. Great cover artwork will catch the eye of the readers and of booksellers.

### Optional Hardcover Binding: (Ask for a quote)

Are you interested in getting copies of your book in hardcover? We will send the paperback copies of your book to a professional binder who will put a hardcover binding onto them. It will take two to three weeks to get the hardcover copies back.

**DISCLAIMER: DETAILS, INFORMATION AND FEES MAY CHANGE AT ANY TIME WITHOUT NOTICE.**



## Cover requirements:

- Maximum cover dimensions: 10.5" x 16."
- No crop / registration marks.
- 0.25" bleed on all sides.
- 0.25" safe zone space reserved with no important text or graphics.

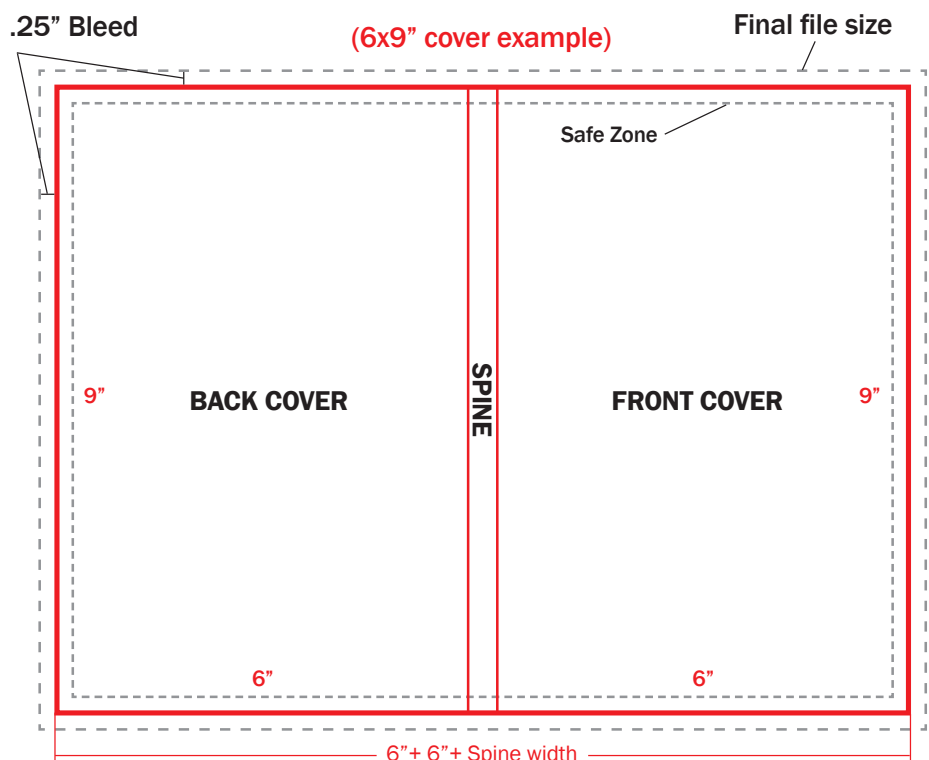
Before designing your cover, you need to know the spine width of your book. To calculate it you will need the total number of interior pages in your book (front, core and back, including blank pages) and the PPI of the paper. PPI or pages per inch has to do with the specific thickness of the paper you are using.

- Our standard text paper is Accent Opaque White, 60#, with 449 PPI.
- Spine width = total number of interior book pages / PPI of text paper.
- No text on the spine if your book is less than 100 pages.
- For example for a 100 page book, the spine width will be  $100 / 449 = 0.222$ " or 5.6mm.

## Cover Guidelines:

The cover is composed of the front, the spine and the back of your book; the cover wraps around the printed bookblock, then gets trimmed to the "trim size." The size of the cover directly relates to the interior page size (front and back cover size) and the number of pages (spine size).

The design of the cover should be simple, clean and straight-forward (see templates). The front should have an image that represents in-part the contents of the book and supports the meaning of the title to some degree.



(6x9" shown as an example size)