MECHLING
BOOKBINDERY & BOOKBINDERS WORKSHOP

Do It Yourself
Guide for Self-Publishing

Getting Started

Introduction

You want to publish a book—but not just any book—your own unique project. And as a self-published author, you will retain all rights and have full control of the book's appearance, content, printing and distribution. Because we have been helping authors self-publish for over two decades, we know what they want: high-quality custom design and printing at affordable prices. At Mechling, we can help your dream become a reality.

If you have never published or been involved in the preparation of a manuscript, you may not know how to begin or where to find help with what may seem to be an overwhelming task. This do-it-yourself guide has been developed to help you through the process of self-publishing, all the while saving you needless work and expense. A quality publication can be produced by following the advice contained in this guide.

Getting Started

Getting off to the right start makes all the difference! You have taken the first step by obtaining this guide. This will help you with setting up your document, arranging your pages; scanning your images, and preparing your files for submission. This guide will cover most scenarios; however, not all the procedures contained in this publication may apply to you, and your project may require additional help that may not be outlined here. If so, give us a call and we will be happy to assist you.

If you are like most people, you will want a quote before the final phase of your work. In order to give you an estimate of the costs, we will need to know the scope of your project, i.e., the dimensions of your book, the approximate number of pages in your manuscript, the number of images in color and black-and-white, and the quantity of books to be printed. You will be better able to provide this information after you have assembled all of the data, photos and illustrations that you plan to use in your book; and have drafted a manuscript, subject to revision. (Be sure to obtain the necessary permissions required to reproduce illustrations or previously published material.) With this information, we will also have a good understanding of how to direct the subsequent phases of your project.

Submitting Your Files

We cannot stress enough, the importance of completion in the writing and thorough editing of your manuscript prior to submitting your files. Any changes that we would have to make will add to your cost. We recommend that you, and preferably with one or two additional editors, make corrections and alterations on printed copies of your manuscript, proofreading multiple times. Many errors are easily overlooked when editing on a computer screen.

Once we receive your files, our graphic artist will begin preparing them for printing. This process may take some time, depending on the complexity of your work. We will contact you during this period if questions or problems arise.

When the preparation of your book is completed, you will receive a proof for your review. You will be required to examine the proof copy in its entirety to be certain that the book layout meets your approval. If there are any changes required, please make the appropriate notations and send the copy back to us along with instructions for the corrections. After the modifications are made, another proof copy will be sent to you for your final approval. YOU are responsible for the content of the final proof, so we urge you to take considerable time and carefully re-examine every detail. Your book will be produced from that final proof file.

So, let's get started….

Document Setup

We accept manuscripts created in any one of the following programs: Microsoft Word, Microsoft Publisher and Adobe InDesign.

The first step in creating your document pages is setting the margins. We suggest that you set minimum margins at ¾"-1" on all sides.

Then, select the font style and size; set line spacing, indents and tabs as desired. If you are planning to use multiple columns, you may set them at this time.

Decide if you want to include headers and/or footers in your book. Headers and footers are areas in the top and bottom margins of each page that often contain text or graphics; for example: book title, chapter titles, author's name, page numbers. The font size used for headers and footers is usually smaller than the one used for the main text.

Next, choose which justification you would like to use: text and columns can be justified left, right, center, full or forced. Left justification allows the text to begin on the left side and run to the right margin (it continues on to the next line without hyphenating words that do not fit and has a jagged edge.) Full justification spaces out words to produce an even margin on both sides (a straight edge.) We recommend either left or full justification for most books. Center justification is often used for chapter headings, captions, poems, etc.

Next, decide which pages to include in your document. A printed book usually comprises three major divisions: the front matter, the text, and the back matter. The book elements listed below are shown in the traditional sequence used in most books. Few books contain all these parts, and some books have parts not listed. Pages in the front matter are typically numbered using lower case roman numerals (the numerals are not shown on the title page or copyright page.) The title page and the first page of each chapter are located on the right-hand side of the book when opened (odd-numbered pages), as well as the glossary, table of contents, etc. The text and back matter are numbered with arabic numerals.

Standard Book Sizes

5½" x 8½"
6" x 9"
7" x 10"
8½" x 11"

Page Numbers

Page numbers can be at the top or bottom of the page; right, left or center justified. If not centering the page numbers and headers, be sure to right-justify the odd-numbered pages and left-justify the even-numbered pages.

Popular Fonts

Garamond

Times New Roman

Bookman

Century Gothic

Century Schoolbook

Eras

Gill Sans

Arial

Fonts

When selecting fonts for the body of your book, we recommend using easy-to-read fonts such as Times New Roman or Garamond (examples of popular font styles are shown on this page.) For chapter headings, fonts like Caslon or Arial are often used. You may use most fonts; however, it is absolutely crucial that you supply us with the fonts used in your book—if we do not have the fonts you used, they will automatically be substituted with another font causing your text to reflow.

You may use more than one font; however, you should be consistent in their placement (using the same font style and size for all headings, etc.) We typically recommend 11- or 12-pt. type for book body text. Consider your audience and subject matter; you may want to go bigger or smaller. Chapter headings are generally a larger point size. Captions are often smaller and italicized.

Book Elements

Title Page ——
Copyright Page ——

Dedication ——

Table of Contents ——

Acknowledgments ——

Book Body ——

Bibliography ——

Index ——

Front Matter:

Title page - Full title of the book and full name of author (no page number appears)

Copyright page (back side of page, no page number) - Information explaining the cover or credits for its creation, the ISBN, the LCCN, and the copyright symbol, date and name of copyright holder (ex., copyright ©2008 John Smith)

Dedication - Inscription offering the book to a person, cause, etc., in testimony of affection or respect

(Table of) Contents - List of each section and beginning page number

(List of) Illustrations - Page-numbered list of maps, drawings, plates, tables, figures, etc.

Foreword - Short introductory statement usually by someone other than author

Preface - May include the book's purpose, method of research and/or permissions granted

Acknowledgments - Author's statement of appreciation for assistance in preparation

Text:

Introduction - Preliminary statement that serves as a guide to the book

Chapters - Generally begin on the right-hand side (odd-numbered page; however, no number appears)

Back Matter:

Appendix - Explanations and clarifying material, texts of documents, long lists, etc.

Endnotes - Identifies the text pages to which the notes apply

Glossary - Alphabetical list of unfamiliar terms and definitions

Bibliography or Reference List - List of source materials; direction to another book, passage, etc.

Addendum - Additional information

Index - Alphabetical listing(s) of names, places and/or subjects contained within the book

Copyright, ISBN, LCCN and Sales Tax

Before you publish your work, you might want to consider obtaining a copyright, LCCN, ISBN, and/or Sales Tax License. The following defines these.

Copyright

Copyright law gives the author of a creative effort the exclusive right to control who can make copies, or make works derived from the original work. To secure copyright of a publication, registration through the Copyright Office is not necessary. From the time the work is created in tangible form, copyright protection is immediate and automatic.

There are, however, certain advantages to registration: primarily, for documentation on public record, but also as a necessity for infringement suits and other legal matters.

Only the author, co-authors or those deriving their rights through the author, can rightfully claim copyright. Authors are responsible for registering for a copyright, if they choose to do so. An application form may be obtained through the Copyright Office website at www.copyright.gov/forms. A filing fee is required.
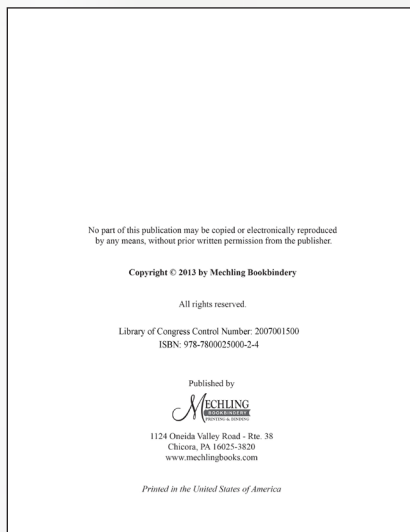
ISBN: International Standard Book Number

An ISBN is a 13-digit number (10 digits prior to 2007) that identifies and is unique to one title or edition from one specific publisher. It is not required for publication of a book or book-like product, but aids booksellers, libraries, universities, wholesalers, and distributors in more efficient marketing of that product. In particular, bookseller chains and distributors require ISBNs and barcodes on all book products to be entered into their databases.

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ISBNs are also sold in blocks of 10, 100, 1000, and 10,000. Although you may have just one book at this time to release, it would be penny-wise to purchase a block of 10 if there is any chance for a second edition, hardcover/soft cover, other media form, or possibly another title. The cost of two single ISBNs is more than that of a block of ten.

Each ISBN you receive should be assigned to one title or product, and for each format, binding, or edition. Once assigned, an ISBN may never be reused. The ISBN you have assigned to your work must be submitted with your files before we start production. When your book is finished, you then must report your title information with its assigned ISBN to R.R. Bowker to be recorded in their database. This information would include: title, subtitle, original publication year, current language, copyright year, LCCN, medium (print, audio, digital, e-book), format (hardback, paperback, loose leaf), weight, number of pages and illustrations, editions and volumes, font size, country the title is sold, publication date, target audience, age group, price. Register at: www.bowkerlink.com.

Mechling Bookbindery can generate and apply your compatible barcode to your book product. Barcodes may also be requested through www.isbn.org or www.bowkerbarcode.com.

LOC or LCCN: Library of Congress Control Number

The **L**ibrary of **C**ongress **C**ontrol **N**umber, or as designated before the 1960s, the **L**ibrary of **C**ongress **C**ard **N**umber (LCCN, sometimes LOC), is a unique number associated with the bibliographic record created by the Library of Congress for a given book. Librarians use it to locate a specific record in the national databases and to order catalog cards from the Library of Congress or from commercial suppliers.

A **P**reassigned **C**ontrol **N**umber (PCN) is a Library of Congress Control Number which has been "preassigned" to a given work prior to the work's publication. To request LOC numbers for forthcomnig books, a publisher must apply to obtain an account number and password. Go to http://www.loc.gov/publish/pcn/newaccount.html. Although there is no charge for a PCN, participating publishers are obligated to send a complimentary copy of all books for which a PCN was provided immediately upon publication. Also, publishers are required to print the control number on the back of the title page in the books.

Sales Tax License

Do you need a sales tax license?
Yes.

If you are a Pennsylvania resident and plan to sell your books in Pennsylvania, you are required by state law to have a PA Sales Tax Resale Number. The 6 percent state sales tax is to be collected on every separate taxable sale (however, sales of property delivered to out-of-state locations are not subject to sales tax.) On taxable sales originating in a city or county that has imposed a local tax, a separate 1 or 2 percent local Sales and Use Tax is imposed. (As of November 2012, only Allegheny County and the City of Philadelphia have imposed local taxes in Pennsylvania.) Sellers are responsible for paying the collected tax to the state/city on a monthly or quarterly basis. Residents of other states should check their state laws.

To obtain the PA Sales Tax Resale Number, you must register your enterprise with the Commonwealth. To register electronically, go to http://www.pa100.state.pa.us. It may take several days to complete the process.

You will need the PA sales tax resale number, not only prior to selling your books, but also before purchasing them from Mechling Bookbindery. Sales for resale are not subject to tax. When you have obtained the license, complete a PA Sales Tax Exemption Form REV-1220 and submit it to Mechling Bookbindery before you are invoiced at the completion of your order. No tax will be added to your total. We are required to retain the form for documentary evidence. For an online fill-in Form Rev-1220 go to: http://www.redbarnperennials.com/PDF_files/rev-1220_fillin.pdf.

Images and Illustrations

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How To Scan

Set the image type (if you want it to be grayscale, black and white, or color) and dpi (dots per inch). We recommend setting the dpi between 300-600. We do not advise using image files less than 300 dpi. If your original art will appear the same size in your book or smaller, scan at 300 dpi. If your image will be printed larger in your book than the original size, scan at 400 or 600 dpi. When scanning line art or text, set scanner to black and white and scan at 600 dpi.

If you are scanning photographs from printed media such as books, newspapers or magazines, you will need to set the "de-screen" option if available. Note: these images are often difficult to scan, and you must be sure that you are not violating any copyright laws.

Save your image using one of the following file extensions: .tiff, .eps, jpg or .psd. Do not save as a bmp, or .gif— these file types are not intended for printing.

ORIGINAL 300 DPI COLOR FILE

GRAYSCALE 300 DPI

IMAGE FROM THE WEB

SCAN OF A PHOTOCOPY

SCAN OF PRINTED COPY

Book Covers

Cover Design

You can also submit your own design for the book's cover. However, we realize that designing an original cover can be a daunting task. If you have an idea in mind and need our help, we can create a cover for you.

Hardcover Binding

Perfect (Soft) Binding

Saddle Binding

Plastic Coil Binding

Binding Types

We offer several different types of book bindings. You can choose from hard-cover (case binding), soft cover (perfect binding), plastic coil (spiral binding), and saddle-stitch (stapled binding).

Smyth-sewing is the ultimate method for high quality **hard or soft bindings**. This time-proven process is done by sewing through the fold on signatures allowing books to open flat. This is typically used for runs of 100 books or more. The pages must be printed in 16- or 24-page signatures.

Another popular and durable method is **fan-folding**, also for either **hard or soft bindings**. This glue-only method applies glue to the spine edge of each page to about ⅟₃₂ of an inch, while being fanned from one side to the other and then reversed. This type of binding allows the pages to open flat and can be used on any run length—as few as one book.

Side-sewing uses loose pages, as with the fan-fold binding above, rather than folded signatures. For your cover, you can choose from our wide variety of book cloths and leathers, in countless colors. In addition to the traditional style of cloth case-bound books, we offer full color-printed Kivar covers. They are printed from a computer-generated cover design, then laminated for extra protection. The possibilities are endless with this type of book cover.

Soft, or perfect, binding is a term used to describe the process of binding single loose sheets into a book with a wrap-around cover. Most magazines and paperback books are made with this process. The size can range from just a few pages to 1¾" thickness. Our binding machine cuts the spine and double notches it, allowing deep penetration of the pur glue. The covers are scored and wrapped around the book then pinched to give the spine a square, tight finish. Full color printed covers, as well as laminated covers, are available.

Saddle-binding, also called "wire stitching" or "stapling," is made from paper, stitched in the center and folded. These are most often referred to as booklets. Finished booklet sizes range from 5½" x 8½" to 9" x 12" and up to 200 pages plus cover. Covers can be made from a variety of paper stock and weight up to 120# coverstock. A huge variety of colors are available. Finishing options include full color printing, film lamination and hot foil stamping.

Plastic coil binding or **heavy duty double-loop wire binding** are other exceptional options, preferred for cookbooks, manuals, music, and other books that need to lay flat. Coil binding holes are 4:1, meaning 4 holes and loops per inch. Heavy duty wire bindings are punched 2:1 and the wires are inserted and crimped. The pages of both bindings can be turned all the way around to the back (underneath). Wires and coils come in a variety of sizes and colors. Many types of paper covers are also available.

Preparing Files for Submission

Adobe Acrobat PDF FORMAT

Those who are experienced in book layout/design, and wish to supply us with print-ready files, may do so. When generating a PDF file, be sure to choose PRESS or PRINT QUALITY setting, and to EMBED ALL IMAGES and FONTS.

As mentioned earlier, we will accept manuscripts created in any one of the following programs: Microsoft Word, Microsoft Publisher and Adobe InDesign. All files submitted need to be packed (with the exception of Microsoft Word). Packing files groups all fonts and graphics/images together in one folder. This is important when transferring files from one computer to another. Please refer to the following instructions on how to properly pack your files.

Microsoft Word

Microsoft Word does not pack files, so it is important to supply us with all of the fonts used in your document to avoid automatic font substitutions. All images that are inserted into your document are embedded; therefore it is helpful, but not necessary, to supply us with those files.

Often, when we open a Word document on our computer, the text will reflow, therefore, affecting the layout. We highly recommend inserting page breaks between your document pages to help prevent the text from reflowing.

Adobe InDesign

After you have completed the layout of your document, you will need to pack it to ensure that we receive all of the appropriate files.

1. To pack the files, choose **FILE; PACKAGE**. If an error message appears, you must fix any errors before continuing.

2. Fill in the printing instructions in the pop-up menu. Click **CONTINUE**.

3. Specify a location in which to save your files. Select the following, as needed:

   - ☑ **Copy Fonts (Except CJK)**
   - ☑ **Include Fonts and Links from Hidden Document Layers**
   - ☑ **Copy Linked Graphics**
   - ☑ **View Report**
   - ☑ **Update Graphic Links in Package**
   - ☑ **Use Document Hyphenation Exceptions Only**

   (In most cases we recommend checking all boxes.)

4. Click **OK** to continue packing. When finished, your folder will contain all artwork and fonts used in your document.

Microsoft Publisher

After you have completed your document, use the **PACK AND GO WIZARD** to compress and compact the document.

1. Choose **FILE**; **PACK AND GO** and then **TAKE TO A COMMERCIAL PRINT- ING SERVICE**.

2. The next screen explains how **PACK AND GO WIZARD** will prepare your document for printing.

3. Click **NEXT**. Click on **BROWSE** to select the location for saving your files. Click **NEXT**.

4. The **INCLUDE FONTS AND GRAPHICS** window will show. Be sure the following boxes are checked:

   - ☑ **Embed True Type fonts**
   - ☑ **Include linked graphics**
   - ☑ **Create links for embedded graphics**

5. Click **NEXT**. The next screen is a summary of what **PACK AND GO WIZARD** will do; click **FINISH**.

6. After a short period of time, a screen will verify that your publication was successfully packed. You have the option of printing your document before you finish; click **OK**.

7. **PACK AND GO WIZARD** will have created a folder for you, which will contain all art work and fonts used in your document. When sending your files, be sure to include all of the files that Microsoft Publisher has included in that folder.

Submitting Your Work

You may submit your files on external media such as CDs, DVDs, Thumb/Jump Drives, or similar devices. You may send your files by e-mail, if the files are relatively small, i.e., 1-10 MB. If your files are larger than 10 MB, contact us for a link to upload them.

Check List

My checklist:
- ☐ Final editing of manuscript completed
- ☐ Extra backup files made
- ☐ Copyright ordered
- ☐ ISBN obtained
- ☐ LCCN obtained
- ☐ Sales tax exemption certificate applied for or obtained

Send to us:
- ☐ Printed hard copy of manuscript
- ☐ All files, including fonts and images
- ☐ Any special instructions
- ☐ Photos/images to be scanned
- ☐ Contact information
- ☐ Required payment

What to expect

1. After receiving all your files and graphic images, and your deposit has been remitted, we will begin to work on your project.
2. When your project is completed, you will receive a preliminary proof for your review, either as a hard or a digital copy.
3. To this proof please make notations of any changes, and send it back to us with clear instructions for making the corrections. The time that it takes us to make these modifications is in addition to the estimate given during our initial consultation.
4. After we have completed this work, the proof copy will be sent to you for final approval.
5. Once we have received your final approval, it typically takes 4-6 weeks for the printing and binding process; however, this time frame depends on the size and complexity of your project.
6. We will contact you as soon as your project is completed. The final balance is due at the time of pick-up or prior to shipping.

Self-Promotional Tools

Posters and Business Cards

When your book is in its production phase, you may be thinking about the marketing aspects of your project. Posters and business cards are effective and inexpensive ways to advertise an upcoming book-signing or to let friends and family know that you have written a book. Mechling can design and print these for you to jump-start your self-promotional journey.

MECHLING

BOOKBINDERY & BOOKBINDERS WORKSHOP

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Monday–Thursday 8:00 a.m.–4:00 p.m.

Closed Friday, Saturday & Sunday
Closed major holidays

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