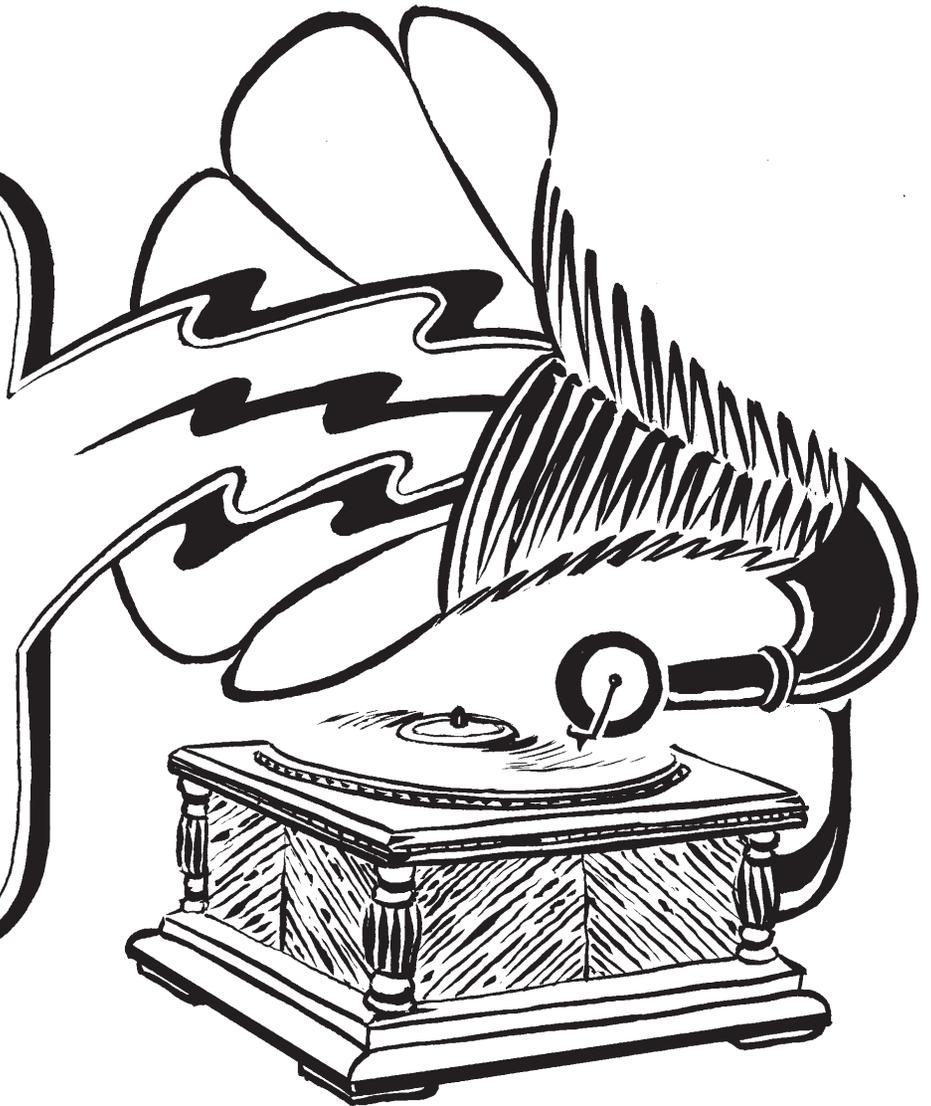


The Key Printing & Binding - FEBRUARY 2016

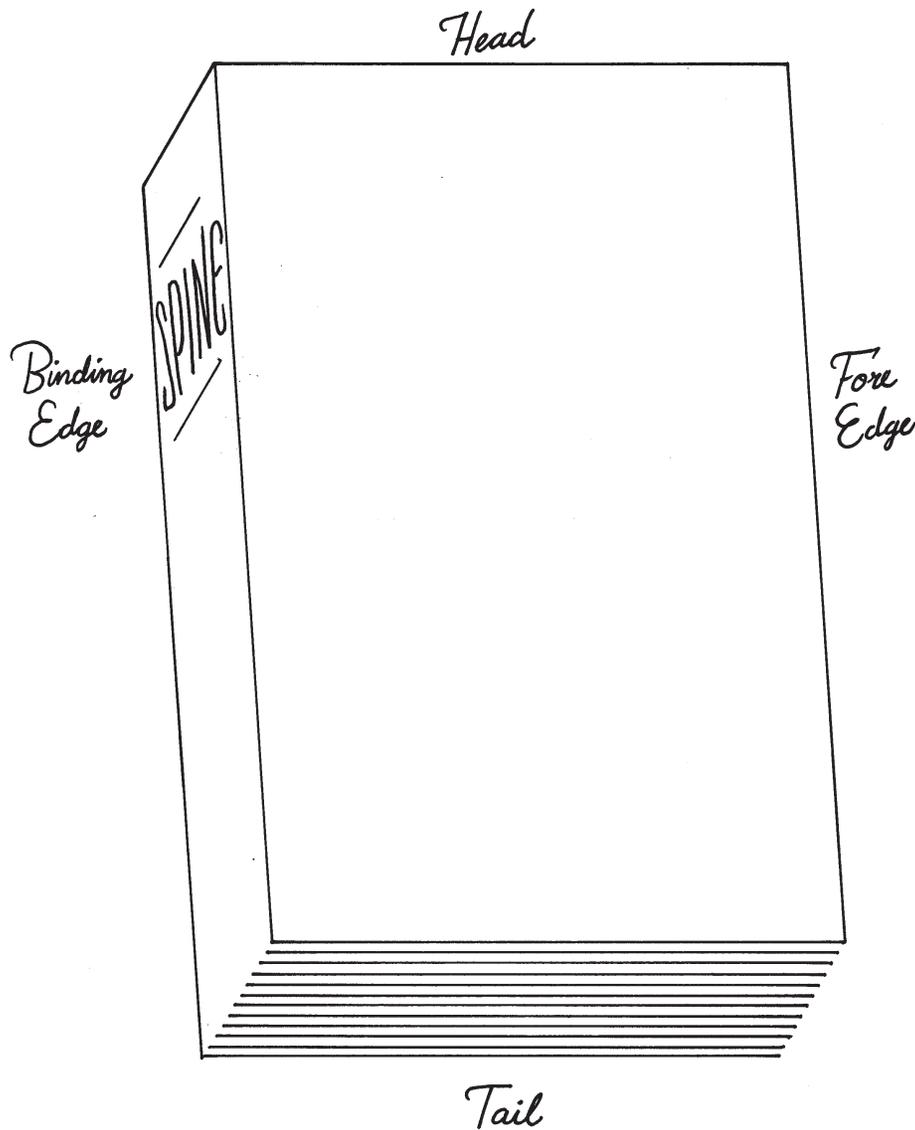
(510) 595-3311

By Appointment Only

1934 Park Boulevard, Suite A
Oakland, Calif. 94606



*Bookbinding
Information*



Sample price list

Books

Quantity	price
1	\$.135
2	\$.125
3-4	\$.120
5-6	\$.115

Our normal turnaround time is two weeks. We are sensitive to deadlines. We do charge rush charges on occasion. Projects with a one-week or less turnaround will most probably incur a rush charge.

These prices are a guideline and do not include the cost of cloth, dies, stamping setups, or registered stamping. We will charge for extra details and unorthodox bindings at our shop rate (\$80/hour).

Side sewn and signature sewn books have the same base prices, but signature sewn books are more labor intensive and incur a setup fee of \$55 for sewing, and a per signature fee of \$5.50.

Exposed Sewing:

Exposed side sewing has special endsheets and requires you to provide twice as many as for a signature sewn book. The setup charge for exposed side sewing is \$150. For an exposed side sewn book, the price is based on the thickness of the book. We charge \$9.75 for every 1/16" chunk of pages. Please know, you are likely to see some thread and the holes where drilled.

For exposed signature sewing the fee is \$9.75 per signature with a setup fee of \$55.

Other services we offer

At The Key, aside from case binding we also build clamshells, record boxes and other custom boxes. We print business cards, flyers, invitations and anything else either offset, letterpress or foil stamped. We do custom duplexing and edge coloring.

What to do next

To start your project, we first need a deposit from you. This is normally 50% and we will not order cloth or dies for you until you have provided a deposit.

Next you will need to make your cover material decision, and then send artwork for dies as outlined in the hotstamping and debossing section.

Last you will provide us with your text pages and endsheets. Text pages must be collated and, if your book is in signatures, the pages must be folded. We cannot start production until we have your text pages and endpages. Don't forget to bring your stamp positioning too!

Hot-stamping and debossing

Debossing and stamping are similar to embossing, but instead of the image being raised above the surface, the image is depressed below the surface.

In order to stamp your book, we will first need to get a die made which takes about a week. The die is very similar to a rubber stamp, only it is made of metal. For small to medium sized dies, the first die is \$140, the second is \$95, each additional is \$85.

Positioning must be provided to us in the form of a hard copy. We do not accept digital files for positioning and will charge a \$50 rip charge to use them in lieu of hard copy.

For die manufacturing, email pdf of artwork to info@thekeyprintingandbinding.com. Artwork should be actual size and centered on a 6" x 9" artboard with no positioning marks. There must be a 1/4" blank margin between the image and all edges of the art board. It should be titled with your full name (such as JohnSmithSpine.pdf). Your type needs to be in 100% black or K with absolutely no other colors in the file and outlined (so they are shapes not fonts). If you are working in Illustrator, the option to *create outlines* is under the *type* menu. Your image should be one of two types: vector or bitmap tiff. A bitmap tiff is a grayscale file of 600 dpi or more that has been converted to a 50% threshold bitmap in the image mode function of Photoshop.

The image area that our stamper can accommodate is 4 1/2" x 7 1/2", although a spine can be as long as 8 1/2". Stamping on books is \$95 per setup. Stamping closer than 3/4" to the edge will add a setup charge of \$45 per edge. Tight registration stamping is \$205 per setup.

We can stamp with foil (the substrate that adds color to the stamp) in a variety of matte, metallic, and clear colors. We can also stamp blind, where there is no foil at all. Some foils stamp better than others (metallics always stamp best), and some cloths stamp better than others. We do not recommend stamping either huge solids or very small type. Nor do we recommend pushing the limitations of the image area in both directions. The thinnest a rule can be is half a point. The depth of your deboss will be shallower the larger your image is.

Short sheets

There are two types of short sheets: the sort that are short spine to fore edge which we call trim back short sheets, and the kind that are short at head and or tail which we call tabbed in short sheets. For both kinds the position of the spine crop marks should be exactly the same as the rest of the book and you should draw a keyline just outside of where you want the sheets trimmed. Do not pretrim sheets! Include a paper with the total number of short sheets and their page numbers. The cost of trim back short sheets are \$45/book up to ten sheets. The cost of tabbed in short sheets is \$185/book. For tabbed in short sheets, your book must be side sewn. For trim back short sheets you can have either signature or side sewn books. Short sheets should not be french folded sheets.

Structure of a book

A hard cover, case bound book is composed of the book block, your text pages, and the case, or cover. The book block is held into the cover by the endpages, which make up the pastedown on the cover and the fly-leaves of the book.

Signature Sewing versus Side Sewing

Signature sewing and side sewing are the two basic ways to bind the pages in the book block. A signature sewn book is a book that is gathered into signatures and then sewn through the fold. A side sewn book is sewn through the edge of a stack of single pages.

Advantages of signature sewing

- Pages lay almost entirely flat.
- Can accommodate thicker pages.
- No image is lost in the binding edge of a signature sewn book.

Disadvantages of signature sewing

- Setup for printing takes more time because you have to make a dummy book.
- Setup for binding takes more time because you have to fold all of the pages. We do not do folding.
- Your printer has to accommodate pages that are twice the width of the book.
- Signature sewing is more expensive than side sewing.

Signatures consist of at least two folded pages nestled inside each other. One folded page doesn't make a signature, in the same way that one goose is not a gaggle. This pamphlet could be considered an eight page (or two nested page) signature. When you are deciding how many pages to nestle consider that you want the fold to be crisp, and you want to have little page creep, but remember that for every signature there has to be a thickness of thread in the center of it, which cumulatively swells the spine, and it is undesirable for the spine to be much thicker than the fore edge.

Advantages of side sewing

- Little effort in set up because you just need to stack the pages in the right order.
- Least expensive way to bind a hardcover book.

Disadvantages of side sewing

- Pages do not lay flat.
- Between 1/4" to 3/8" will be lost in the binding edge.
- Cannot accommodate thick paper because it is the flexibility of the paper that allows the pages to turn.
- Very thick side-sewn books will not open as well. We recommend 100 spreads or less for thin paper.

Grain Direction

Paper has a grain direction. It is very important that **all paper used in a book has the grain direction running parallel to the spine**. If the grain direction in your book block is wrong then your pages will be difficult to turn, and will develop an unattractive wavy warp. If the book is side sewn and the grain direction is wrong, your book will be difficult to open. If the grain direction of your endpages is wrong, they will not lay flat, the book cover will be pulled in a strange outward warp, and your book will not look right. Also, it is likely that your endsheets will be crinkled on the glue side if they are wrong grain. Pay particular attention if you are printing your endpages.

Endpages

Endpages fold in half so they need to be twice the width of the book, and they need to be big enough in the right direction (see grain direction above). End pages that are 100 lb. text or 65 lb. cover are ideal. Canson Mi-Tientes paper is the correct weight. Endpages should be provided to us in parent sheets with **plenty of extras**, and we will cut them down and fold them.

Crop marks, Bleeds and Trimming

If you are printing your book on an ink-jet printer your registration will not be very accurate from front to back, or sheet to sheet. Therefore it is important that your bleeds extend past the trim marks by a full 1/8" on all sides. If you are making a side sewn book it is important to bleed your image fully into the area that you will lose on the binding edge. Please put crop marks throughout your book as a reference point for yourself and for us. **Make sure that the crop marks are offset from each other so that they are proper crop marks or you will lose more image area.** When we trim your book we will jog the whole book to the head, insert it into the guillotine and cut to your marks. We will then check to make sure that your marks have been cut off, and that images that are supposed to bleed actually do, and if they do not, we will take another trim. We will not check every page of your book to make sure that it registers. Do not trim pages (or have your printer trim pages) before they are bound. **Make sure that your bleeds are consistent throughout your entire book. The book will be trimmed to the smallest bleed.**

Proper crop marks



Improper crop marks



The cover of your book

Your book can be bound in leather, cloth, or paper, or quarter-bound with a combination of two different materials.

Leather books are more expensive both in the material and in the labor. For the most part, leather has to be bought by square foot in half hide minimum, which is generally enough to do 4 books.

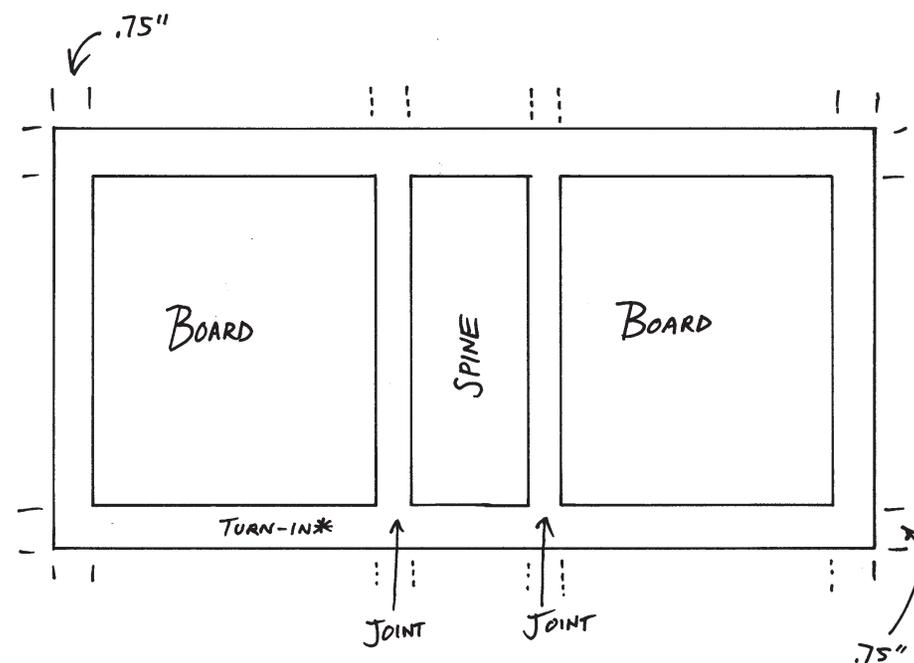
Cloth comes in a large variety of colors, but it does not come in pantone colors. We have a large selection of sample books of cloth that can be ordered by the yard.

Inkjet printed covers

Paper is by far the least durable option, but it is useful if you would like to print a very large image on your cover, or if you would like to print a full color or a halftone image. If you are making a printed cover you will first bring us your text pages. Then we will sew them together, trim them, and cut appropriate sized boards. We will then call you and tell you the exact measurements for the layout. You will then print out the cover with crop and fold marks that correlate to the actual boards, spine and joint size and rush them back over to us.

Please provide many extra covers as they tear very easily when they have wet glue on them. In order to protect the cover from scuffing and dirt, please spray your covers with a matte fixative before you bring them to us. Good weights of paper for this purpose are 100 lb. text, 65 lb. cover, or something comparable. Do not print your covers on paper specially coated for inkjet such as Red River, Moab, Epson, etc. because the coating will pick off along with your ink.

For covers laid out with correct marks there will be a \$70 set-up charge. Incorrect marks or no marks will incur a \$85 charge.



* TURN-IN: THE MARGIN OF PAPER THAT GETS "TURNED-IN" OVER THE EDGE OF THE BOARDS (.75 INCHES)

