

HELP WITH YOUR SPECIFICATION

STANDARD BOOK SIZES

There are a number of standard sizes that you are likely to see on the bookshelf. Book sizes have evolved from the economical use of standard paper sizes. Over the years some of these paper sizes have become unavailable. Not all standard book sizes are economical out of every type of paper. You can have your book in the size of your choice, but we will advise you if the size can be changed slightly to make it more economical. Books can be portrait or landscape format.

| | |
|--------------------|-----------------|
| A Format: | 178 mm x 111 mm |
| Penguin: | 181 mm x 111 mm |
| B Format: | 198 mm x 126 mm |
| Royal Octavo: | 234 mm x 156 mm |
| Royal Octavo Wide: | 234 mm x 170 mm |
| A5: | 210 mm x 148 mm |
| American: | 279 mm x 210 mm |
| American Narrow: | 279 mm x 200 mm |
| A4: | 297 mm x 210 mm |

If you are not sure about your specification please contact David Mercer.

HOW MANY PAGES?

If your book is mainly text, you can estimate how many pages it will have when published. Find a book similar to your ideal specification, bearing in mind page size, margins, typeface, running heads, etc. You can now count the average number of words per line. Multiply this by the number of lines on a full page and divide the number of words in your book by this number. You will then need to add some extra pages for prelim pages, pages with chapter headings, pages with photographs, figures, illustrations, etc. Providing the text of your book is styled in a similar way, this will give you a good idea how many pages your book will be (the extent).

If your book needs to be designed page by page, for example in a magazine style, estimating the number of pages is more difficult. The designer may have to produce a few pages in order to estimate the final extent. This method of styling a book is more time consuming and therefore more expensive.

If you are arranging the cover yourself, we will need to tell you the spine width. This depends upon the thickness of the paper used and the number of pages. The vol. (volume) indicates the thickness of the paper. The gsm (grams per square metre) is the weight of the paper.

‘RUN ON’ ‘RUN BACK’

This is used to calculate the print costs for different quantities. The ‘run on/run back’ cost is usually based upon 100, 500, 1,000 copies. It is the cost of printing the *additional* copies, once all the fixed costs have been paid.

The machines used to print and bind your book need to be ‘set up’ and the printing plates need to be made, etc., whether we print 250 copies or 10,000 copies. These costs are the same whatever the quantity (fixed costs).

The ‘run on’ cost is the cost of the books if we keep the machines running. The ‘run on’ ‘run back’ price can be used to find the cost of increasing the run quantity (‘run on’) or decreasing the run quantity (‘run back’). Example: if the cost to print 500 copies is £1000, and the cost to ‘run on’ 100 copies is £30, the cost to print 600 copies would be £1,030. 700 copies would be £1,060, and 750 copies would be £1,075. The cost to produce 400 copies would be £970.

‘Run on’ is not the same as a reprint. A reprint would need to be quoted by us.

PAPER AND BOARD

There are many types of paper and board. A book printed on an unsuitable paper for its use looks very unprofessional, e.g. a novel printed on glossy magazine paper. If you do not know which paper to use please contact us and we will be happy to suggest and advise.

COVER PRINT

Covers are normally printed in one, two or full colour. Full colour printing is print made from 4 process colours; cyan, magenta, yellow and black (CMYK). Most colours, but not all, can be made from printing a mixture of microscopic dots of these four colours.

If you require a special pantone matched colour for your corporate logo, etc., an additional colour may have to be printed. This is 5 colour printing.

Sometimes covers are printed in 3 special colours, but the cost is about the same as a full colour cover because the special coloured printing inks have to be mixed individually.

Cover print is often referred to by printers as 4/0, 4/1, etc. All this means is that the cover is to be printed 4 colours on 1 side and blank on the reverse, 4 colours on 1 side and 1 colour on the reverse, and so on.

FINISHES FOR COVERS

The name 'finish' is used to describe the coating on a cover. This is normally gloss or matt lamination (a thin plastic film glued to the printed surface). In the case of longer runs, UV varnish (high gloss ultra violet cured varnish) can be more economical. These finishes, particularly laminating, give the covers durability and enhance the print. There is a minimum charge for these finishes of £50. The unit cost to put a finish on small quantities can be high. The minimum cost of £50 will gloss laminate about 1,200 book covers. There are lots of finishes available, but due to the minimum charges, these are normally not practical unless the run quantity is quite high.