A Self Publishing GUIDE

for users of the
ESPRESSO BOOK MACHINE
in the
University of Arizona BookStores

contact the UA Espresso Book Machine:

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(Ask for the EBM.)

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CHAPTER · ONE

THE ESPRESSO BOOK MACHINE

W alking downstairs in the UA BookStore in the SUMC, you might catch a glimpse of a bizarre, refrigerator-sized machine lurking by the textbooks. Its sides are transparent, revealing sinister mechanical guts. It gives off a faint peculiar machine-smell. It sits quiescent at present; it may, at any moment, wake.

You may wonder: What is this strange machine doing downstairs in the University of Arizona BookStore? Why do we have it? And – what can it do for *you?*

You are right to wonder. And you shall have your answers.

The Espresso Book Machine is a book printer, a bookbinder, and a graphic design interface all rolled into one. It can print, bind and trim a library-quality perfect-bound paperback book on demand and in a matter of minutes. (That faint scent? Binding glue.)

Through the Espresso Book Machine, we offer self-publishing authors the opportunity to hold a printed, bound copy of their work in their hands – and to sell it in the UA BookStores and beyond.

Furthermore, the EBM has access to millions of public-domain titles, many of them out of print and hard to find, through

its EspressNet software. OnDemandBooks, the company behind the Espresso Book Machine, is also negotiating with publishers to offer their full catalogs on EspressNet; currently there are nearly 800,000 in-copyright titles available for printing on demand.

UNIVERSITY OF ARIZONA: *adopter of economical, "green" technology* ℰↃ

We at the UA BookStores were among the first in the world to purchase an Espresso Book Machine. It is fully consonant with our mission to provide a better experience for students: ⬥ Textbooks printed on the EBM are offered *without* publishers' high royalty fees; ⬥ *without* the costs associated with printing high volumes of books, warehousing them and trucking them across the country; ⬥ *without* the long delays we've all experienced when, at the beginning of the semester, one's course textbook is not yet available from the publisher.

The Espresso Book Machine is also a participant in the "greening" of the UA: when the need for storing and transporting large stocks of books is eliminated, any individual title's carbon footprint is lowered dramatically. The fact that you can walk in, watch your book get printed, and walk away with a copy in just a few minutes, is not only a convenience for you – it's also one more way the UA is demonstrating its commitment to sustainability.

Chris Schafer, *the Program Coordinator,*
smiles as the Espresso Book Machine *operates.*

It makes him happy.

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WHAT WE DO
AND WHOM WE SERVE

These are, respectively: almost anything, and probably you.

We can, of course, print books from our extensive public-demand and copyrighted "back catalog," economically and on-demand; but we are here in large part to serve the needs of members of the campus community and greater Tucson *who want their projects made real.*

❧ AUTHORS ☙

You've written the next Great American Novel; you've captured stunning beauty in poetry. Perhaps you've made a graphic novel and you want to show it to publishers. Or you want a few copies of your work to sell at a book fair. We will take your manuscript and turn it into a professional-looking book: a serious work. One to be contended with.

❧ COMMUNITY MEMBERS ☙

Your mother loved to cook, you've preserved her recipes in a collection – and now you want them to be available for everyone to enjoy. You've written a family history, and you want copies bound for everyone at the reunion. We can accommodate as many or as few copies as you need, in a sturdy and attractive binding.

❧ STUDENTS ☙

Does your dissertation need a professional binding? Do you want a seriously classy presentation of your senior thesis or research paper? Or do you just feel like making a good impression with that next big class project? That's where we come in. Our convenient location in the SUMC BookStore and our economical pricing are a perfect match for student projects.

❧ FACULTY ☙

Perhaps you are an English professor and you wish to gather an anthology of your students' work. You may have written a textbook, perfectly tailored to your current course, but unpublished and cumbersome to photocopy. There may be an out-of-print, hard-to-find text that you wish your students could easily acquire – a text which might be tailored specifically for your course, with (shall we say) an introduction added, or your class notes interpolated into the text. We will work with you to prepare a clear and aesthetic finished product.

❧ ORGANIZATIONS ☙

Budget reports, sales reports, stock reports – we will take your content, design a cover for it, and print as many as you need for an important meeting. We can accommodate print runs in the thousands, if necessary, for conference literature or orientation packets. For any organization, large or small, corporate or nonprofit, we have the right options to suit your purpose.

WHAT WE OFFER

O ur publishing options range from full-service graphic design and document setup – where you need give us nothing but a Word document and we'll do the rest – to simply printing and binding a cover and typeset pages that you provide us. And we cover all the ground in between. We offer:

COVER DESIGN ▸────────────────

By template: Under this option, you choose a basic cover design from our selection of templates. We will then add your title and author text to the front cover and spine, and any other text you provide to the back cover.

From scratch: For this option, you provide us with an image (which you must have permission to use!) and/or a general idea for a cover design, and we'll design a custom cover using your image and specifications.

DOCUMENT OPTIMIZATION ▸────────────

Suppose you lack the specific technical knowledge to provide us with .pdf files in the format we need to print your book. With Document Optimization, we'll take your file as-is and, as necessary: change the page dimensions, convert to .pdf, embed fonts, change .pdf versions, and do anything else necessary to make your file print-ready.

Typesetting

Basic typesetting: If you choose, we will go into your file and edit the layout to "clean it up." This may include aligning and/or resizing text, changing margins, and generally making your document more readable. It is a minimally intrusive service and (naturally) subject to your review and approval before we print.

Advanced typesetting: Organization. Going beyond the basics, we offer two levels of typographical nuance for your book. In the first, more organizational level, we provide your text with chapter headings, page numbers and a table of contents. If you provide us with a list of terms to include, we could even create an index for you.

Advanced typesetting: Beautification. In the second, we can insert drop caps (the large, inset capital letters you see at the beginning of each chapter in *this* book), page border art— really, anything else you think might beautify your text.

Paper and Color Options

Our standard books have satin-finish covers and white, 20-lb. bond paper interiors. However, we are certainly able to accommodate other stocks. Our other in-house options include glossy covers and cream-colored, 28-lb. bond (i.e. 70-lb. text), acid-free paper. We will print on any other stock compatible with our printer – e.g. with a vellum, linen or wove finish – but we purchase paper by the ream, and as such we will quote you at a minimum of 500 sheets.

Our printer for book interiors is a black-and-white printer (though we print covers in full, photo-quality color). Therefore, if you want color illustrations inside your book, we will need to print them separately and interleave them into the other pages before binding. It takes more time for such orders and we are unable to print them "on demand."

ISBN REGISTRATION ▸————————————

If you plan to sell your book through retail or distribution outlets *other* than the UA BookStores, you'll need an ISBN. With this 13-digit identification number and corresponding barcode, your book can be easily added to any retailer's inventory – anywhere in the world.

We offer two options. If you can provide your own ISBN, we'll make a barcode for it and place it on your cover. If not, we'll register you for a standard ISBN and place that.

CUSTOM BINDING ▸————————————

We are not a custom bindery; however, we can offer hard-back, cloth-case binding as a deluxe option. For these books, the spine is still glued in our machine (not sewn), and the cover added by hand after binding.

A Sampling
❧ of ☙
Our Wares

From forty pages to eight hundred—
from four-by-four inches to eight-by-eleven—
any size, any æsthetic, any purpose—

We can make your book.

Y O U R P U B L I S H I N G P R O C E S S

H ow rewarding to publish a book! Here at UA BookStores, we also aim to make it as painless as possible. What follows is an overview of the publishing process with our Espresso Book Machine from start to finish.

✑ *Informational Meeting*

You bring your project to the table and we'll talk. What is the scope of your project? Do you need any of our design services? What are our requirements for file submission? Is the Espresso Book Machine the right choice for your publication needs?

If you decide to work with us on your project, then things get moving from here. You decide which (if any) additional services you require. We'll provide an estimate of what your project might cost. Then you pay the setup fee and we proceed to the next step.

✑ *File Submission*

You give us your files, whether by email or on physical media like a CD or flash drive. We currently accept .pdf and Word files, but we can discuss the possibility of accepting a different format (e.g. .rtf, .txt) if your circumstances require it.

∝ *Design and Setup Work*

We work on your project. Depending on the things you need us to do, it may take up to a week (or more, for very long or complicated jobs) to complete this step. If, on the other hand, all you need is Document Optimization or a template-based cover design, the wait will be negligible.

∝ *A Digital Proof*

When your files are print-ready, we send you digital (.pdf format) proofs of your cover and text. You look these over. If you're unhappy with them, we can make small changes for free— but we must charge our standard design rate for larger changes. When you're happy with your files, we proceed to the next step.

∝ *Pre-Production Meeting*

You come in and we print out a complimentary physical proof of your book, including any changes from the previous step. Check it out. Take it home and look it over for a few days, if you want. This is your last chance to make any additional changes.

When you know you're ready, you pay for the work we've done on your files, for any extras (like in-store display), and for the number of copies of your book that you wish to print. After that, you're done! You have only to wait for your books.

∝ *Production and Pickup*

We print your books, and you pick them up when they're finished. If you have a small order, we can print them right there for you; otherwise, you will need to wait a few days.

S U B M I S S I O N   R E Q U I R E M E N T S

S ome of our customers have little or no design experience; some have plenty. If you are not confident in your own ability to put together a well-designed cover and clearly laid-out text – or just don't want to bother with it – then we can certainly do it for you.

But no one's going to stop you from doing it yourself! We simply require that you adhere to the following basic guidelines:

❧ Basic Guidelines ☙

For each project, we ultimately need two .pdf files: one for the cover and one for the interior text (the "block"). If you submit any format other than .pdf, our Document Optimization fee applies.

The Block ▸────────────────────

Set the page size of your document to the dimensions you want in your final book. If you want it to be 6" by 9" (a common size), set your pages to be 6 inches wide and 9 inches tall.

Set your text margins at least ½ inch from the edges of your pages. This is for professionalism and good taste – and to eliminate the possibility of your text getting cut off during trimming, or being swallowed in the "gutter" (see below).

Your first page will appear on the *right* as you open the book – think title page. After that, every even-numbered page will be on the left, and every odd-numbered page on the right.

inside of the front cover	*page* **1**

page **2**	*page* **3**

…and so on.

The gutter *is the thing directly to the left of these words. It's the trough between two opened pages. It tends to make the inside margins – on the left side of odd-numbered pages and the right side of even-numbered pages – appear smaller.*

So it might be worth the effort to make your inside margins slightly wider than your outside margins. In Microsoft Word™, this is fairly easy: from the Format menu, select Document, and click on Margins; there should be a value called "Gutter." That value represents how much wider your inside margins will be than your outside margins.

It's easy and worthwhile to keep the gutter in mind! (And much nicer than the other way around.)

The requirements for your cover's dimensions are a little more complex than those for your text block, but not by much.

Set the size of your document to the equivalent of two pages laid out side by side, plus the width of your spine, plus at least ¼" *bleed* all around.
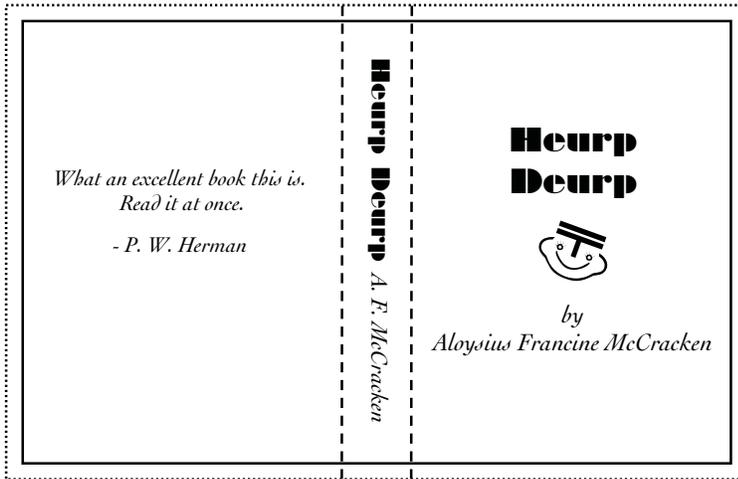
In the above example, the solid line is where the cover will be cut. The dotted line on the outside is how far your cover *image* should extend – to make absolutely sure that there will be no white space on the edges of your cover after it's trimmed. That extra space is called the *bleed*, because the image "bleeds over" the cutting boundary.

The dashed lines are where the cover will be folded around the spine. You can calculate the width of your spine by multiplying the number of pages in your document by **0.0023** inches (that's half the thickness of a sheet of paper – because book pages are printed double-sided! Trust us.)

So let's calculate an example. Say our book is 6" by 9" and 156 pages long. ♦ We put two pages side by side – that's 12" wide by 9" tall. ♦ We add ¼" to every side: top, bottom, left and right. That comes out to 12.5" wide by 9.5" tall, since we added ¼" twice to the width and twice to the height. ♦ Finally, we multiply the number of pages by our spine constant (156 pages × 0.0023" = a spine 0.3588" wide) and add that to our document width. ♦ Our final cover document needs to be 12.8588" wide by 9.5" tall, with a spine 0.3588" wide centered on the document.

☙ *A Word on the Trim*

In the process of mechanical trimming, it's natural for a cover to shift around slightly – hence the bleed allowance, for instance, which is a standard requirement in the printing industry. So there's another allowance to keep in mind: the *trim.*

☙ The *trim* is the small distance left between the edge of your design and *anything you don't want to get cut off.*
☙ It's generally $\frac{1}{16}$" to $\frac{1}{8}$" from the edge. For us, make it at least $\frac{1}{8}$" – better ¼".

Choose a font that's clear, readable and pleasant to look at. Your readers will be looking at a whole lot of it! Avoid gimmicky fonts — they will get irritating after a while. Also try to avoid hard-to-read fonts - they will tire your readers out. *Fancy fonts are not so bad in and of themselves* - but they are generally designed for more decorative purposes, like titles.

○℃ Try something classic like Garamond, which is the typeface for this book. **Times New Roman is a very clear and readable font. Caslon is a fine and tasteful choice, Bookman Old Style yet another.** These fonts are called *serif fonts* for the small hooks (or "serifs") on the ends of the lines that make up each letter.

○℃ For a more modern look, consider a *sans-serif* font. **Gill Sans is a very stylish example of this kind of font. Helvetica is quite common, often used for web pages; Futura is more self-consciously modernist.**

Above all, choose just one or two fonts and stick with them. Except for the examples on this page, this book is overwhelmingly set in Garamond — even the titles are just set in variations of this typeface, in *italics* or SMALL CAPITALS, rather than in another font. This keeps the type from distracting the reader! As you just experienced on this page, it's very disruptive to read 11 different fonts all jumbled together.

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In order for your cover to print precisely in the colors you have chosen, *please* make sure that the .pdf cover file you send us is in CMYK color mode – not RGB. The latter is meant for computer screen display; the former for printing. We can convert an RGB file into CMYK for you, but note that the colors *will* change slightly in that process. Making sure your cover file is in CMYK from the beginning could save you plenty of hassle.

If you have artwork in your text block consisting of crisp black-and-white lines, it *must* be a vector or PostScript™ file in order to print cleanly. For most artwork files, it will be possible to save as (or export to) .eps format; this can then be placed into a program like Microsoft Word™ by going to the Insert menu and choosing Picture → From File.

The following is an illustration of the difference:

(inserted as a .tiff at 600 ppi) →

← (inserted as a .eps file)
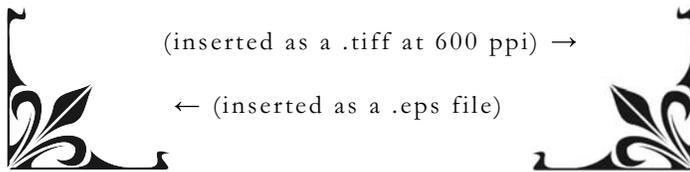
If this matters to you, please consider setting up your text block in a program like Adobe InDesign™. Microsoft Word™ is not friendly toward vector artwork.

O U R   P R I C E S

Y ou will find our prices to be very competitive with those of our fellow Espresso Book Machine users around the country. And we are confident that, for most purposes, we are a better choice than the online self-publishing sites available.

Consider: ⬩ We work with you on your project in depth and face-to-face, where they provide little (if any) individualized attention. ⬩ We provide document-formatting support, where they do not. ⬩ We provide you with a *printed* proof before your book goes into production, where they provide only a digital proof. ⬩ We're locally owned and operated. ⬩ And we're committed to improving conditions for UA students and to helping the environment. ❧ In short, the benefits of working with us are real and tangible.

❧ P R I C E L I S T ❧

Setup Fee $20.00

Includes informational meeting and data storage for up to 3 months.

Consultation With Coordinator *(after 1ˢᵗ hour)*...... $20.00/*hr.*

C o v e r   D e s i g n

Cover from Template $10.00

You choose a template into which we insert your information.

Cover from Scratch..$35.00/*hr.*

We design a cover based on your specifications and/or an image.

Document Alterations

Document Optimization $6.50/*file*

   File conversion; assurance of printing compatibility.

Basic Typesetting ....$20.00/*hr.*

   "Cleaning up" the formatting we receive.

Advanced Typesetting: Organization ....$25.00/*hr.*

   Chapter headings, Table of Contents, Index, Tables, etc.

Advanced Typesetting: Beautification..................$30.00/*hr.*

   Drop caps, border art, ornaments, etc.

Binding and Paper Options

Standard Satin-Finish Cover $1.75/*book*

Deluxe Glossy Cover Stock $2.50/*book*

◆

Standard White 20-lb. Paper *(up to 100 pages)* ....7¢/*page*

                        101-300 pages..........................6¢/*page*

                        301-500 pages..........................5¢/*page*

                        501-800 pages..........................4¢/*page*

Deluxe Cream 28-lb. Acid-Free Paper............2¢ addt'l/*page*

Other Papers.. *Contact for Quote*

◆

Hardback-Style Binding *(up to 10 books):*............$20.00/*book*

   A sturdy, cloth-covered case substituted for the soft printed cover.

   ෫ Allow an additional week to process hard-
      cover orders up to 10 books.

   ෫ For larger orders, or to include metallic
      stamped title and author text on the spine and
      cover, contact us for a quote.

Color Pages

Printing & Interleaving Color Pages ....*Contact for Quote*

Please allow at least an additional 3 days for color orders.

Storage of Your Project Files

First 3 Months..*Free of Charge*

4 to 12 Months..*2¢/kb*

   ᔕ Note that after one year, your contract must be renewed; furthermore, the setup fee will apply to any reprints at such time.

ISBN Services

Self-Provided ISBN $10.00

ISBN Registration $35.00

Both options also include bar code and cover placement.

ESPRESSO

BOOK

MACHINE

bids you a fond farewell.

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