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## Introduction

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- **Family Books** - Making money is not the only interest of many authors. Telling a family story or just getting their words in print for the next generation is very important for a lot of our customers.

## Chapter 1 How it Works

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### **For customers with camera ready files**

If you already have a high resolution PDF file of your manuscript, you simply need to read the following steps. If you need help formatting your book yourself, please see chapter 3. If you need help with your formatting and don't mind paying extra for it, please see the layout formatting and design section in chapter 2.

## Registering

The first thing you need to do is to open a free account from [InstantPublisher.com/signup.asp](http://InstantPublisher.com/signup.asp). Your account will give you free space on our server for your book. **The account does not obligate you in any way.** It only assures that your book will be secure and in safe storage when loaded to our server.

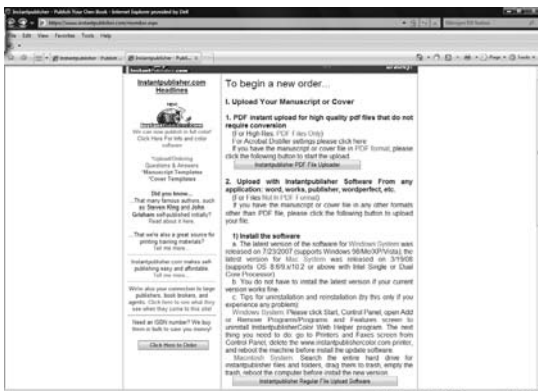
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<b>Under Review</b>	We are reviewing your order for completeness
<b>In Art Department</b>	Your cover design is being prepared in our Art Department
<b>Hold for Payment</b>	Your order is on hold pending receipt of a required payment
<b>Need Cover Art</b>	Your order is on hold pending receipt/approval of your cover art
<b>Hold on Manuscript</b>	Your order is on hold due to a problem with your manuscript
<b>Proof Copy</b>	Your requested proof copy is being prepared
<b>Proof Out</b>	Proof has been sent and order is on hold pending your approval
<b>Proof In</b>	Proof approval received from you
<b>Ready to Print</b>	Your order is ready to print
<b>Ready to Bind</b>	Your order is ready to bind
<b>Ready to Ship</b>	Your order is ready to ship
<b>Shipped</b>	Your order has been shipped

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## **System Requirements**

\*\* Any computer capable of running Microsoft Windows, version Windows 95 or higher or Mac OS 8.6 or higher.

\*\* A connection to the internet.

\*\*Your desktop publishing software, such as Microsoft Word, Microsoft Excel, Corel, WordPerfect, Notepad, WordPad – generally any program that you can print to your Windows printer. Please remember that graphics (artwork and photos) will print only as well as your Windows laser printer if embedded within the text.

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## Corporate Account

If you are a business, you may be eligible for a Corporate Account. As a Corporate customer, you would have an open credit account, giving you 30 days from the date the order is shipped before payment is due. Corporate members will receive a statement by email and payment can be made by MasterCard, Visa or by company check.

## **Chapter 2**

### **Pricing**

The cost of your book is computed based on several factors, including: number of pages, number of books, cover and binding style. You may go to the pricing page on our website at any time to compute your cost based on any options you would like to select for your book.

For example, to publish 250 copies of a 150-page (black and white pages), 5.5” x 8.5” book, your cost would be \$3.17 per book. The price goes down the more copies you order. For example, the same book would cost \$2.26 per book at 1000 copies. This price includes a full color cover and perfect binding. (Sales tax will be added to the final billing for Tennessee residents.)

Order price varies on different option combinations. It can be calculated according to the following criteria.

### **Page Sizes**

We offer four standard page book sizes: 4.25” x 7”; 5.5” x 8.5 “; 6” x 9”; and 8.5” x 11”. Custom sizes and bleeds are available and are priced at the next size up. The maximum page size for Hardback books is 7.75” x 10.5”; please see page 25 for details.

The paper stock we use for printing is actually much heavier weight than typical copy machine paper, which is 15- or 20-pound paper. Paper weight is the designated fixed weight of 500 sheets, measured in pounds, in that particular paper’s basic sheet size. Paper has different “basic sheet sizes”, depending on the type, but we use 60-pound paper, roughly 3 times heavier than paper used in copy machines.

Our printing and binding process requires margins of 3/4 of an inch (left and right) and 1/2 inch (top and bottom) for all sizes except the 4.5” x 7” size, which requires a 1/2 inch margin all around.

These margin allowances include all headings and page numbers. These are only recommended margins. Feel free to adjust your margins, as long as you do not get within .5 of the finished edge.

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The minimum number of pages for a perfect bound book is 24. You will have to select one of the other binding styles, such as Saddle Stitch, if your book contains less than 24 pages. Since both sides of the page are printed, this means that a 40-page book only has 20 sheets of paper. You also must have a minimum of 80 pages (perfect bound) before there is room for printing on the spine. For 8.5" x 11" perfect bound books, the maximum size is limited to 600 pages. The maximum number of pages for the remaining three book sizes is 700. For orders with more than 700 pages, please call us or email at [questions@instantpublisher.com](mailto:questions@instantpublisher.com) for a price quote.

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All of our cover stock is 10 point weight. Each "point" represents

one thousandths of an inch of paper thickness. The paper is coated on one side, which provides a smooth finish and better printing surface. Each finished cover is UV coated, which provides an attractive gloss look to your book. Plastic lamination is also available at an additional \$.25 per book, adding an extra layer of protection to your cover. Add linen embossing to your laminated cover for an additional \$.25 per book. Plastic overlays are available for all spiral binding types for an additional \$.25 per book. Please email for any special cover stock requests.

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## Binding Styles

All of our bindings, except the 3-Ring Padded binding and case binding, are what are sometimes referred to as “soft covers.” The 3-Ring Padded binding is laminated card stock with a padded core, which is formed around three metal rings, similar to a school notebook. We offer several binding options: Perfect Binding, Double Wire, Plastic Wire, Plastic Comb, Hardback Binding, Saddle Stitch, 3-Ring Padded, and 3-Hole Punch Only.

Different binding types are suitable for different applications. The free option for our books is perfect binding/paperback. This binding is excellent for books, corporate reports, manuals, brochures, and annual reports. One advantage of this type of binding is that if your book has 80 pages or more, we can print the title information and author’s name on the spine of the binding.

Sewn perfect binding is also available for an additional \$1.00 per book. This binding style is for large color books or books that need additional support.

Hardback binding is the highest quality binding available in the book publishing industry. The book block of text pages is sewn, trimmed and placed into a case consisting of binder’s board, covered with plastic lamination or you may choose a cloth cover. The case is held to the book block by end-sheets attached to the first and last signature, and glued solid to the inside covers. This process adds an additional 15-20 working days to our standard turnaround time. The advantages of Hardback binding are strength, quality, durability and good looks. The main limitation is higher cost and longer production times.



**Sewn  
Perfect**

**Hardback**

**Saddle  
Stitch**

Saddle stitching is widely used and is one of the simplest binding techniques; excellent for booklets, brochures, newsletters, pamphlets, direct mailers and catalogs. Folded signatures are placed over a “saddle” and then stapled along the spine. Page numbers must be in multiples of four to make the folded booklet. As few as eight pages with cover can be used or up to 64 with cover. Saddle stitching also allows the book to lay flat.

**Double  
Wire**

Books bound with double wire spiral binding (also called twin wire and wire-o) use a continuous hinge of double loops of wire to hold the book covers and leaves together. It is perfect for upscale brochures, reference manuals, cookbooks, and calendars.

**Plastic  
Comb**

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**3-Ring**

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The binders are all laminated and cased in extra heavy, 10-point board. This binder size is excellent for company presentations, training manuals, parts catalogs and many more applications where personalization in small quantities is important to the company. If this type of binder is selected along with printing the presentation material, 3-hole



punching is free. We also offer the option of 3-hole punching your material with no binder.

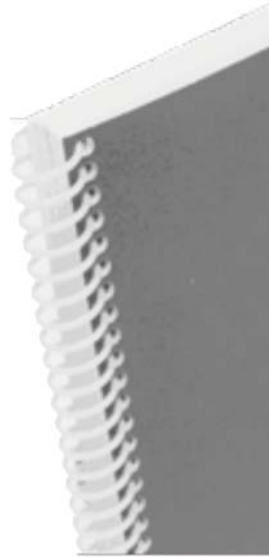
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**Foil stamping** can be added to any cover type for a metallic look. Each 4x4 area to be stamped will have a \$100 per stamp charge and will be an additional \$1.00 per book.

**Rush service** can be added to orders for an additional \$100 or 10% of your order total, whichever is more. Rush service brings production time for black and white books down to 3 business days, color books 5 business days and hardcover books 15 business days

**Shrink wrapping** books individually or in groups will be a \$50 setup fee and \$.32 per book.



## Proof Copy

Standard proof copies are a print out of the interior of the book and the cover and are unbound. If you do want a proof copy of your book before printing, there is a fee of \$50 for regular FedEx Ground delivery or \$70 for FedEx Overnight delivery. Bound proof copies are an additional \$35 for all binding styles but hardcover, which is \$55.

With the proof copy option, you will be mailed a physical proof of your book within one to three days after the order is received. Production will continue when your approval is received. Please keep in mind that the pages are going to appear exactly as submitted and exactly as you viewed them during the upload. Proof copies are necessary for checking color. You will not get an exact match of what you see on your computer screen.

## Layout, Editing & Design Services

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**Layout/typesetting** - \$3.00 per page with a \$150 minimum - This is for customers who need help with getting files on the computer or to help customers with files that need to be put into book form. Be sure to submit complete work as any changes after typesetting will result in a \$.05 per word change.

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## **Chapter 3**

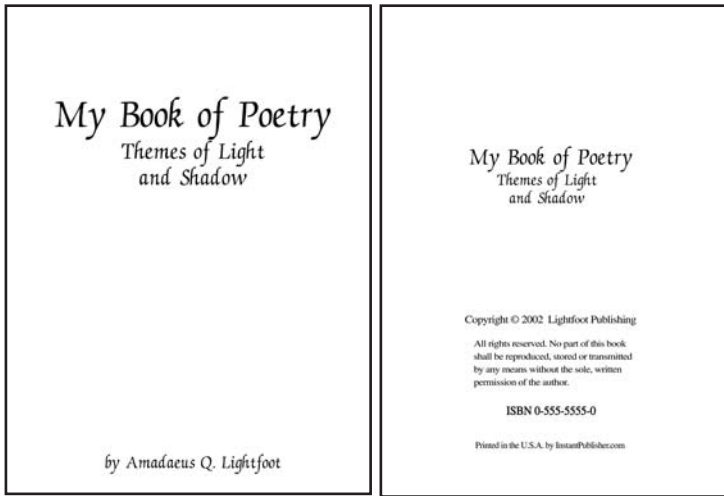
# **Manuscript Preparation**

The first decision that needs to be made when laying out your manuscript is going to be book size. InstantPublisher offers four standard sizes: 4.25x7, 5.5x8.5, 6x9 and 8.5x11. Templates for Word and InDesign can be found on the site for these sizes. IP can also accommodate just about any custom size with a small up-charge, but the customer is responsible for proper sizing. For example, if you want to publish an 8x8 book, you will simply select the 8.5x11 option then fill in the special size/bleed option with 8x8 when placing the order. Some landscaped books will incur extra charges depending on binding style and size. Any landscaped book under 9.5 wide will incur a \$25 setup fee and anything over that size will incur a minimum \$125 setup fee for any binding style that wraps around the spine.

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### **InstantPublisher Full Color Custom Design Cover**

InstantPublisher.com has determined from customer input that the hardest thing about publishing a book is designing the cover. We hope to alleviate some of the problems customers are having by offering a custom cover design service at an affordable price. InstantPublisher will take your cover idea and help turn it into reality by using your input and the talent of our in-house graphic designers.

We charge \$65.00 for the first hour of our design services. Nearly 90% of all cover designs can be accomplished in an hour, so unless you desire an intricate design you can expect to pay \$65.00 for a file you can use for your cover. Each additional hour of design work will incur \$45 per hour. With this selection, you only need to upload the text of your book to our server and we will design your custom cover. Place your order, then contact us with your cover instructions.

## Customer-Supplied Full Color Cover

You may send us your cover art via the InstantPublisher pdf upload, email as an attachment, or FTP upload. We can email you the instructions on how to use FTP.

Before you send us your cover file, please check <http://InstantPublisher.com/covertemplate.asp> to verify that the margins and bleed area are set correctly in your design. All photographs for the cover should be scanned, designed and saved as PDF, EPS, TIF or AI files at 300 DPI. Most of our customers use InDesign, QuarkXPress, Adobe Illustrator or Photoshop to design their cover; however, very basic designs can be done in Word.

We use a coated, 10-point cover stock that is very durable and gloss UV coated for extra protection. Plastic lamination is also available for \$.25 per book with an additional \$.25 for linen embossed lamination. The center spine on a perfect bound book is determined by the number of pages in your book. It is critical that your cover design match the template specifications for your book size.

**Resolution, Resolution, Resolution** – Three important words to remember when designing your custom cover. When designing a cover you must remember to start with images at least 300 DPI and end up with cover art at 300 DPI at the correct size. Anything less will not display correctly on a cover. There is no way to increase the resolution of a low quality file.

**Design Software** – To gain the best results for your cover art, we suggest using graphic design software such as Adobe Photoshop, Adobe Illustrator, Macromedia Fireworks, Corel Draw, QuarkXPress, or InDesign. If you do not have these programs, Macromedia offers a free 30 day trial of Fireworks at [Macromedia.com](http://Macromedia.com).

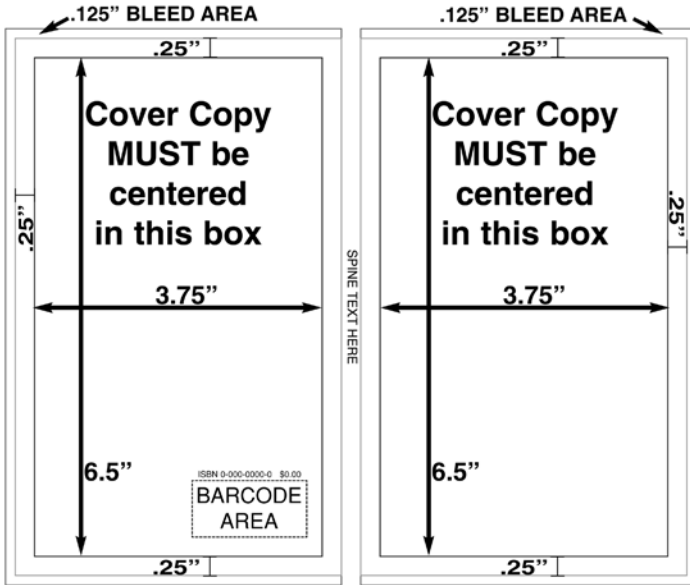
Please bear in mind that Microsoft software such as Word, PowerPoint or Publisher, do not offer the high resolution imagery needed. It is best suited only for drafting the cover layout and design, not producing the finished product.

The following images are the cover templates that you might need to follow in your cover design. If you have any questions regarding these templates, please feel free to call or email us at [questions@Instantpublisher.com](mailto:questions@Instantpublisher.com). When designing your cover, please refer to the following table for the spine size information. in your design.

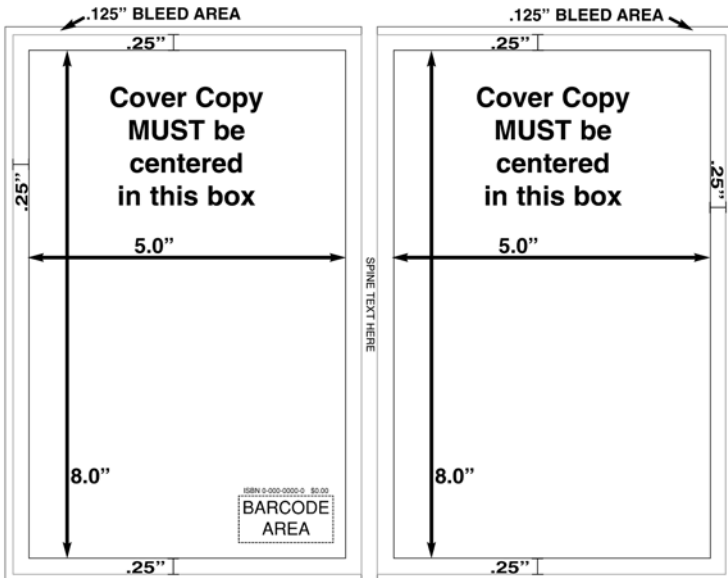
# of Pages	Spine Size	Spine Size	# of Pages	Spine Size	Spine Size	# of Pages	Spine Size	Spine Size
40	3/32	.0937	200	15/32	.4687	360	13/16	.8125
50	1/8	.1250	210	1/2	.5000	370	27/32	.8437
60	5/32	.1562	220	1/2	.5000	380	7/8	.8750
70	3/16	.1875	230	17/32	.5312	390	29/32	.9062
80	3/16	.1875	240	9/16	.5625	400	15/16	.9375
90	7/32	.2187	250	9/16	.5625	410	15/16	.9375
100	1/4	.2500	260	19/32	.5937	420	31/32	.9687
110	1/4	.2500	270	5/8	.6250	430	1	1.000
120	9/32	.2812	280	21/32	.6562	440	1 1/32	1.031
130	5/16	.3125	290	11/16	.6875	450	1 1/16	1.062
140	5/16	.3125	300	11/16	.6875	460	1 1/16	1.062
150	11/32	.3437	310	23/32	.7187	470	1 3/32	1.093
160	3/8	.3750	320	3/4	.7500	480	1 1/8	1.125
170	13/32	.4062	330	3/4	.7500	490	1 5/32	1.156
180	7/16	.4375	340	25/32	.7812	500	1 3/16	1.187
190	7/16	.4375	350	13/16	.8125			

Instantpublisher.com requires an 1/8” bleed on all trim sides if your cover is to bleed. If you are printing a 5.5x8.5 book with cover bleed, the front and back panel will need to be sized to 5.625x8.75 to incorporate your bleed. Instantpublisher can accept one complete file for the cover or three separate files with front, back and spine panels.

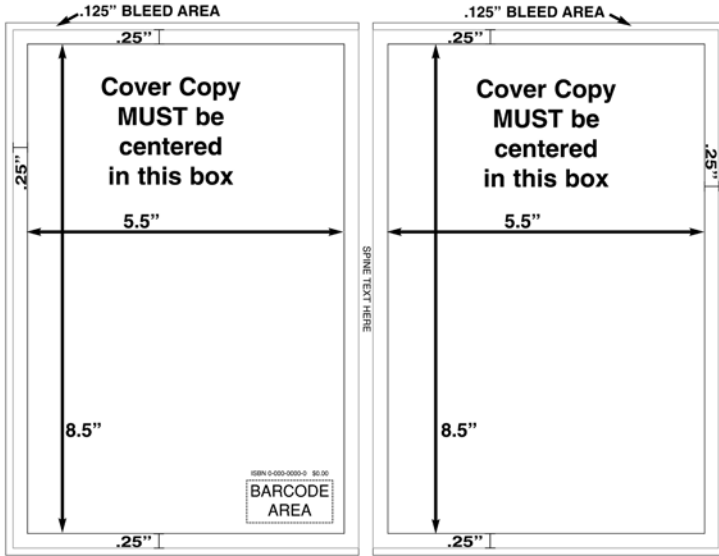




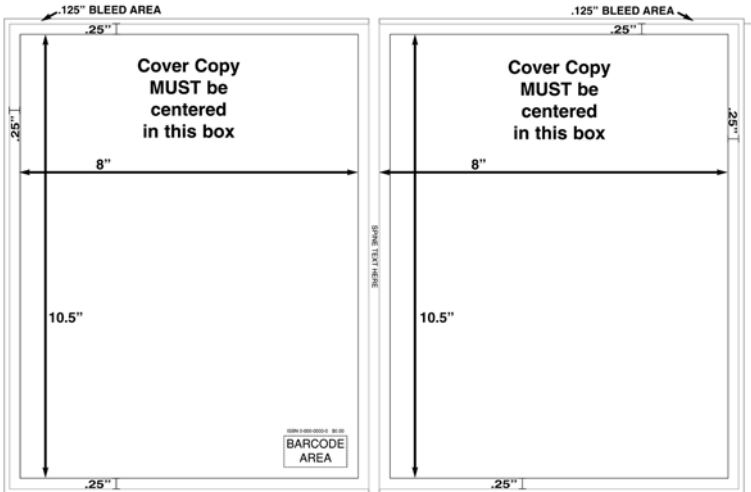
4.25" X 7" COVER TEMPLATE - PERFECT BOUND  
100-PAGE BOOK EXAMPLE (see chart for measurements)



5.5" X 8.5" COVER TEMPLATE - PERFECT BOUND  
100-PAGE BOOK EXAMPLE (see chart for measurements)



6" X 9" COVER TEMPLATE - PERFECT BOUND  
100-PAGE BOOK EXAMPLE (see chart for measurements)



8.5" X 11" COVER TEMPLATE - PERFECT BOUND  
100-PAGE BOOK EXAMPLE (see chart for measurements)

## How To Create A High Resolution PDF

### **Q:How to Create a PDF File?**

A: We always recommend you use Acrobat Distiller to create the PDF file. If you do not plan to purchase a full version of Acrobat, you can try some free PDF creation tools, such as CutePDF, available at [cutepdf.com](http://cutepdf.com), and PDF995, available at [PDF995.com](http://PDF995.com).

### **Q: Where to configure the PDF job options in Acrobat Distiller?**

A: If you have the full version of Adobe Acrobat installed, open Acrobat Distiller from All Programs (PC) or Applications (Mac), click Settings top menu, then click Edit Adobe PDF Settings to access the PDF job settings screen.

### **Q: What is the resolution I need to set up in Acrobat Distiller?**

A: Creating the PDF file for manuscript at 600 dpi (Dots Per Inch) resolution in Acrobat Distiller is usually enough for commercial printing. However, any color images or photos embedded in the manuscript can be created or scanned at 300 dpi. The PDF file for full color cover can be created at 300 dpi.

### **Q: How do I set up the correct page size in Acrobat Distiller?**

A: Open Acrobat Distiller, click Settings, select Edit Adobe PDF Settings. When the General settings are displayed, change the default page size from Letter size to custom size.

### **Q: Are there any specific rules I can follow to avoid any possible issues in printing?**

A: Please follow some of the guidelines below to create the PDF:

- Set the conversion resolution at 600 DPI for manuscript and 300 dpi for the cover.
- Use High for color or grayscale image compression quality settings.
- Embed all fonts.
- Make sure the “Subset embedded fonts when percent of characters used is less than 100%” is unchecked.
- Do not use LZW compression. The LZW compression will cause the image interpreted as multiple pieces and lead to white lines printed in the final copy.
- Remove All fonts from the Never embed list.
- For manuscript, please make the PDF compatible to Acrobat 6.0 (PDF 1.5). For cover file, make the PDF compatible to Acrobat 8.1 (PDF 1.7) or under.

## **Chapter 4**

### **Page Numbering**

*(Video tutorial available online)*

### **Background Info on Page Numbering in Microsoft Word**

Microsoft Word page numbering scheme isn't directly obvious, but it isn't needlessly complex, either. Indirect might be a good term for it. Once you understand how it works, all sorts of possibilities open up. So, for the moment, forget everything you've learned or thought you knew about page numbers. Let's start with some background info.

A new blank document consists of a single section. Each time you insert a Section Break into the document, the document gains a section.

In other words, if you create a new blank document, then choose Break on the Insert menu and select a Next Page Section Break, the document will thereafter consist of two sections: material from the start of the document up through and including the break represents Section 1. Material after that represents Section 2. (In some cases, Word inserts Section Breaks automatically, such as when you change the number of columns in part of a document.)

Page numbers are a Section Property, not a document property. A page's number is determined by only two factors: the "Start at" value assigned to the document section and the location of the page within that section.

Just because a page has a number does not mean the number will appear somewhere on the page. In fact, all pages have numbers. The number never appears unless you tell Word to display it.

To view the page setup in each section, please click View from the main menu in that specific section, and select Header and Footer. A Header and Footer tool bar will pop up. On this tool

bar, the two most important buttons are the “Page Setup” button and the “Same as Previous” button. Any changes made to these two buttons will affect the numbering system in each section.



Any section can have up to three headers and footers: the first page header and footer, odd page headers and footers, and even page headers and footers. The actual number of headers and footers available in a given section is determined by the Different First Page checkbox and Different Odd and Even Pages checkbox in the section Page Setup dialog.

## How to Begin

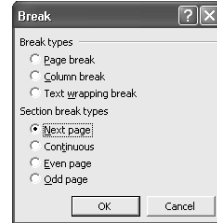
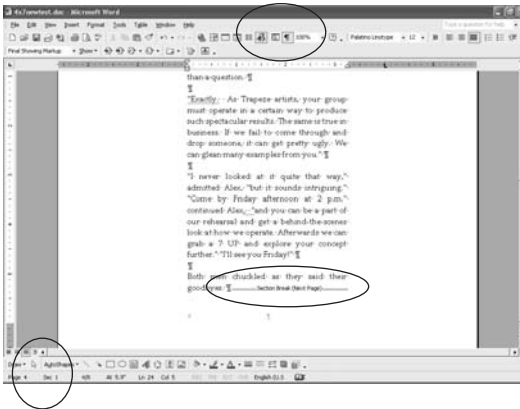
### Start to Number Page 1 from the Actual 9th Page

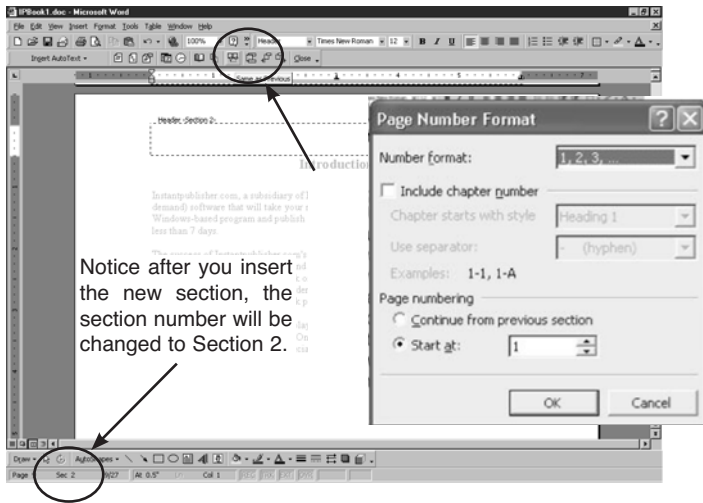
The following example was dedicated to the black and white cover books. If you would like to publish a color cover book, you do not need to upload the front cover page, the page inside of the front cover, the page inside of the back cover and the back cover page to our server. Yet, for the black and white cover book, you will need to upload all the pages to our server, including the four pages mentioned above. In this example, the first page is the black and white front cover page. The second page is the page inside of the front cover – leave it blank. The third and fourth pages are the optional blank pages after the front cover. This means one blank sheet of paper will be inserted between the cover and the title page.

The fifth page is the title page and usually includes the title, subtitle, author, etc. The following page should be the copyright page with the word Copyright, the symbol ©, the year, publisher and the ISBN number, etc. The seventh and eighth pages are the Table of Contents pages. You do not need to number the first eight pages in this example. The book text actually starts from the ninth page. Here comes an interesting question: how to number Page One from the actual Ninth page? The diagram below shows you how to number the pages.

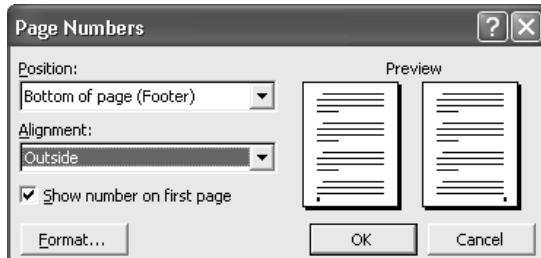
<p>1st page <b>Cover Page</b>  <i>Black &amp; White Cover</i></p>	<p>2nd page <i>The page inside of front cover</i>  <i>(Blank Page)</i></p>	<p>3rd page <b>Optional 2</b> <i>(A blank sheet of paper will be inserted between the cover page and the title page.)</i></p>	<p>4th page <b>blank pages</b></p>	<p>5th page <b>Title Page</b>  <i>Subtitle</i>  <i>Author's Name</i></p>	<p>6th page <b>Copyright Page</b>  <i>Publisher, Year, ISBN, etc</i></p>
<p>7th page <b>Table of Contents</b></p>	<p>8th page</p>	<p>9th page <b>Chapter 1</b>  <i>Begin to number the pages.</i>  1</p>	<p>10th page <i>Inserted 1 blank page to ensure Chapter 2 will start from odd page number at the right hand side.</i>  2</p>	<p>11th page <b>Chapter 2</b>  <i>odd page numbers</i> 3</p>	<p>12th page <i>Even page numbers at the left hand side of the book.</i>  <i>even page numbers</i> 4</p>

Click ¶ on your Word tool bar, move your cursor to the end of the eighth page (the last ¶ sign on the eighth page). Click **Insert** from the main menu, choose **Insert Break, Insert Section break types, Next page**, and click **OK**. The whole file has then been separated into two sections, section 1, Pages 1 – 8; section 2, Page 9 to the end of the file.





Then, position your cursor in **Section 2**, click **View** from main menu, choose **Header** and **Footer**, uncheck “Same as previous” button for both header and footer. This means if you insert page numbers in Section 2, the page numbers will not be inserted to Section 1. In other words, there won’t be any page numbers shown on Pages 1 – 8.



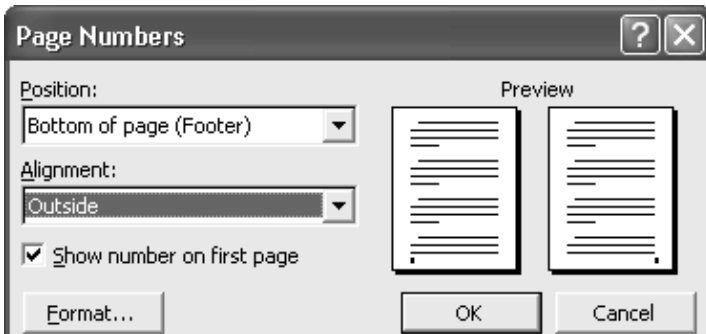
Keep your cursor in **Section 2**, click **Insert** from the main menu, and choose “Page Numbers” as shown above. Select any “Position and Alignment” options, check “Show number on the first page” as shown in this example.

Click the **Format** button, choose the desired Number format and Page numbering then select **Start at:** and the number **1**. Click “OK”, then “OK” again. Page 1 now begins on the ninth page. You can start numbering the pages with any number, though, using this same formula.

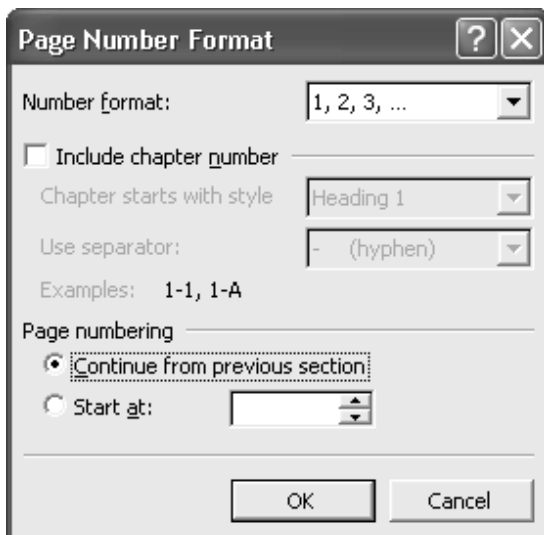
## Page Numbering in Different Chapters

If you would like to number the pages continuously, yet do not want the page numbers to appear on the first page of each chapter, then you need to separate the whole file into different sections corresponding with different chapters.

After you separate the chapters into sections, position your cursor to each chapter, click **Insert Page Numbers**, and uncheck Show number on first page. Click the **Format** button, check “Page Numbering, Continue from previous section.” Please refer to following screenshots.







If you want the first page of each chapter to start from the right hand side (traditionally the odd-numbered pages), do not forget to insert a blank page at the end of the previous chapter if the previous chapter ends with an odd-numbered page. In our example, the 10th page is an inserted blank page to make Chapter 2 start with an odd number.

## **Chapter 5**

### **Scanned Images**

As we mentioned earlier, Resolution is always the key word in any graphic topic. Color image files should be sized at “actual size” at no less than 300 DPI, or “dots per inch.” By “actual size,” we mean that the image file needs to be the same dimensions as the image that will be printed in your book. So if you have a color photograph that you want printed at 6” x 4” in the book, make sure that the scanned image is sized at 6” x 4” and at least 300 DPI.

If you intend to use a small image at a larger size in your book, make sure to scan it at a higher resolution rather than enlarging the image after it is scanned. Simply increasing the resolution of a low resolution scanned picture, i.e. 72 DPI to 300 DPI, will not produce satisfactory results. If you plan to use color images on your cover, make sure to scan them at 300 DPI if you want to use them at the same size they currently are. If you want them enlarged, scan at 600 DPI so you will have resolution to lose.

Resizing scanned photos will change the resolution. You will lose resolution proportionately if you increase the size of a scanned photo. For example, doubling the size of a 300 DPI image that is 2” x 2” will result in losing one-half of the resolution, making it 150 DPI. Conversely, if you have a very large image at a low resolution you can increase the resolution by decreasing its size.

All black and white line art images should be in 1-bit or “bitmap” format at 600 DPI. All grayscale images should be in 8-bit or “grayscale” format, at 300 DPI or higher. If you want to place some black and white images into your book, please remember to scan them at 600 DPI.

You probably will say the photo you scanned at 75 DPI looks great on your monitor. That’s because computer monitors display images at 72 or 96 dots per inch, which means the photo looks pretty good when you view it. However, that same photo will look pretty crummy on paper since printers print at 300-600 dots per inch.

A scan of 300 DPI or greater has more dots per inch, which means more information for the printer software to use and a better printed photo as well. Let's say your printer produces photo quality images at 720 DPI. For a photo scanned at 75 DPI, the printer software only has 75 DPI to change into 720 DPI for the printer. That's 75 "dots" for 720 spaces. For a photo scanned at 300 DPI, it has 300 DPI to change into 720 DPI for the printer.

Usually, a scanner has a 600 DPI setting. Why not scan the photo at that? Then the software will have 600 DPI to change into 720 DPI for the printer. But, remember, the larger the photo scanned, the larger the file becomes. For example, an 8" x 10" photo scanned at 600 DPI would have a file size of more than 98 megabytes and can take quite a bit of time to scan and print.

When working with scanned images or digital photos, be sure to save the files in grayscale mode unless you want them to print in color.

## Chapter 6

# Software Compatibility

If you're designing your own manuscript, you can use just about any program to lay out your document; then either save to pdf for uploading or use CutePDF to convert your document to a pdf. We can accept a pdf from any type of desktop publishing applications, such as Word, Publisher and PowerPoint. Other popular applications for creating your book are InDesign, QuarkXPress, Core, WordPerfect, Adobe Photoshop, Freelance Graphics, Adobe Illustrator, Visio Professional, Corel Draw, Notepad, Microsoft Excel, Lotus 1-2-3, Microsoft Binder and many more!

If your software is not listed above, but will print to a printer, it will work to create a pdf file.

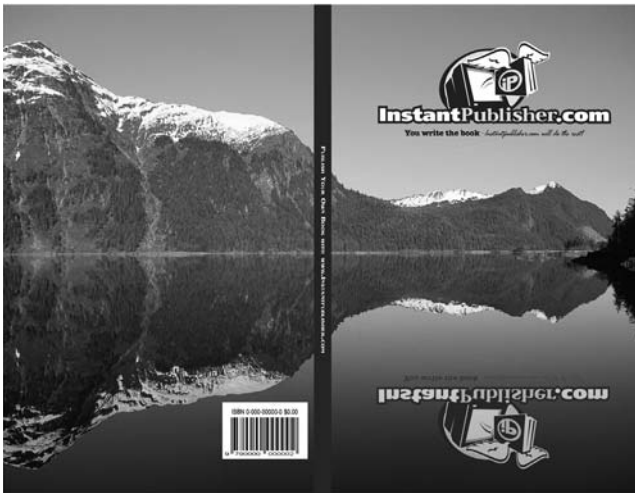
ers, and uncheck Show number on first page. Click the Format button, check "Page Numbering, Continue from previous section." Please refer to following screenshots.

## Chapter 7

# ISBN/EAN Numbers

The International Standard Book Number (ISBN) is the 13-digit number on the back of a book. This number identifies the publisher and the book title. Booksellers use this number to order, price and keep track of inventory. An EAN barcode is your ISBN transferred into an OCR scannable image. InstantPublisher.com can provide both the ISBN and the EAN barcode for your book.

The ISBN and the EAN Barcode must be on the back cover of your book. Exact placement is not critical. If you utilize one of our standard covers, we will make the placement for you. A sample cover with an ISBN/EAN Barcode is shown here:



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own books in print account. Both numbers are provided with an EAN barcode for the back of your book. If you already have an ISBN number, Instantpublisher.com can create the barcode for \$15.00. To order your ISBN number, log into your account and select the order ISBN button.

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Library of Congress Catalog Card Number: 99-99999

ISSN 9999-9999

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Official copyright can be obtained from Copyright.gov or InstantPublisher can apply for you for an additional \$50. You do not need to wait on the copyright to publish your title.

## Chapter 8

# Ebook Publishing

An eBook is a digital version of your book that can be read on different types of e-Readers such as iPhones, Amazon's Kindle and Apple's iPad, etc. Many published Authors decide to go the eBook route without ever even looking at an eBook on an eBook reader. eBook publishing is quite a bit different than print publishing. eBooks are generally formatted by the end user or the device, so formatting is not quite as important but a few setup procedures are, like page breaks, in line images and clear chapter headings.

Most eBooks can be converted and assigned an ISBN for a base cost of **\$159.99** following the eBook setup guidelines on InstantPublisher.com, with other options available. If file preparation is required by InstantPublisher, there is an additional \$249 setup fee. If the particular manuscript requires extra formatting, there will be an extra charge after the author is notified. This usually only applies to very long books or books with a lot of photographs.

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**The Yearly Plan** will cost a **\$50 flat fee per year** to list on both Amazon and iTunes.

**The Per Book Plan** will cost you **10% of your royalties**. It is up to you to decide which option will work best for your

Keep in mind these are current royalties from Amazon and iTunes and could change. If they make that decision, we will notify all our eBook sellers. Selling on Amazon, with a standard price range between **\$2.99** and **\$9.99**, you will receive 70% with the \$50 yearly plan or 60% with our per book sold plan of your

retail price. Prices outside the standard price range only receive 20% of the retail price on the yearly plan or 10% with the per book plan. So we do recommend staying between the \$2.99 and \$9.99 prices, unless you are simply trying to distribute the book to as many people as possible.

If you choose to have IP list your title, checks are distributed on a quarterly basis once the royalties reach at least \$20.

For your cover design, you can either use the design from your printed book, choose a standard IP design or have IP design a custom cover for \$65.00.



## Chapter 9

# Selling Your Book

Writing your book is the first step to becoming a successful author. Now, you have to actually market your book to bookstores, libraries, distributors, internet providers and to the public. There are ways to receive free space in the local newspaper with a prepared news release about your book. Radio stations are always looking for new books to review and, of course, book signings in bookstores are always a very popular way to get your book in front of the public. First, you have to determine who will be interested in buying your book. Maybe college students or professionals would be interested in your book, along with the general public. Many individuals confuse the term Marketing with Sales. Marketing is actually finding various outlets for your book and then sales is having the public actually buy your book. You need to write a news release about your book, along with a cover letter, and mail a printed copy of the book to distributors, wholesalers, and bookstores. Local newspapers and bookstores in your hometown make excellent avenues for book sales, especially if you are well known in the community. You can schedule speaking engagements with local civic and church groups to explain your book.

Be sure to utilize all the free marketing features associated with the internet including Social Media; Facebook, Twitter, Instagram, Pinterest, Linked-In, etc. Also, use all the free discussion outlets, blogging news releases and radio to mention your book. Just placing your book on Amazon will not have much impact on sales as it will be buried with thousands of other books. As a matter of fact, InstantPublisher recommends you handle the sales of your own book through your own website, etc., and only use Amazon as a backup seller. The reason for this is you will make much more money this way not having to pay Amazon it's 50% and you will retain the list of people who bought your book for possible follow up sales.

## InstantPublisher.com Marketing Help!

InstantPublisher.com has prepared a marketing kit that will help advertise your book. Of course, you should place your book on the Instantpublisher.com review site, where thousands of book enthusiasts view each week; but the next best step would be to take a look at our marketing kit after exhausting all the other free alternatives on the internet.

Instantpublisher.com features two different marketing kits, both with professional time from graphic designers to help with your final designs.

**Custom Web Design** - InstantPublisher also offers a custom designed website with online ordering (authors will be responsible for fulfilling orders with pre-printed books). The cost for the website design is \$498, including the first year of hosting, then \$99 per year thereafter. Remember, IP also offers a free basic website listing with an image of the cover, first 20 pages or your book and contact information for ordering.

**Mailing services** offered by InstantPublisher include bulk mailing of all books at one time. List processing runs \$200 for setup and CASSs certification and \$16 each book for processing. Prices do not include actual postage and envelope or mailing container.

***The Basic Marketing Kit:  
\$75.00 with your book order***

The **Basic Marketing Kit** contains the following items to spread awareness of your book and generate sales. Price includes a half hour of professional graphic design help.

- 50 (3 x 5) full color postcards featuring the cover of your book and general information.
- 50 (2 x 7) full color UV coated bookmarks.
- 5 (11 x 17) full color UV coated posters.
- A sample news release, marketing tips and a list of bookstores across the country.

***The Marketing Kit XL:  
\$175.00 with your book order***

The **Marketing Kit XL** contains everything in the basic kit plus much more. You will be able to spread national awareness of your title with this kit with minimal cost. Price includes one hour of professional graphic design help.

- 100 (3 x 5) full color postcards
- 100 (2 x 7) full color UV coated bookmarks.
- 50 full color business cards
- 10 (11 x 17) full color UV coated posters
- Marketing tips and sample news release
- Contact information for newspaper editors, book review contacts, distributors, general bookstores, and Christian bookstores.

***Turnaround times can vary for Marketing Kits. You will be contacted after your book cover has been completed for the Marketing Kit process to begin. The Kits are not shipped with the book order.***

Instantpublisher.com recommends that you purchase one of the complete Marketing kits; however, if you only want certain

items contained in the kits, they are priced below with a \$50.00 minimum purchase for each item. Prices are for camera-ready art for the items.

- Postcards (3 x 5) full color -\$.20 each
- Bookmarks (2 x 7) full color UV coated -\$.20 each
- Extra covers (full color) UV coated -\$.25 each
- Posters (11 x 17) full color UV coated -\$1.00 each

**Postcards** are a very inexpensive and effective way to announce your book to bookstores, distributors and friends. The full color postcards feature a full color photo of your book and a short write-up on one side.

**Bookmarks** are always a handy tool to advertise your book. You can write a cover letter about your book or adopt our news release and mail to radio, TV, and newspapers, along with a bookmark, that will feature your book in full color.

**Business cards** can be handed out when you meet friends or various store owners. Just give them one of the cards and see if you can schedule a book signing or if the store will handle your book for public sales. Again, the business cards are in full color and will give your name, address and information about the book.

**Full color posters** are excellent in store windows advertising your book. Most store owners will let you hang the posters at no charge and they will be a daily reminder of your new book.

You can have the best book in the world, but if the word is not spread, the books will not sell. Many times, self-published books by authors who really push marketing have been picked up by large publishing companies because they have had requests from bookstores about buying their book.

Please contact InstantPublisher for any printed marketing material quotes not found on this page.



## Chapter 9 Printing In Color

Color Printing...Easy and affordable!

Printing in color not only adds beauty to your book, it can be a necessity for displaying graphs, family pictures and much more. Instantpublisher offers this option with pricing affected by each color page and the paper you choose for your project..



Schools can design their own yearbooks in full color, load to the InstantPublisherColor.com site and have professionally printed yearbooks at a very reasonable price.

Yearbook Sample

*InstantPublisherColor*  
*University YearBook*



***From the moment we enter the gates to graduation, we walk a road filled with the benchmarks of success and failure, friendship and loneliness, laughter and tears....***

***We hope this book will preserve some of the beautiful memories here...***



Families can design their own photo albums, color or black and white, load to the site and actually have a photo album for each member of the family less expensively than having reprints made by a photofinisher.



Family Book Sample



Authors can write and design children's books in full color, and bind for professional sales. Story books and kids cookbooks, kids coloring project books and kids drawing books are all perfect topics for a book printed in color.

The free software needed for this process is available for Microsoft Windows and for the Macintosh. See our site at [www.InstantpublisherColor.com](http://www.InstantpublisherColor.com) for details and to download the software. Although you will find that this software has few limitations, keep in mind that printing in color has some inherent differences from black and white printing.

First, the color files you will be uploading will contain much more information and will be much larger files than black and white. Having a fast internet connection is absolutely essential for the successful implementation of this process.

A broadband internet connection, such as DSL, cable or satellite is required. Also, although you will find that our process is very economical when compared with other printers, color printing is still much more expensive than black and white. All books with color photos will be printed on a higher grade white paper that not only makes a difference in price, but displays a high quality reproduction of the color files. (The handy pricing calculator on our site helps you estimate costs.)

Before you submit your color manuscript to us, please check to be sure that there is no color information on any pages you want printed in black and white only. Any color on the page, even if it is not visible to your eye, will register on our color presses.





This will cause a delay in production of your book, as we will have to put your order on hold and contact you about the problem. You will have one of the following options:

- Correct your file to contain only the number of color pages you desire and reupload it.
- Approve the additional cost to print your file as is.
- If you would like us to convert your file to strip out the color from black and white pages, we can do this at a rate of \$50 per hour. Most files can be converted in 30 minutes or less; if your book is a large one, however, it will take longer.

Please bear in mind that even black text is sometimes actually composed of other colors, so check the text color as well, to be sure that it is composed of 100% black and no other colors.

Another important detail to check before you submit your manuscript is making sure that the color images in your file are at a resolution of 300 dpi. Please review pages 42-43 for details.

Finally, although it is possible to compose effective documents containing color images with a standard word processing program such as Microsoft Word or Corel WordPerfect, usage of a higher end layout tool such as QuarkXPress or Adobe PageMaker will produce higher quality results.

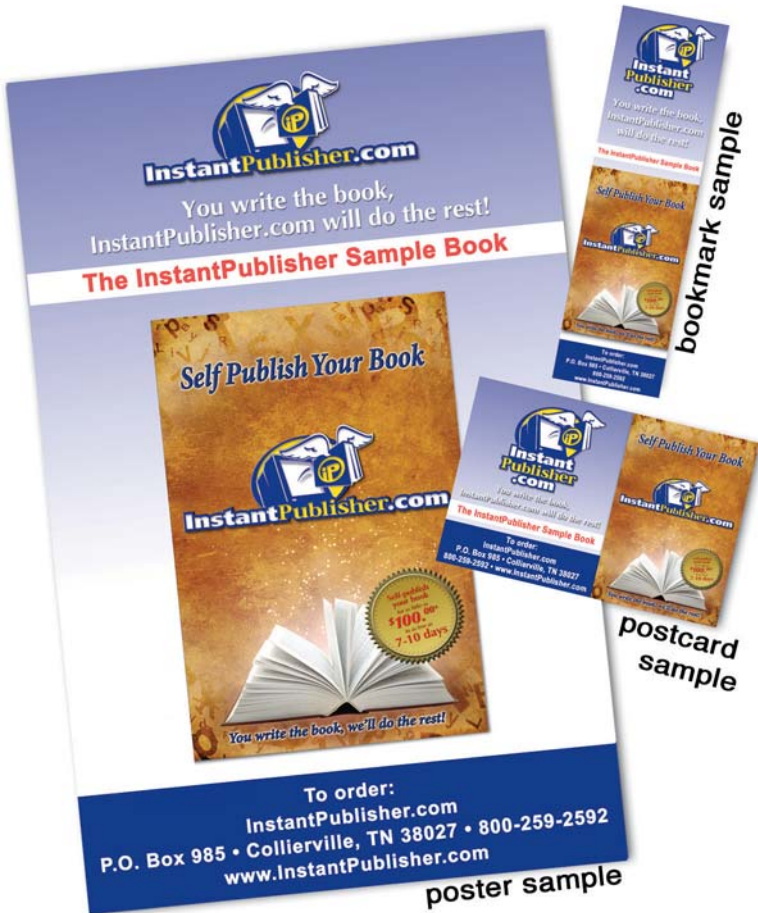
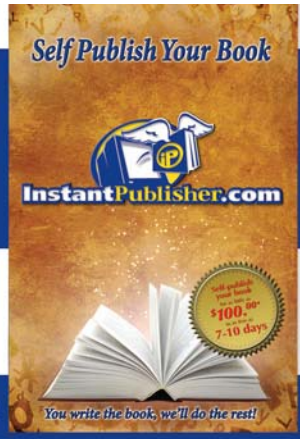
Our software will work with any standard or higher end tool, but we realize that many authors prefer to use standard word processing programs. For these reasons, we still offer our black and white printing services at [Instantpublisher.com](http://Instantpublisher.com) for those cases where color is not needed or is not feasible. Feel free to install the software for both black and white and color – then making the choice is as easy as selecting the printer name when you are ready to upload your document to us!

Take a look at [InstantpublisherColor.com](http://InstantpublisherColor.com) for all of your color publishing needs.

## Promote your book with our personalized Marketing Kit

See Chapter 8 “Selling Your Book”  
for more information or visit the  
website.

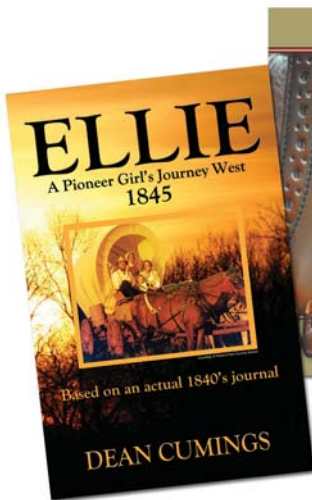
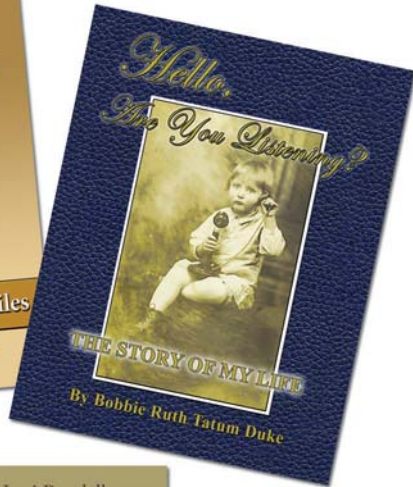
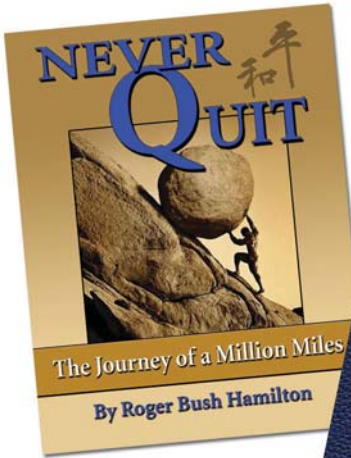
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