

Paperback Press-Ready Pages Guide

For Paperback Books with Perfect, Plastic Coil, Plastic Comb, and Saddle-Stitched Binding

Acceptable Page Material

All pages must be furnished press-ready, which are pages already formatted and typeset, with no additional typesetting or alterations needed. Pages are ready to print and will print the way they appear on your computer. Print quality is determined by the quality of the press-ready material.

Acceptable press-ready material includes:

1. a digital file formatted within the correct margins (p. 2) and saved as a PDF (p.8). **This is the preferred material. If you need assistance, call us.**
2. a hard copy (p.7) formatted properly to our specifications so that we can scan.
3. a previously printed book that fits into our format (p.2). The author must own the copyright and supply all original photos/artwork.

Paper & Ink

- We use a premium 60 lb white paper. Cream paper is available for an extra charge. Both papers have a smooth finish and are acid-free to ensure a long shelf-life.
- Base prices include printing of all pages in black ink, including artwork and photos.
- Full-color page printing is available. We suggest grouping photos on a page since full-color printing is charged by the page rather than per photo. See our website for pricing.

FREE Proof

- You will receive a **FREE** digital proof to review and approve. You may request hard copy proofs for an extra charge.
- **Corrections incur fees. If there are many pages with corrections, a new proof may be required which incurs an additional proof charge. To avoid fees and delayed production, proofread pages BEFORE sending your order.**

Charges

Charges do not apply if all pages are press-ready, with photos and artwork included on pages. Charges apply if extra work is needed to prepare your pages for press. See our website for charges that may apply.

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ALSO REFERENCE PAPERBACK PRESS-READY COVER GUIDE

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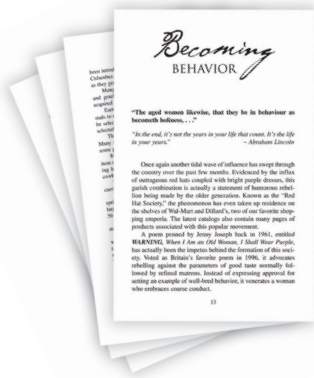
Place your order and upload your PDF files on our website: morrispublishing.com/ordering-terms

If you need assistance or have any questions, please contact us by phone 800-650-7888, 8 a.m. - 5 p.m. CST Monday-Friday or email publish@morrispublishing.com, 24 hours a day.

TAKE NOTE >

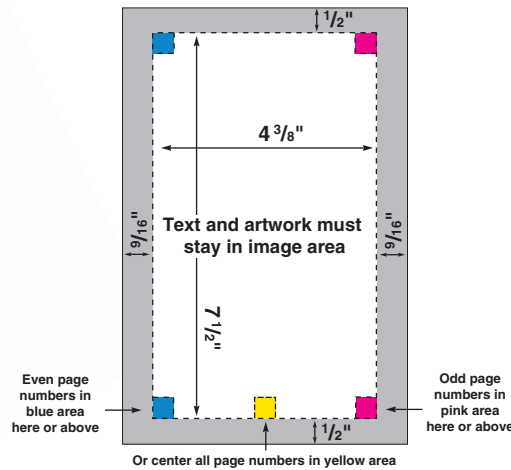
Also reference "Paperback Press-Ready Cover Guide" from our website's Download center.

Formatting Pages



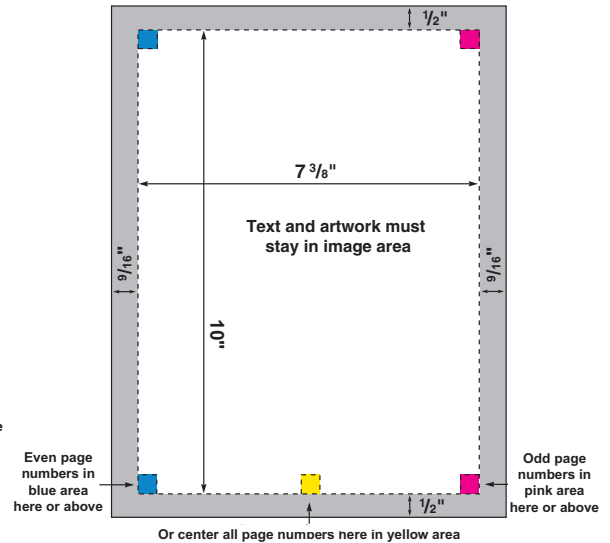
Template 1

Page Size 5 1/2" X 8 1/2"



Template 2

Page Size 8 1/2" X 11"



Formatting Pages

After you finish editing and proofreading your manuscript, begin formatting your pages. Two page sizes are available: 5 1/2" x 8 1/2" and 8 1/2" x 11". The image area for each page size is indicated in Templates 1 and 2.

- Body text, headers, footers, artwork, photos, and page numbers **must stay within the image area**. Anything outside of the image area may get trimmed off. Use the correct template.
- **DO NOT assign a color to anything.** Keep all text, artwork, and photos in black unless photos are to be printed in full-color.
- Allow for blank pages in your numbering, even if page numbers are not printed on those pages.
- See p.3 for what pages to include.
- See p.4 for placement of page numbers.
- See p.5 - 7 for type and artwork guidelines.

5 1/2" x 8 1/2" Page Guidelines

Image area is 4 3/8" x 7 1/2" (4.375 x 7.5)

- Create pages 5 1/2" x 8 1/2" with top and bottom margins at 1/2" (.5) and left and right margins at 9/16" (.5625). Keep all copy within the image area. See **Template 1** above.
- A different template may be used as long as the actual image area is 4 3/8" x 7 1/2" (4.375 x 7.5).

8 1/2" x 11" Page Guidelines

Image area is 7 3/8" x 10" (7.375 x 10)

- Create pages 8 1/2" x 11" with top and bottom margins at 1/2" (.5) and left and right margins at 9/16" (.5625). Keep all copy within the image area. See **Template 2** above.
- A different template may be used as long as the actual image area is 7 3/8" x 10" (7.375 x 10).

TAKE NOTE >

To assist you, use one of the templates from our website's Download center. Our templates have the correct margins, so your text may reflow if you copy/paste it from a document with different margins. Make page adjustments as needed; ensure margins are accurate so your book prints correctly.

Pages to Include

Pages to Include

Certain pages should be included in your book. Take this into consideration when arranging the order of your pages and figuring the total page count. Be sure to include title page, copyright page, table of contents, endnotes, index, photo or art pages, blank pages, and any other pages in your final page count.

Typesetting services are available to help you set up your Title and copyright pages only, for an extra charge.

Page 1 - Title Page

The first page must be your *title page*, which typically includes the title, subtitle, and author's name. Optional items include editors or other contributors, opening lines about the book, or an illustration or photo. This information could also be listed on page 2 of your book.

Page 2 - Copyright Page

Page 2 is reserved for *copyright information*. Include "Copyright ©," followed by the year and name of the copyright owner. "All Rights Reserved" protects all book rights.

Copyright © 2024
John Doe
All Rights Reserved.

If you are filing for an ISBN and/or Library of Congress Control Number, they must also appear on this page. Refer to our MP Publishing Guide or website for Technical Details.

The copyright page may also include other contributors, such as editors, illustrators, or writers. You may include reference to print run, quantity, and date (e.g. First printing • 1,000 copies • January 2024).

Listing the printer on the copyright page is an industry standard; therefore, we will include "Printed in the USA by Morris Publishing" and list our address, phone number, and web address.

Other Pages

Other pages to include in your book may be a dedication page, acknowledgements, preface, or foreword. Quite often a foreword is written by a friend or colleague who can lend credibility to the content of the book. You may also want to include an About The Author or Author bio at the end of the book, and list your professional works, or describe some of your personal interests. Often this appears on the last page of your book, and can lead to a Coming Soon/Read More section, sometimes with cover images, their titles, and links for information if you have multiple books to your name.

Title Page



Copyright Page

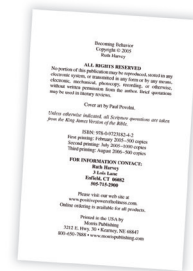
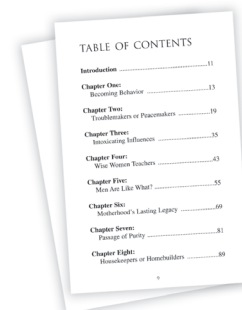


Table of Contents



Author Info



Numbering Your Book

If any pages need to be blank, then include blank pages in your document. Allow for blank pages in your page numbering. Blank pages must be included in your total page count and will be charged.

Numbering Your Book

- Odd page numbers are on the right, even page numbers are on the left.
- Page 1 should always be a right-hand page.
- Do you want chapters to always start on a right-hand page? If so, you may need to add a blank page at the end of chapters.
- Allow for any blank pages in your numbering, even if page numbers are not printed on those pages.

We can add page numbers to your book for an additional charge.

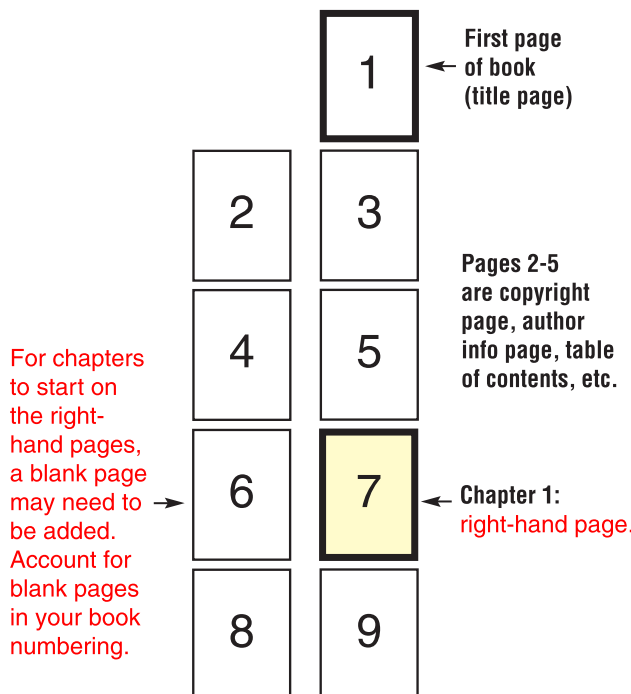
TAKE NOTE >

A page is one side of a sheet of paper.

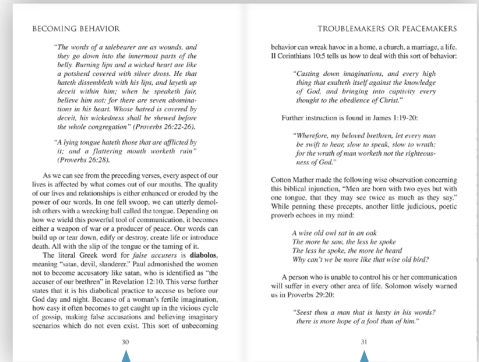
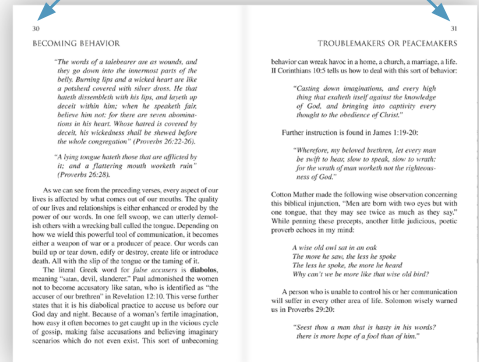
Page Number Placement

- Odd page numbers are printed on the top or bottom outside (right) corner of right-hand pages. See pink areas on **Templates 1 and 2** (p. 2).
- Even page numbers are printed on the top or bottom outside (left) corner of left-hand pages. See blue areas on **Templates 1 and 2** (p. 2).
- All page numbers can be centered on the bottom of each page. See yellow areas on **Templates 1 and 2**. Center within the **actual image area**, NOT the entire width of the page (p. 2).
- Be consistent with placement.
- Set header/footer margins at $\frac{1}{2}$ " (.5), so page numbers are within correct margins for $5\frac{1}{2}$ " x $8\frac{1}{2}$ " pages. For $8\frac{1}{2}$ " x 11 " pages, set margins at $\frac{1}{2}$ " (.5).

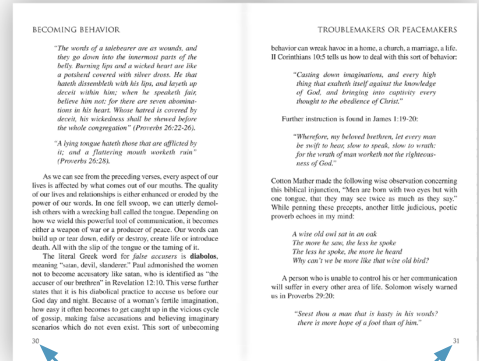
Example of page numbering



Page numbers on outside top corners



Page numbers on bottom centered



Page numbers on outside bottom corners

TAKE NOTE >

If you want blank pages between sections or chapters, include them with page numbers in position.

Typesetting Guidelines

Typesetting Guidelines

- Make your own set of typesetting rules for using boldface, italic, centering text, etc. Be consistent for professional results. (A)
- Justify body text for a professional look. (B)
- Add emphasis with bold or italic text. Do not underline text. Italic text is best limited to a few words or one sentence. Don't overuse it.
- Set body text in 11 to 13 point type. Text smaller than 11 point should be limited to captions or small bodies of text. Set chapter titles and subtitles in a larger point size than the body. (C)
- Suggested body fonts include:

Times	New Century Schoolbook
Palatino	Goudy
Optima	Caslon
Garamond	
- **DO NOT** use too many typetypes. Use one typeface for the body and the same or a different typeface in a larger point size for headings and subheadings.

- **DO NOT** put screened images or boxes behind type or use screened (gray) type. (D, E)
- **DO NOT** use black boxes, bars, or lines exceeding 2" in width or height or areas with reversed type. They are difficult to print with consistent ink coverage.
- **DO NOT** use script fonts in all caps as they are difficult to read. Only use in upper/lowercase. (F)
- **DO NOT** use typetypes with very fine lines. They may not print well.
- **DO NOT** leave "widows" (a single word on one line by itself at the end of a paragraph).
- **DO NOT** allow "orphans" (the last line of a paragraph that falls on the first line of a subsequent page).

- **DO NOT** indent the first line of the first paragraph within a new chapter. (G)
- **AVOID** hyphenated words one after the other on multiple lines. (H)
- **AVOID** poor uneven word spacing which is not consistent with the rest of the book. (I)

Double check your page margins to your book size if you created your own master page. You can verify image areas by referencing the Page Guidelines on p. 2. Page templates are available for download from our website to help you. Any necessary adjustments to margins before printing could cause your text to reflow.

(A) Typesetting Rules

Titles - Times Bold 18 pt.
Subtitles - Times Bold 14 pt.
Body Text - Times 12 pt.

Captions - Helvetica 7 pt.
Page Numbers - Helvetica 7 pt.

(C)

Suggested CAPTION point sizes	}	7 point	Suggested TITLE & SUBTITLE point sizes	}	14 point
		8 point			15 point
		9 point			16 point
		10 point			17 point
Suggested BODY TEXT point sizes	}	11 point	}	18 point	
		12 point			
		13 point			

(B)

Justified Text →
This text is justified (flush left and flush right) so all lines are uniform. This text is justified (flush left and flush right)

← **Flush Left Text**
This text is flush left and ragged on the right side. This text is flush left and ragged on the right side.

Flush Right Text →
This text is flush right and ragged on the left side. This text is flush right and ragged on the left side.

(D) type over a screened area

(E)

Reversed Type

Screened TYPE

(F)

*DO NOT USE
SCRIPT FONTS
IN ALL
CAPITAL LETTERS*

TAKE NOTE →

What is text reflow? Fonts that are not loaded properly may get substituted, causing pages to not start or end with the correct content.

DEFINITION →

Kerning is the space between characters, this spacing can be manually adjusted between letters and characters.

Tracking uniformly defines the space between letters in a line, or in a block of text.

(G) Chapter 1 (H)

(I)

Artwork and Photo Guidelines

Artwork & Photo Guidelines

Follow these guidelines for quality artwork and photo print reproduction. If sending a PDF all images should be placed directly in the file within template margins.

Images for Best Results

- Use line art (A), which are sharp drawings consisting of black lines (no color), and do not contain grays or screens (B). Avoid pencil images.
- Color images cost extra. If you don't want to pay for color pages, convert images to black or grayscale.
- We recommend not using clip art found on the internet or from a desktop publishing program. Most look unprofessional in a published book.
- **DO NOT** use solid black boxes, black bars, or artwork with large solid black areas.
- **DO NOT** use photocopied artwork or photos in the form of negatives, halftones, Polaroid™ prints, newspaper or magazine photos, or photos from a color or black/white copier or desktop printer.

TAKE NOTE >

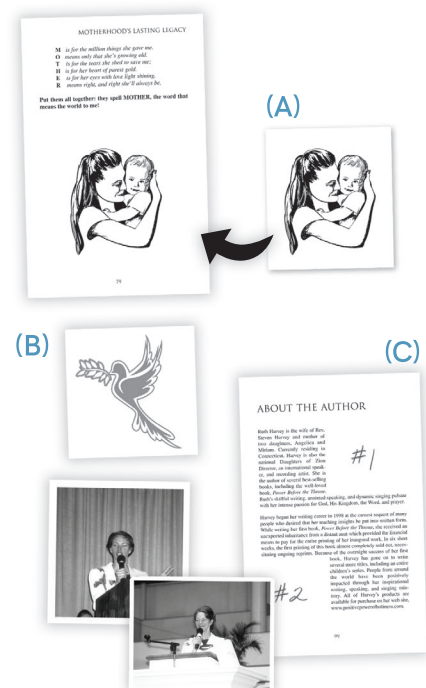
DO NOT use copyrighted images without a signed release from the copyright owner. Unless you use royalty-free images, you own the images, or you paid someone to create images for your book, consider all images copyrighted. This can include any images from a website, book, magazine, newspaper, greeting card, postcards, etc. If Morris Publishing suspects your book is violating a copyright or trademark, we will not begin production until we have confirmed approval for its usage or changes are made to the item in question. We have a Release Form on our website for artists and photographers to provide written permission to you.

Submitting Quality Digital Images

- For more details, see *Digital Image Specifications* from our website's Download center.
- To maintain highest print quality for photos and artwork with screens, resolution should be 300 ppi (pixels per inch). We will accept images at 150 ppi which are medium quality. See *Digital Image Specifications* within the Paperback Press-Ready Cover Guide to determine pixels in your images and the maximum size they can be safely printed.
- Scan black/white line art at 600 ppi; save as a TIFF.
- For black/white artwork with screens (not recommended – use line art) and photos to be printed in black ink, save in grayscale mode as a TIFF or EPS.
- For photos or artwork to be printed in full-color, save in CMYK mode (not RGB) as an EPS. Convert RGB files to CMYK keeping in mind, changing modes can slightly shift colors.
- **NOTE: Be cautious using web images. All are RGB files and many are only 72 ppi which print poorly. Low resolution images cannot be resaved to a higher 300 ppi.**
- You may want to modify the brightness, contrast, and color in a photo-editing program. Morris Publishing® cannot be responsible for photo quality since we do not make alterations to images you provide.
- Artwork and photos should be scanned and saved at the size they will be used on your pages. Enlarging images once they have been inserted into the document will affect resolution (ppi).
- All images must be linked to your document. Broken links will cause problems in your PDF.
- If digital images cannot be placed into your document, send them to us and we will insert them; you must allow space for them on pages (C). This will incur an extra charge – for prices see *Complete Price List* in our website's Download center.

Submitting Hard Copy Pages

- Place line art on hard copy pages. (A)
- If submitting laser hard copy pages, do **NOT** place photos or images with screens on pages. Send original photos, **NOT** photocopies. We must scan them, so keep them separate and labeled to help us with page positions. See *Hard Copy Printing Guidelines* (p.7) for best reproduction results.
- You may also send digital images that we can position on your hard copy pages. Provide cropping instructions and allow space for them (C). We cannot reflow text on a hard copy.
- If submitting a PDF and you need photos scanned and placed in position, we can assist you. Provide cropping instructions and allow space for them within your PDF pages (B, C).
- Scanning and placing images on pages incurs an extra charge – for prices see *Complete Price List* in our website's Download center.

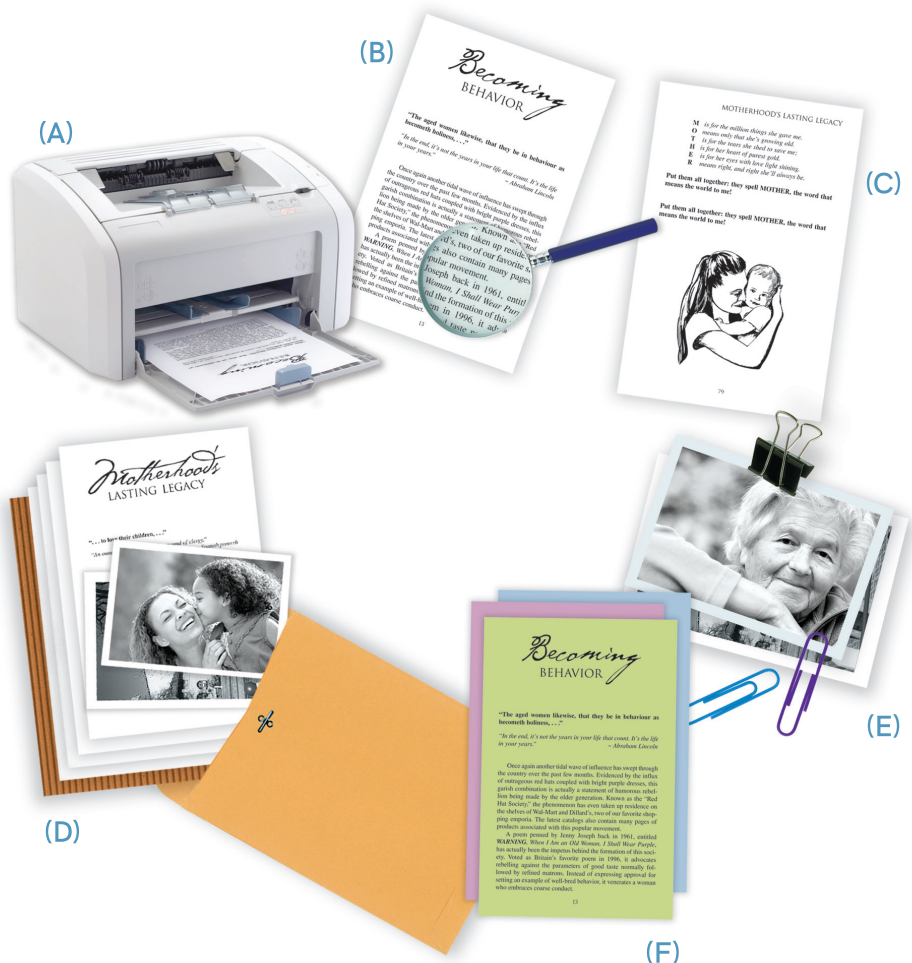


Hard Copy Printing Guidelines

Hard Copy Printing Guidelines

If you choose to submit press-ready hard copy pages to create your book, use these guidelines for best reproduction results.

- Output the final pages using a quality **laser printer** at 600 dpi or higher resolution. (A)
- Output pages on white paper and print on one side only. Use premium laser paper, as toner adheres better and type prints sharper. Use black toner only. (B)
- Be sure the toner cartridge is full. Low toner may cause faint type or uneven coverage. Presses cannot adjust for variations from page to page.
- Line art should be placed on pages. Make sure it's straight and within margins. (C)
- Submit all material flat (not rolled or folded) and protected with heavy cardboard. (D)
- **DO NOT** print pages from an **ink-jet** or other low quality printer. The pages will reproduce poorly.
- **DO NOT** use paper clips on photos. They leave marks and can scratch the surface. (E)
- **DO NOT** send pages with staples, smudges, glue, tape, Wite-Out®, water spots, or rips through text or artwork.
- **DO NOT** print on both sides of a sheet of paper.
- **DO NOT** submit pages on colored paper. (F)
- **DO NOT** print pages in full-color.
- **DO NOT** include photos on pages; we cannot properly scan them for quality reproduction. Send originals or digital photos. See p. 6. Please provide instructions for cropping and where to position photos.



TAKE NOTE >

At no charge, Morris Publishing® will insure artwork and photos for \$100/package when returned to the client. The client is responsible for insuring packages sent to Morris Publishing®. We are not responsible for items lost or damaged during shipping.

DEFINITION >

Line Art

Any image made only from lines, such as sharp inked drawings. The art contains no screens, grays, or middle-tones and can be printed without the use of halftone techniques.

Making and Sending a PDF

Making a PDF

A PDF (Portable Document Format) file captures page text, fonts, and images, providing the most reliable exchange of documents regardless the computer system or type of software used. PDFs will reproduce the same way they look on your screen, which helps guarantee your pages print as you intended. Content is “locked”; therefore, it is important that pages are built with correct margins, content, and page numbers (p. 2-4) Some changes cannot be made to a PDF.

Document Guidelines

Your book’s interior pages and cover require different margins, so they need to be set up and saved as separate PDF files. Please label the files with your book title. All the inside pages of the book must be in ONE file. **DO NOT** place chapters or pages in separate files. If pages or chapters are separate, combine them into one document before creating the PDF. Note: Keep pages 1-up and not as printer spreads.

- Save a Microsoft Word® file as a PDF; under “File” choose “Save As Adobe PDF.”
- InDesign®, Microsoft Publisher®, or QuarkXPress® files must also be converted into a PDF. Check your software manual to create a PDF.
- Fonts do not need to be sent to us because they will be embedded into your PDF, as long as you have fonts on (open) when you make your PDF.
- When all pages are done, carefully proof them. Submitting changes on the proof we send you will only cause delays and fees.

TAKE NOTE >

Archived files are production files only and are NOT provided to the customer. We do NOT archive any original editable documents that may be sent to us. Therefore, we strongly recommend you back-up all your book files.

Checking Reflow & Images in a PDF

Once you create a PDF, carefully proof it to ensure all pages and fonts look accurate. Make sure text has not reflowed, which is caused by fonts defaulting to another font.

- Check all photos and other images in your PDF to ensure they are clear and sharp. Unlinked images will be blurry and print poorly. See p. 6-7 for guidelines on best print quality.

Why does text reflow happen?

If you manage your computer fonts with an application such as Extensis Suitcase®, be sure all fonts in your document are open when the PDF is created. Otherwise, default fonts will be substituted, causing pages to not start or end with the correct content.

TAKE NOTE >

What is text reflow? Fonts that are not loaded properly may get substituted, causing pages to not start or end with the correct content. Check your PDF pages carefully for reflow and re-PDF your file, if needed.

Sending Your PDF

Send your PDF one of three ways:

1. Place your order on our website.
2. Email it to publish@morrispublishing.com.
3. Save to a flash or USB thumb drive; send with your order.

If you cannot convert a file into a PDF, press-ready hard copy pages are accepted, but more time is needed to scan pages and print quality will not be as sharp. Refer to p.7 to print a quality hard copy.

morrispublishing.com/ordering-terms



OR

publish@morrispublishing.com



OR

Send with your order

