



Marketing • Book Producer

Producing Your Own Book!

TERMS

Binding Techniques

Most paperback books are Perfect Bound (glued pages). Books bound in sections, often with staples is called Saddle Stitched. Some Perfect Bound books have a wrap around cover and some have a taped spine. There are many more options (see Resources)

Complex book

Any book that is not text only by one author. Usually complex books involve multiple authors, text and images, or something else that makes finishing the manuscript labor intensive.

Digital Press

Electronic files are output directly, without the use of plates or film.

Layout Program

Computer programs created for graphic designers and others who need and want ultimate control over the design of a page, document, brochure, magazine, or book. Professional layout programs include Adobe In Design, Quark, and PageMaker. Most professionals are moving toward InDesign.

Letterpress Printing

Old fashioned printing process, resulting in raised surfaces. Now used for specialty work, fine art printing, and limited edition books.

pdf files

Portable Digital Format files created by Adobe Acrobat. Many printers want pdf files rather than specific application files like Word or InDesign.

POD (Print on Demand)

Books printed only when ordered. High cost per book for longer runs. No inventory.

Offset Printing

Ink is applied to a plate; image is transferred to a blanket, which is then printed on paper.

Self Publishing

Managing the publication process yourself, without using a traditional publisher. This involves all aspects of the publishing process: from creation and editing of manuscript to creation of all the pre-press files, finding the printer, developing the distribution channels and performing all the marketing and sales function yourself (or hiring those who will perform those functions).

Traditional Publishing

Publisher prints a larger quantity of books with the expectation they will sell reasonably quickly. Lower production costs per book when ordered in sufficient quantity. Inventory must be carried.

Vanity Press / Subsidy Publishing / Cooperative Publishing

Publisher shares printing / publication costs with author.

For resources, go to <http://www.cinnabarbridge.com>