



MAKING A BOOK

— A GUIDE TO —
PRINTING & PUBLISHING

Dedicated to the authors and publishers
bringing their books to life!



Look for these helpful tips
throughout the book.

START YOUR JOURNEY



**GORHAM
PRINTING**

We're on the same page.

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Created and designed by the Gorham Printing Team

What to Consider

Welcome to Gorham Printing! Years of experience dedicated to our craft have provided us with the ability to help you publish a book you can be proud of. This guide provides insight into the steps needed to get your book into the hands of readers.

Starting with editing, then cover and interior design, we guide you through the choices that make your book stand out in the crowd. Moving on to the actual book production, we discuss binding, paper, printing costs and other options to enhance your book. From there, we journey into marketing, getting your book to your reader. Don't forget to check out the section examining quantities, cost, and profit. We hope you find the topics in this guide helpful as you prepare your next book for print.

In this guide we will go over
the four stages of your book:

EDITING

4

Do you
need
editing?
Find out.

DESIGN

14

Do it
yourself or
hire us

PRINTING

28

What makes
a book ready
for printing?

MARKETING

48

How to
reach
buyers



EDITING YOUR BOOK



Now that your book is written, it's time to enhance it. Editing your book will save time and money. Each book is different and requires different types of editing. To help you during this stage of your journey, we'll describe types of editing, tips for doing it yourself, and a list of professional editors. We'll also talk about those important publishing numbers like ISBNs and copyrights. In this section we will cover:

- » Types of editing
- » Become your own editor
- » Professional editing
- » Publishing numbers to know



TIP

If you have your book written and plan on selling it, we highly recommend professional editing.

Editing

Once the manuscript is completed, it's time to start the editing phase. The first draft may feel flawless, but it's likely that what you're trying to say and what you actually said don't entirely match up. You can edit yourself, ask a friend or hire a professional editor.

TYPES OF EDITING

Copy Editing (also called proofreading) is the simplest level of editing. A professional proofreader will check for punctuation, grammar, sentence structure, spelling, and typographical errors.

Developmental Editing deals with chapter and section organization, clarity, and indexing, as well as narrative and storytelling. Rearrangement, rewriting, and new writing may be recommended.

Line Editing is more advanced. An editor providing this service will help you develop your voice. This process will explore word choice, paragraph structure, flow of narrative, language style, and readability.

Research Editing is important for works of non-fiction. A research editor may provide citation verification and structure, as well as fact checking.

Indexing usually is done during the writing process. If you need to help setting up an index, we have a how-to guide for Microsoft Word on our website.

VISIT OUR RECOMMENDED EDITORS PAGE TO SEE A FULL LIST:

[Gorhamprinting.com > Resources > Editing Your Content > Editors](#)

Becoming Your Own Editor

Here are some book editing best practices when you do it yourself:

- » **Take a break.** Before rushing into editing, set the book aside for a few days or a few weeks and come back with fresh eyes.
- » **Read it aloud.** When you read your words aloud, you'll be able to hear confusing sentences, missing commas, and unfinished thoughts that you might miss otherwise.
- » **Know your habits.** Every writer has words they mix up, misuse, or can't quit saying. Keep an eye on the small habits that can distract a reader over the course of the book.

RECOMMENDED READING

If you decide to tackle editing yourself, here are some great reading recommendations to help you:

General writing:

Bird by Bird by Anne Lamott

On Writing by Stephen King

Zen in the Art of Writing by Ray Bradbury

Nonfiction:

On Writing Well by William Zinsser

The Art of Memoir by Mary Karr

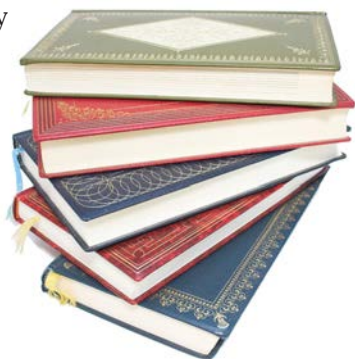
Fiction:

Steering the Craft by Ursula K. Le Guin

The Art of Fiction by John Gardner

Poetry:

A Poetry Handbook by Mary Oliver



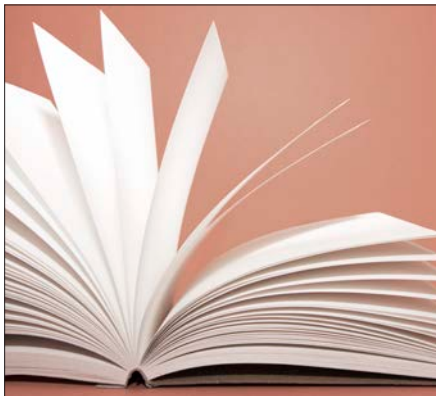
Hiring a Professional Editor

When hiring a professional editor, it is important to keep in mind:

- » **Editing takes time.** Depending on the book and the type of editing, the process can take a few weeks to a few months. Plan ahead to make sure to leave plenty of time for yourself and your editor.
- » **Meeting in person is not required.** In today's world, correspondence and manuscript sharing can be done electronically. Every editor's services will differ slightly, so it is a good idea to have a preliminary conversation with your editor on expectations for each other.
- » **Editing services vary in price.** Professional editors vary in price depending on the intensity of editing. It is common to send a few sample pages to the editor so they can get a clear idea of your book's editing needs and give you an accurate pricing estimate.

VISIT OUR RECOMMENDED EDITORS PAGE TO SEE A FULL LIST:

[Gorhamprinting.com > Resources > Editing Your Content > Editors](#)



Editing Front Matter

Front matter is a way to welcome your readers to your book and provide necessary identifying information such as copyright information. It is sometimes called the prelim or preliminary matter. Common front matter pages to include are:

- » Title page
- » Copyright page
- » Dedication
- » Contents
- » List of figures or tables
- » Foreword
- » Acknowledgements
- » Preface
- » Introduction

You can have all these items or just a few. A title page and a copyright page should be in most books and have the most standard formatting. When deciding what to include in your front matter, review other books in your genre and see what is included. For most fiction novels, a title page, copyright and contents page are included. For historical books, there are usually several additional front matter pages such as list of figures, preface, and acknowledgements. Talk to your editor about what to include in your front matter as well.



TIP

Make sure to use the correct form of “foreword.” Not spelled “forward” but “fore word” because it refers to the words before.

Editing Back Matter

Back matter refers to the content that comes after the final page of your story. Some books have no back matter and some books have extensive back matter; it depends on your genre and how you've designed your book. Back matter often includes:

- » Appendix
- » Endnotes
- » Glossary
- » Bibliography
- » List of contributors
- » Index
- » Author biography
- » Order form

Just like with front matter, consider your book and what your reader might need to know when they finish your book. Do you have sources to cite, a website to point readers to, an appendix of additional information, or an index of listed topics? These things might be included with your back matter.



CHECK OUT MORE DIY FORMATTING TIPS AT:

[Gorhamprinting.com > Resources > Book Design Tips](https://gorhamprinting.com/resources/book-design-tips)

TIP

**If you are writing a novel
or memoir, you may not
need back matter.**

Publishing Numbers

When publishing your book, it is important to make sure your work is protected. You can help protect your content by copyrighting and getting an ISBN number for your book.

COPYRIGHT

Why do you need a copyright? It helps protect your hard work from being stolen or plagiarized.

Copyrighting your book is much easier than you think. Copyright is secured automatically when the work is created. To copyright your book all you must do is include the author's name, date of copyright, and the copyright symbol (©) or the word "copyright" on the copyright page (usually the first left-hand page after the title page) of your book. You may then elaborate on the "all rights reserved" phrase if you wish. Check your favorite books for variations of extended copyright verbiage.

You can opt to register your copyright after your book is printed which also helps strengthen your legal rights. More information visit www.copyright.gov.

ISBN

Why do you need an ISBN? If you put your book out there for sale it is important to identify it uniquely. An ISBN acts like a social security number for your book.

An International Standard Book Number (ISBN) is a 13-digit number that uniquely identifies your book. If you plan to sell your printed books or eBooks through booksellers, it is recommended to purchase an ISBN for each edition; for example, one each for hardcover, softcover, and eBooks.

If your book will be sold primarily to family and friends, through your website or by back-of-the-room sales, an ISBN is not necessary. Visit www.myidentifiers.com to purchase your ISBNs.

BARCODE

When do you need a barcode? If you plan to sell your book in bookstores, the store needs something to scan to ring up the purchase.

A book barcode uses a sequence of vertical bars and spaces to represent the numbers of your ISBN (see the back of this book). The ISBN is used to create the barcode. You can purchase both the number and barcode, or you can purchase the number only from www.myidentifiers.com. If you have an ISBN but need a barcode, we can create one for you with Cover PDF Assistance or with your cover design service.



TIP

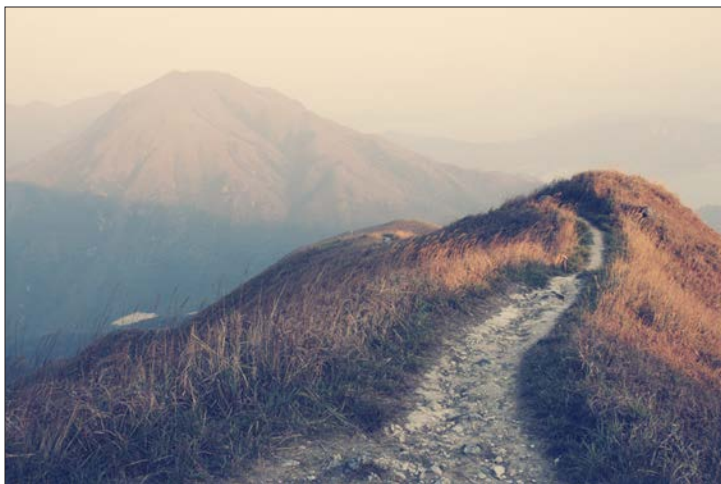
If you are only giving your book to friends and family, you might prefer to skip buying an ISBN.

LIBRARY OF CONGRESS NUMBER

When do you need a Library of Congress Number? If you are hoping to place your book into libraries, this is the number that libraries require in addition to an ISBN.

This registration number can be obtained from the Library of Congress and is used to distribute books intended for libraries (for publishers and authors, the number is called a PCN—PreAssigned Control Number). These numbers are issued prior to publication and may be requested by submitting a one-page application to the Library of Congress. Most authors add the number to the copyright page of their books preceded by the phrase “Library of Congress Control Number”. The PCN program is free.

If you believe your work would be appropriate for libraries, apply for a PCN at <http://pcn.loc.gov>.



CHECK OUT MORE TIPS ON EDITING YOUR CONTENT AT:

Gorhamprinting.com > Resources > Editing Your Content



DESIGNING YOUR BOOK



After your content is written and edited, the next step is formatting and design. This is crucial for capturing your readers' interest. Your book's cover will be their first impression, but the interior formatting is just as important for a great reading experience.

When it comes to formatting your content, you may decide to do it yourself or hire a designer. Gorham Printing offers interior and cover design for all authors. Whether you're feeling overwhelmed by the prospect of formatting your content and preparing your own print files, or you want your content to be sculpted to industry standards by a professional book designer, our design team is ready to talk to you about your needs and your vision. In this section we will cover:

- » Do-it-yourself formatting
- » Professional book design options



TIP

If you prefer to skip the formatting, hand it over to us and we can do it for you with design services.

DIY Book Design

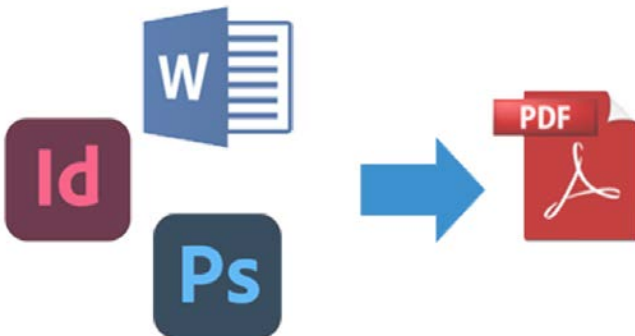
If you are looking to format your book yourself, one of the easiest ways is to use our cover template tool and interior template tool. The cover template tool creates a PNG image file that can be dropped into Photoshop or InDesign. The interior template tool creates a Word document sized for your book. After formatting your book using one of these templates, the next step is saving it as a PDF file. Check out our templates online to start your formatting.

DOWNLOAD YOUR CUSTOM TEMPLATES AT:

Gorhamprinting.com > File Prep > Template & Tools

CHOOSING A PROGRAM

You can use any program you like as long as you can save the final file as a PDF ready-to-print file. When choosing a program to format in, most clients prefer designing the interior in Adobe InDesign and Microsoft Word. The two most common programs for designing the cover are Adobe InDesign or Photoshop.



FONTS

Traditionally, books use serif typefaces. Serifs are the strokes that project from the top or bottom of the main stroke of the letter. They help with readability by keeping the reader's eye flowing horizontally across the words. Typefaces without serifs (sans serif) are fine for headings, but do not work well for large sections of body copy.

SANS-SERIF (no serifs) VS. **SERIF** These are the serifs

There are thousands of typefaces in the world, and more are created every day. You can use any typeface you want in your book, but often the simple typefaces work the best. Here are some of our favorite typefaces for book interiors.

Arno Pro Garamond Sabon
GHANDI Caslon Minion Adobe Devanagari

The standard font size for most books is between 10pt and 12.5pt. Leading (the space between the lines) is usually no more than 1.5x the font size.

BOOK FORMATTING TIPS

Here are some quick pro tips to remember when formatting your book:

- » Consider your genre when you design your cover
- » Use no more than 1 or 2 complementary fonts
- » Look at books that you enjoy and review the formatting
- » Interior text is usually justified with hyphenations
- » First paragraph of a chapter or section should not be indented
- » Use high-quality images for your cover
- » Only use one space after periods and punctuation marks

CHECK OUT MORE DIY FORMATTING TIPS AT:

Gorhamprinting.com > Resources > Book Design Tips

DIY INTERIOR FILE CHECKLIST

- Content is set up as single pages in a single PDF file
- Interior PDF matches your book's width and height
- There is a white margin around each of the pages (unless you have interior bleeds)
- File does not have any printer or crop marks
- File's total page count matches the page count of your order
- Cover is NOT included in the text file
- Remember that the first page of the PDF is on the right-hand side of the book
- The interior looks exactly how you want it to print including image placements and captions
- You have thoroughly reviewed your final PDF

CHECK OUT THE COMPLETE CHECKLIST ON:

[Gorhamprinting.com > File Prep > Text File Checklist](#)



TIP

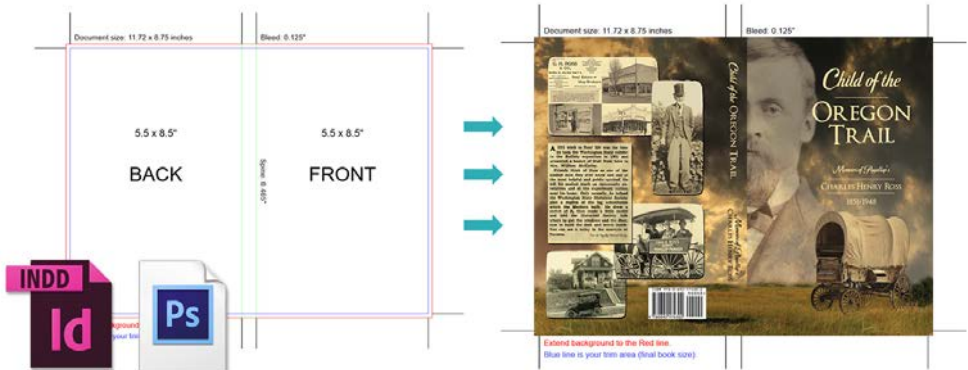
Check out a few books in your genre and look closely at how they are formatted. Look at the font size, how the paragraphs are indented, and how the text flows.

DIY COVER FILE CHECKLIST

- File is saved as a PDF
- Back cover, spine and front cover are combined as one piece
- PDF size matches your book's trim size
- Background extends .125" past the trim area
- Spine text is centered and has a $\frac{1}{16}$ " margin on both sides
- Spine has been correctly sized using our spine width calculator (optional)
- You used the cover template generator (optional)
- You have thoroughly reviewed your file for errors

CHECK OUT THE COMPLETE CHECKLIST ON:

Gorhamprinting.com > File Prep > Cover File Checklist



TIP

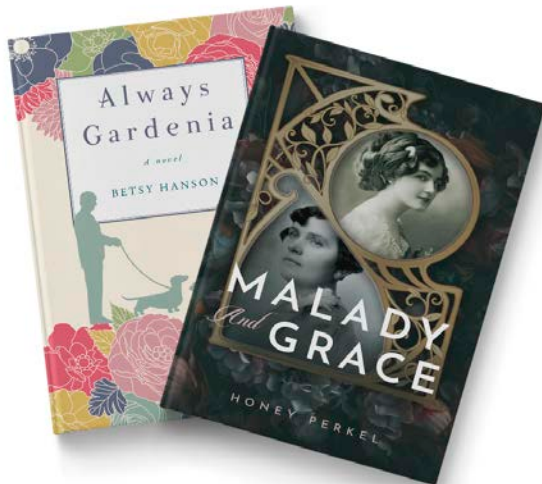
Not computer savvy or prefer to have someone else format it? Check out pg 20 for design options.

Professional Book Design

Whether you want to sell your book in bookstores or you're just feeling overwhelmed by the prospect of formatting your content yourself, our design team is ready to talk to you about your design needs and vision.

PROFESSIONAL DESIGN GIVES YOU

- » A cohesive layout that will pop for the reader
- » A cover design that will stand out on shelves
- » A book that meets industry standards (*Chicago Manual of Style*)
- » A book that will be a keepsake for your family or a book that is ready to hit the book market
- » Peace of mind. Send over your materials and our team will handle the rest



LEARN MORE ABOUT DESIGN AT:

Gorhamprinting.com > Design Services



Cover Design

Our designers use industry-leading design software and decades of experience to turn your content and vision into a stunning volume that is ready for the store or that will be a keepsake forever. We understand that each author's needs are as unique as their book. Whether you just need a little help, or a full concept developed, we offer packages that can meet your needs.

Basic Cover Design

\$89

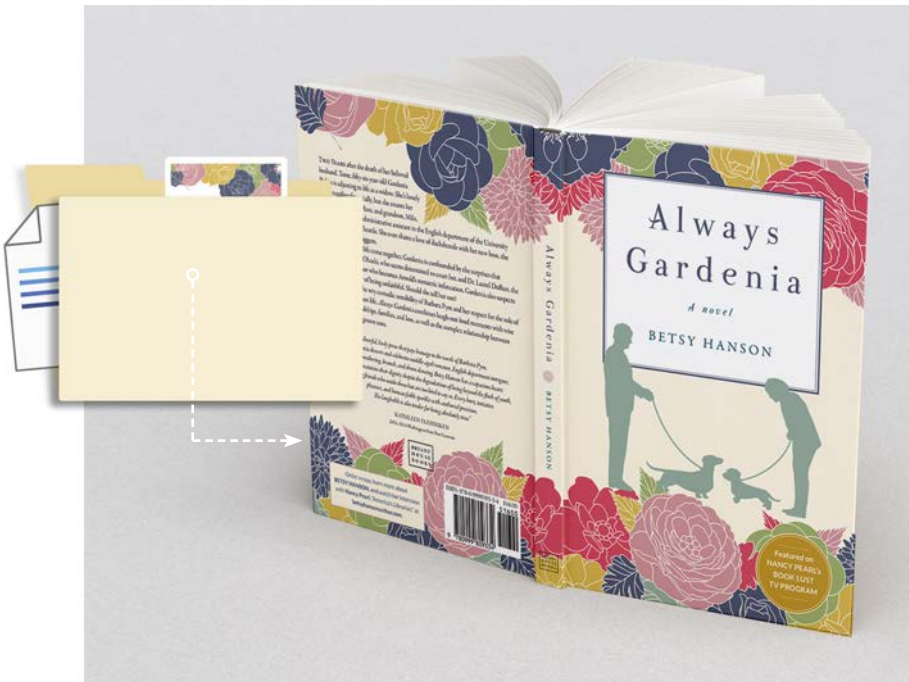
If you have your front cover designed and maybe a back cover as well, but you're not sure how to set it up for printing, then our basic cover design is for you. Your cover pieces will go into a computer-generated template and we will add a spine that fits. Includes:

- » Placing your cover pieces into a standard template
- » Adding spine text
- » Creating a barcode with ISBN provided by you
- » Generating a print-ready cover PDF



Trying to make your cover stand out on shelves or match your company's brand? Our designers will take your concept and create a book cover that shines. Includes:

- » Everything from Standard Cover Design plus more
- » One-on-one design consultation
- » Up to two cover concepts w/preview before proof
- » Up to two professional stock images if needed
- » File setup for Amazon (upon request)



Designing Your Book

LEARN MORE ABOUT DESIGN AT:

Gorhamprinting.com > Design Services > Cover Design Services

Interior Design

Many people don't realize that book interiors are designed, but grab your favorite book and flip through it. You'll see that careful attention to detail on the interior will keep readers engaged in a story from beginning to end. The cover design catches readers, but the interior design keeps them engaged. From simple, straightforward texts to complex, intricate interiors, we offer packages that will fit you.



TIP

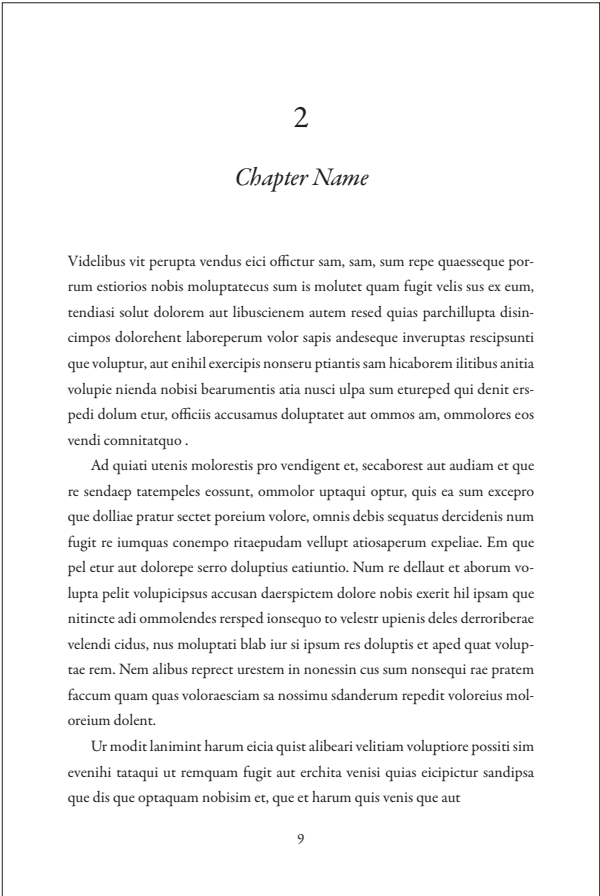
Not sure which package fits your book? Give us a call.

LEARN MORE ABOUT DESIGN AT:

Gorhamprinting.com > Design Services > Text Design Services

This is a great option for your standard fiction novel or a text-only memoir. Our designers will format your book to the correct size with a professional, industry-standard layout.

Includes: Bringing your Word Doc into a design software and stylizing the font with a basic text flow layout (no images), up to 250 pages (\$2.50 per additional page), formatting that meets book industry standards, table of contents, and creating a print-ready PDF file



Nonfiction books, biographies, children’s books and common poetry books that may have a few pictures in them are a perfect fit for Standard Interior Design. Our designer will analyze your book’s content to find the ideal layout while optimizing your photos.

Includes: Everything from Basic Formatting and more, up to 250 pages (\$5 per additional page), photo placement for up to 20 images, front and back matter formatting, and a few page preview of design before proof.

2

CHAPTER NAME

Quotations are useful to embellish text.

—IMPORTANT PERSON

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Photo caption

From family keepsakes, self-help books, textbooks and cookbooks, to any book that needs specialized layouts, our designers will work one-on-one with you to create your perfect book.

Includes: Everything from Standard Design and more, up to 250 pages (\$7 per additional page), one-on-one design consultation, complex text and image layout, up to 50 images (additional photos \$5 each), pull quotes, footnotes, and endnotes, and a chapter preview before proof.

2

CHAPTER NAME

Quotations are useful to embellish text.
—IMPORTANT PERSON

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Photo caption

Pull quotes can highlight specific text passages

RUNNING FOOTER 9



PRINTING YOUR BOOK



Your book is written, edited, and designed. Now it's time to send your book to production! From printed books to digital eBooks, we offer it all. We will make your book as unique as your story and you.

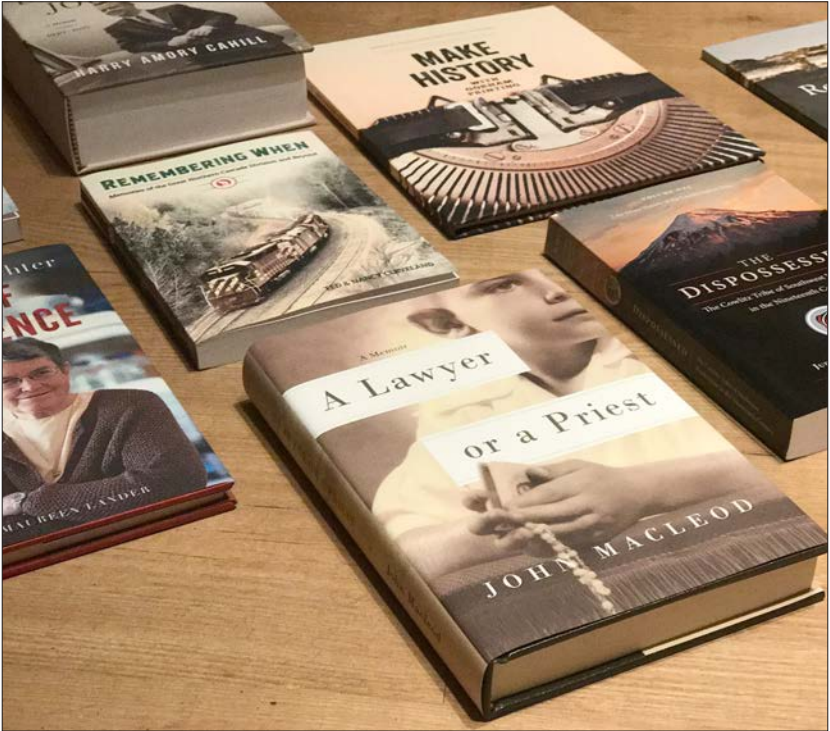
Depending on your book and the goals for your book, you may choose softcover binding, hardcover binding, spiral binding or a digital eBook. When considering production of a book, it is important to keep in mind where and how you will be using your books and what your budget is. We will go over a variety of options you can choose from, as well as how we create your books. In this section we will cover:

- » Printed book pricing
- » eBook pricing
- » Custom options
- » Getting your book made



TIP

Take a look at books you love to get an idea of what paper you may want for your book.



TIP

If you are selling your book and want to figure out a selling price, check out pg 54.

GET A QUOTE TODAY:

Gorhamprinting.com > Get A Price



How Much Does It Cost to Print a Book?

When determining the cost of printing your book, the options you choose and how you'll be using your book play a big role. Whether you want to make your book stand out at a bookstore or just have a personal family keepsake, once you know how you'll use your book, you can narrow down your options. We offer several combinations of materials and choices for every book and author, including:

- » Several binding styles
- » Custom book sizes
- » Small to large page counts
- » Variety of paper stocks
- » Unique premium add-ons

To give you an idea of costs, we will show you some of the most common combinations of binding styles and material options.

SPECIAL PROMOTIONS

Refer a Friend

We appreciate friends and families sharing their printing experiences with each other!

To show our appreciation, we offer a referral program that gives existing authors 10% additional free books on their next softcover order when they refer a new author to Gorham Printing. In addition to the current author receiving the promotion, the new author will also receive 10% additional free books on their first softcover order. If a friend or family member referred you, ask them to send a referral link to you from their account to receive 10% additional free books on your first softcover order today.



Learn more about the Refer a Friend Program by going to the Get a Price Tool summary page and click on Referral Program.

Softcover

Often called a “trade paperback,” this binding style is the most popular for all types of books. Softcover books use flexible glue to attach a paper cover stock to the interior pages. This is the most affordable option, and has the fastest production time.



OPTIONS FOR SOFTCOVERS INCLUDE

- » Cover finishes with gloss film lamination, matte film lamination or UV coating
- » 12pt C1S standard cover stock or 11pt cover stock options
- » White or natural colors
- » Page counts from 32 to 900
- » Bound with EVA adhesive
- » Sizes from 4x5" to 8.5x11" including custom sizes
- » Black-and-white or color interior pages
- » Quantities from 25 to 2000
- » Production time of 8-15 business days
- » Several premium feature options (See pg 43)



SOFTCOVER COST EXAMPLE

5.5x8.5 softcover with black-and-white pages

Black and white only interior pages and full-color cover

Most popular paper stocks 60lb White Text and 12pt C1S cover with UV coating

	100 books	250 books	500 books
50 pages	\$2.86	\$2.30	\$2.04
150 pages	\$4.42	\$3.76	\$3.46
300 pages	\$6.70	\$5.90	\$5.56

Price effective 6/18/2021. Visit gorhamprinting.com for exact pricing.

6x9 softcover book with color pages

Color interior pages and full-color cover

Most popular paper stocks 60lb White Text and 12pt C1S cover with UV coating

	100 books	250 books	500 books
50 pages	\$5.11	\$4.23	\$3.66
150 pages	\$9.74	\$8.39	\$7.92
300 pages	\$16.28	\$14.80	\$13.67

Price effective 6/18/2021. Visit gorhamprinting.com for exact pricing.



**A full-color cover is always included,
even on black-and-white books.**

GET A QUOTE INSTANTLY AT:

Gorhamprinting.com > Get A Price



Hardcover

PRINTED HARDCOVER

From a coffee table book to a keepsake for your family, a printed hardcover is a great option. Each printed hardcover has a full-color printed cover that is wrapped around the hardcover board and bound with PUR adhesive to the interior pages and endsheets.



CLOTH HARDCOVER

If you are looking for a traditional hardcover book with elegant foil stamping, our cloth or imitation leather hardcover are the way to go. Cloth hardcovers are an excellent option for special editions, premium copies, and any instance where you want a book that will make a statement.

OPTIONS FOR HARDCOVER INCLUDE

- » Cover finishes for printed hardcover and dustjackets include gloss film lamination or matte film lamination
- » Cover material for cloth hardcovers include vellum, linen and imitation leather
- » 50lb - 80lb uncoated interior stock options (in white or natural) or 80lb white coated stock in gloss or dull
- » Page counts from 24 to 900
- » Bound with PUR adhesive
- » Sizes from 4x5" to 8.5x11" including custom sizes
- » Black-and-white or color interior pages
- » Quantities from 25 to 2000
- » Production time of 5-7 weeks
- » Several premium feature options (See pg 43)

HARDCOVER COST EXAMPLE

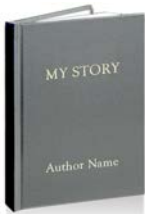


8.5x11 printed hardcover book

Black and white pages and full-color cover
Most popular paper stocks 60lb White Text and with gloss film lamination

	100 books	250 books	500 books
50 pages	\$19.47	\$16.23	\$14.10
150 pages	\$23.01	\$19.04	\$16.68
300 pages	\$28.71	\$23.52	\$21.11

Price effective 6/18/2021. Visit gorhamprinting.com for exact pricing.



8.5x11 cloth hardcover book

Color interior pages and linen cover with foiling
Most popular paper stocks 60lb White Text and with linen cover with gold foil

	100 books	250 books	500 books
50 pages	\$29.14	\$23.41	\$20.00
150 pages	\$38.10	\$31.84	\$27.61
300 pages	\$52.25	\$43.58	\$39.81

Price effective 6/18/2021. Visit gorhamprinting.com for exact pricing.



Trying to keep costs down? Check out softcover options on page 32.

GET A QUOTE INSTANTLY AT:

Gorhamprinting.com > Get A Price



Spiral Books

For books that need to be versatile and lay flat, including cookbooks, manuals, and journals, spiral and Wire-O books are the perfect fit. Plastic spiral or metal Wire-O holds your cover and interior pages together and allows them to fold over and lay flat.



If you are looking for something to make your spiral or Wire-O book stand out, check out our premium add-on options.

OPTIONS FOR SPIRAL INCLUDE

- » Cover finishes with gloss film lamination, matte lamination or UV coating
- » 12pt C1S standard cover stock or 11pt cover stock options
- » 50lb - 80lb uncoated interior stock options (in white or natural) or 80lb white coated stock in gloss or dull
- » Page counts from 24 to 450
- » Over 12 different options of spiral colors including Wire-O
- » Sizes from 4x5" to 8.5x11" including custom sizes
- » Black-and-white or color interior pages
- » Quantities from 25 to 2000
- » Several premium feature options (See pg 43)

5.5x8.5 spiral book (black spiral) with black-and-white pages

Black and white only interior pages and full-color cover

Most popular paper stocks 60lb White Text and with UV coating cover finish

	100 books	250 books	500 books
50 pages	\$4.05	\$3.40	\$3.11
150 pages	\$5.93	\$5.11	\$4.86
300 pages	\$9.16	\$8.20	\$7.39

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8.5x11 spiral book (black spiral) with color pages

Color interior pages and full-color cover

Most popular paper stocks 60lb White Text and with UV coating cover finish

	100 books	250 books	500 books
50 pages	\$9.16	\$7.32	\$6.93
150 pages	\$18.06	\$16.29	\$14.69
300 pages	\$31.87	\$27.91	\$26.64

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WHAT IS AN EBOOK

An eBook is a digital version of a book designed to be read on eReader devices like the Amazon Kindle. Most eBooks are reflowable, meaning there are no page numbers and the reader has control of the font size and style. Reflowable format is best for eReader compatibility and eBook distributors. Books that are image-heavy, such as children's books or cookbooks, are made into fixed layout eBooks, which are available upon request.

EBOOKS INCLUDE:

- » Mobi file for Amazon upload
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- » Front cover as first page of eBook
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Gorhamprinting.com > [Book Printing](#) > [Our Materials](#)

OUR OPTIONS ARE ECO-FRIENDLY!

Our primary paper stocks are FSC, SFI and Rainforest Alliance certified. This means the production of our stocks passes a high level of scrutiny from multiple independent organizations devoted to responsible sourcing. We recycle 100% of the byproduct from both our paper processing as well as our printer waste (toner, toner cartridges, parts, etc). We are also highly involved in the Clean Planet Program, which is spearheaded by Konica Minolta.



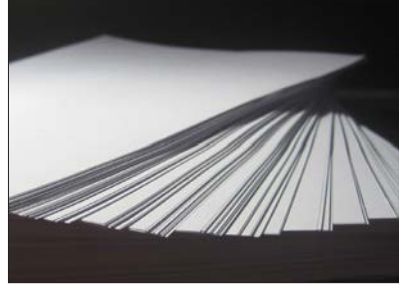
TIP

Have a historical book or memoir that you want to give that timeless, sentimental feeling? We recommend using our natural cream paper.

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We work closely with authors to find the perfect color, finish, and weight of papers to match their book. Some of the options for paper are:

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- » Uncoated and coated paper finishes
- » Variety of interior paper thickness
- » Several different cover paper and cover material options



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COVER FINISH OPTIONS

Our printed covers are always printed in full digital color (also referred to as 4/0). If you are looking for inside cover printing on a softcover or spiral bound book (sometimes referred to as 4/4), check out our premium add-on options. A finish is applied to every printed cover to help protect them. Here are the three finish options:

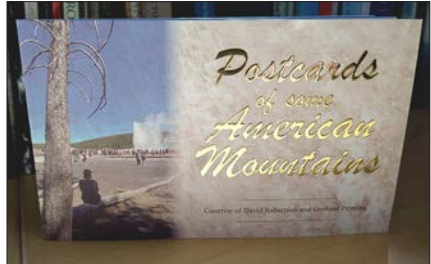
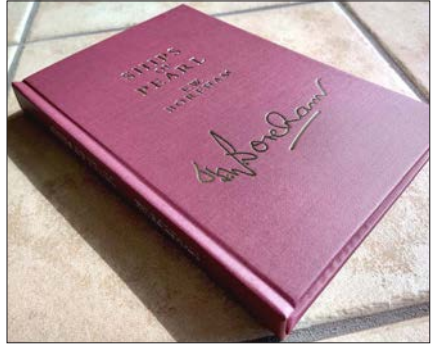
- » **UV Coating** is a liquid solution that is cured using ultraviolet light. This cost-effective option gives a glossy shine.
- » **Gloss Film Lamination** is a reflective film that gives a polished look with increased shine and surface protection.
- » **Matte Film Lamination** is a film that provides a more muted look with a soft, velvety texture.

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TIP

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PREMIUM ADD-ONS

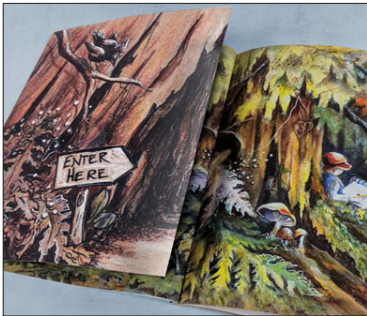
When you want your book to stand out from the crowd, we have premium add-ons that add personality and character to your book. A book is more than the words inside it; the paper stocks, coloring, and features all work together to build a reading experience. Premium add-ons can enrich the reader's experience.



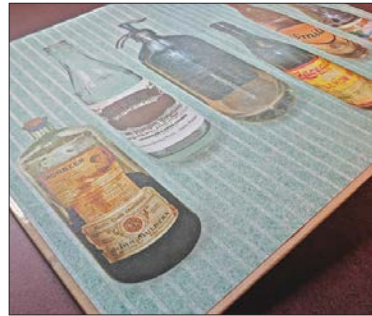
» 3D Spot UV



» Inside Cover Printing



» Interior Foldouts



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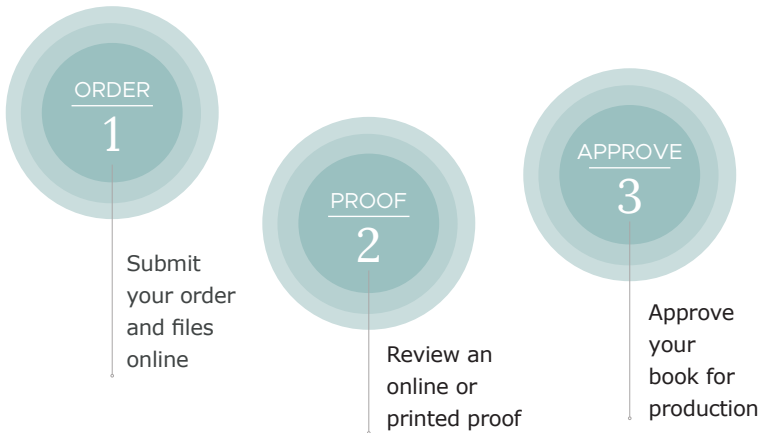




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AN ONLINE PROOF VS. A PRINTED PROOF

Before going to production, you will review your book to make sure it is exactly how you want it to print. Every order includes an online proof of both the interior and cover, and you have the option to upgrade to a printed proof instead. Here are some things to consider when you're deciding what proof type is the best fit for your project.

Online Proof	Printed Proof
<ul style="list-style-type: none">✓ The book has already been reviewed thoroughly.✓ You are confident the color in your file will print fine without review.✓ You want to get your book to production fast✓ You want the most affordable print option.	<ul style="list-style-type: none">✓ You are concerned about color or image reproduction.✓ You would like to see exactly how your book will print on the exact paper and printer before going to production.✓ You have at least a week in your schedule to receive and review a printed proof.

SHIPPING THE BOOKS

As soon as the books are made, we will reach out to you with your final invoice. When the invoice is paid, the books will ship. Depending on your desired shipping method, shipping usually takes about a week. Every shipment includes tracking numbers so you can monitor their progress.



We ship to all fifty states in the USA and parts of Canada. If you have special shipping questions, we are happy to work with you to find custom solutions.

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When you receive your books, we love hearing about your experience! We also offer clients publishing resources to help sell their books, including Sales Tools and tips for marketing your book under our resources tab on our website. In the next section we will cover some of these tips.

MORE MARKETING TIPS AT:

[Gorhamprinting.com > Resources > Marketing Your Book](#)

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GETTING YOUR BOOK TO YOUR READERS



When it comes to getting your book to readers, there are many options. It really depends on your book's genre, audience, and what you are looking to accomplish. We have composed a list of tips and tools to help you successfully market your book. Check out the full list on our website.

- » Recommended marketing
- » Social media
- » Amazon
- » Price your book
- » Sales Tools



TIP

Planning to give your book to your friends and family?
Check out USPS media mail for affordable shipping options.

Marketing

Marketing your book offers unique challenges, and we are here to help. You have many avenues to get your book recognized by and sold to potential readers. From back-of-the-room sales to website marketing, you have unlimited options!

RECOMMENDED MARKETING

- » **A professionally designed cover.** The average book buyer is drawn in by a well-designed cover. According to marketing experts, you have about fifteen seconds to hook potential readers with your cover.
- » **Create a logo.** A logo of your publishing company on all correspondence and printed publications will go a long way in presenting a professional image for your book.
- » **Web page.** An online presence is a great foundation for your book marketing plan. You will want to utilize social media and print materials to point people to your site.
- » **An order form.** Placed on one of the last pages in your book or on your website, the order form is an excellent way to maintain continuing sales of the book.
- » **Sales Tools.** Check out our Sales Tools service to learn how you can build a one-page, personalized webpage to start selling your book online.
- » **Online articles.** You can reach hundreds of thousands of people online. You can submit press releases to places like prleap.com, pr.com, or prweb.com, where your article may be picked up by news media.

CHECK OUT MORE TIPS ON OUR WEBSITE

[Gorhamprinting.com > Resources > Marketing Your Book](#)



SOCIAL MEDIA

An online presence can help you reach more potential readers. Here are a few tips to help give your social media a boost.

- » **Create a fan page on Facebook** and then pin a post about your book at the top of the page.
- » **Open a Twitter account** and tweet about your book.
- » **Create a blog** post on the subject of your book and link your web page in the post.
- » **Create a profile on Goodreads** for you and your books, and encourage fans to post reviews.
- » **Create a #hashtag** and ask readers to post images of them with your book on Instagram or Pinterest.
- » **Send a simple email announcement** with an image of your book to your friends and family. Encourage them to forward.

AMAZON

Amazon is one of the most known sellers of printed and digital books. Having a presence in as many places as possible is important to get your book in front of potential readers. Sign up for their self-publishing program and ship your printed books directly from Gorham Printing to their warehouse.



TIP

If you want help putting your book on Amazon, contact local author coach, Sage Adderley at www.sageadderleyknox.com.

Picking a Price for Your Book

Publishing is an investment in your idea or story. There are several pieces to consider when choosing a price for your book. We recommend spending some time researching your genre and where you plan to sell your book. These factors will help you figure out a price range for your book. To give you an idea, here is a quick chart and a few scenarios of 2020 book prices based on genres.

Average USA Book Prices

Genre	Binding Style	Price Per Book
Fiction	Paperback	\$10.58*
	Hardcover	\$17.54*
Nonfiction	Paperback	\$22.62*
	Hardcover	\$35.07*

**Based on SLJ's Follett and Baker & Taylor Average Price Per Book 2020 Chart*



Sales Tools



Sales Tools helps you reach more readers with Booksite, a one-page, customizable webstore for independent authors to list and sell their books. Each Booksite includes a synopsis, specs of the books, author bio, and a PayPal buy button linked to your PayPal Business Account.

HOW IT WORKS

Sales Tools pairs with your PayPal Business Account to create a webpage on Gorham's Bookstore for your readers to have a centralized place to purchase your book on the web. Your books will be stored safely at your home, so there is no overhead cost of a distribution center. Once your Booksite is set up, you will receive direct deposits to your PayPal Business Account to notify you to ship a book from your home to your client.

SALES TOOL COST



The \$120 covers the setup of the Booksite and hosting in our Bookstore for one year. Annual renewal following this first year is \$60, and there are no hidden fees ever. Unlike other online bookstores, which can take up to half of your profits, we do not take any percentage of your sales.

GET STARTED

 1 Print Your Books	 2 Setup your Booksite	 3 Store & Ship Orders	 4 Reprint as Needed
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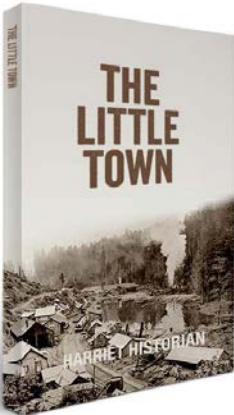
CHECK OUT THE BOOKSTORE:

Gorhamprinting.com > [Bookstore](#) > [Sell Your Book](#)

SCENARIO 1

The Softcover

This scenario is a basic, low-cost approach based on some of the following sample genres and suggested specifications:



Genres that fit this scenario would be:

- » Fiction novels
- » Memoirs
- » Local history
- » Self-help
- » Religious books

SUGGESTED SPECS

- » Softcover (perfect bound)
- » 6x9" trim size
- » 96 pages
- » Full-color cover with gloss film lamination
- » Cover paper: 12pt C1S
- » Black-and-white interior pages
- » Interior paper: 60lb white uncoated stock
- » Cover and interior files provided as print-ready PDFs
- » Quantities between 100 and 250

PRINT 100 BOOKS

Sell 100 books at \$10 ea.	\$1000
-minus production	\$383*
-minus Booksite costs	\$120
Potential Profit	\$497

PROFIT
break even at 51 books

Break even point at average sell price of \$10 each:
51 books



INVESTMENT

HOW MUCH SHOULD IT SELL FOR?

Put yourself in the buyer's shoes. Priced at \$10 to \$16, this would not be a major purchase. In comparison to books of similar size and page count this price is somewhat high—but remember the uniqueness of this book's subject matter will allow for a slightly higher price. For our example, we will set the cover price at \$10.

PRINT 150 BOOKS

Sell 150 books at \$10 ea.	\$1,500
-minus production	\$530*
-minus Booksite costs	\$120
Potential Profit	\$850

**Break even point at average
sell price of \$10 each:
65 books**



PROFIT

break
even
at 65
books

INVESTMENT

PRINT 250 BOOKS

Sell 250 books at \$10 ea.	\$2,500
-minus production	\$799*
-minus Booksite costs	\$120
Potential Profit	\$1,581

**Break even point at average
sell price of \$10 each:
92 books**



PROFIT

break
even
at 92
books

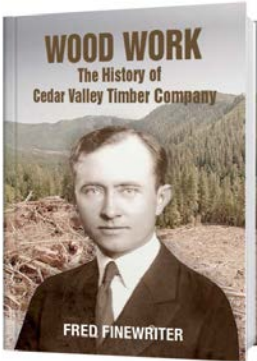
INVESTMENT

*Price effective 6/18/2021. Visit gorhamprinting.com for exact pricing.

SCENARIO 2

The Hardcover

This scenario is for a more complex project involving higher print runs for a larger audience. This scenario is based on some of the following sample genres and suggested specifications:



Genres that fit this scenario would be:

- » Family histories
- » Biographies
- » Special edition novels
- » Company histories

SUGGESTED SPECS

- » Printed hardcover
- » 8.5x11" trim size
- » Under 200 pages
- » Full-cover cover with gloss film lamination
- » Black-and-white interior pgs
- » Interior paper: 60lb white uncoated stock
- » Professional cover & text design
- » Quantities between 250 and 1,000

PRINT 250 BOOKS

Sell 250 books at \$35 ea.	\$8,750
-minus production	\$5,080*
-minus design	\$698*
-minus Booksite costs	\$120
Potential Profit	\$2,852

PROFIT

break even at 168 books

Break even point at average sell price of \$35 each: 168 books



INVESTMENT

HOW MUCH SHOULD IT SELL FOR?

We think this book would justify a printed-and-laminated hardcover treatment. Though more expensive than softcover, the added credibility and permanence of a hardcover will work in your favor to ask for a higher price. With professional design, this book should command a \$30 to \$45 cover price. We will use \$35 for our example.

PRINT 500 BOOKS

Sell 500 books at \$35 ea.	\$17,500
-minus production	\$8,992*
-minus design	\$698*
-minus Booksite costs	\$120
Potential Profit	\$7,690

**Break even point at average
sell price of \$35 each:
280 books**



PROFIT

break
even
at 280
books

INVESTMENT

PRINT 1000 BOOKS

Sell 1000 books at \$35 ea.	\$35,000
-minus production	\$16,070*
-minus design	\$698*
-minus Booksite costs	\$120
Potential Profit	\$18,112

**Break even point at average
sell price of \$35 each:
482 books**

break
even
at 482
books



PROFIT

INVESTMENT

*Price effective 6/18/2021. Visit gorhamprinting.com for exact pricing.

Frequently Asked Questions

Is Gorham Printing a publisher?

Gorham Printing is a printer, not a publisher. This gives you more freedom. You are the publisher and have complete control over your content and receive all the profits of your sales.

Who will edit your book?

Since you are publishing your book, you would also be the editor, or you would hire a professional editor. Gorham Printing is not an editor, but we have some recommended editors on our website.

[Gorhamprinting.com > Resources > Edit Your Book](#)

Is Gorham Printing a Print-on-Demand (POD) printer?

No, Gorham is a short-run book printer. Most POD printers are set up to print one book at a time. We specialize in printing quantities of 25-2000 books at a time to offer better per-book costs and higher quality books.

What kind of printers does Gorham Printing use?

We are a 100% digital printer using CMYK toner machines. We print the majority of the books on state-of-the-art Konica Minolta color printers and black-and-white printers manufactured by Océ and Canon. If you are interested in seeing our printers or the rest of the shop, give us a call to schedule a tour of the facility!

How much will it cost to print my book?

Because pricing is based on the unique specifications of each and every order, we have our Get a Price Tool on our website to give you a custom price instantly.

[Gorhamprinting.com > Get a Price](#)

How can I send you my files?

After submitting your order with deposit, the fastest way to send us your files is by using our secure Send Files Tool found under the File Prep tab on our website. You may also copy your files to a disc or flash drive and mail them.

[Gorhamprinting.com > File Prep > Upload Files](#)

How will you ship my books and how much will it cost?

Books ship using UPS Ground, UPS Expedited, UPS Freight (TForce Freight), or some USPS options. Shipping method options are dependent on order specs and your location. Some shipping methods may not be available to all location and orders. To get a shipping quote, use the Get a Price Tool or contact us to discuss your shipping needs.

Do you save my files for reprints?

We keep most files on hand for years to make reprints a snap. You can place a reprint order for books printed since 2013 through your account on our website. If you printed with us before 2013, give us a call.

How long will it take to print my book?

After approval of your final proof, the production clock starts. The production times depend on the type of binding style and the specs of your book:

- » Softcover orders typically take 8-15 business days.
- » Spiral bound books take 3-4 weeks.
- » Printed hardcover, cloth hardcovers and hardcovers with dustjackets usually take 5-7 weeks.

Standard UPS Ground Shipping usually takes 3-7 business days after production (depending on your shipping needs) and is completed after the final invoice is paid.

What if I need books in a hurry?

Call us or email us! We try our best to get each book out as quickly as possible, but if you have an exceptional timeline just let us know and we will try our best to work with you to make it happen. You may want to opt to pay for expedited shipping depending on your location and how close your in-hand date is.

Can you do oversized or custom books?

Depending on what features and size you are looking for, we may be able to accommodate you or point you in the right direction. We want to see your dream book come true!

About Gorham



Gorham Printing is a Pacific Northwest book printer specializing in digital book printing, book design and eBooks.

We produce custom softcover, hardcover, and spiral-bound books in quantities of 25 to 2,000. With over 40 years of industry experience, our team of designers and craftsmen knows what it takes to print books of exceptional quality. Whether you're publishing your first book or hundredth, we make it effortless to create a beautiful book in only a few easy steps.



"This is the third book that Gorham Printing has printed for us. It's of the highest quality and our customers were very impressed. This was our first hardcover book and the binding, paper, and colors are outstanding. We plan to work with Gorham on many more projects."

—**Andrew Cawood**, Author of *Monsters of Feyland*



"I have worked with Gorham Printing for more than five years on two major projects and I'm planning to expand with four or five more this year alone. Their professionalism as a business in general is appreciated, but as a partner in the presentation of our books, I can't say enough—they are simply fantastic!"

—**Joe Klemczewski**, Health Science Author



"We thoroughly enjoy working with the team at Gorham. They are attentive, professional, quick to respond and deliver high-quality print materials. Our experience with Gorham has been outstanding."

—**Nicole Kupchik**, Author & Educator



"Gorham Printing exemplifies what a business should be by providing top-quality printing services at extremely fair and reasonable prices all delivered by truly wonderful people....Gorham helped our vision come to life in spectacular fashion. And along the way, they became true friends. Simply put, Gorham will far exceed your expectations for quality, price, and service. I cannot recommend them highly enough."

—**Dara Marias JD, MSW**, Author

Final Thoughts

We hope you will consider this book a valuable resource. We have gathered relevant information about the cost and profit, development, design, and marketing of your book to guide you on your book printing journey.

We love talking to clients. Our staff is ready, willing, and able—as well as knowledgeable. Don't hesitate to call us with your questions. You will find a real, live voice to assist you. Email us, and we will get back to you quickly. If you will be in the area, you are more than welcome to set up a time to visit our office and production facility, evaluate samples of our work, meet the crew, and start your order in person. Please contact us if you'd like an additional copy of this book.

We wish you well as you write, print, and publish your books! Every book has something unique to bring to the world, and we look forward to seeing what yours has to say.

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INDEX

A

- 60 About Gorham Printing
- 51 Amazon
 - See also Marketing*

B

- 12 Barcode
- Book Design
 - See also DIY Book Design*
 - 20 Professional Book Design
 - 21 Professional Cover Design
 - 24 Professional Interior Design

C

- 16 Choosing a design program
 - See also Book Design*
- 34 Cloth hardcover
 - See also Hardcover*
- 11 Copyright
- 31 Cost to Print a Book
- 21 Cover design
 - See also Book Design*
- 41 Cover finish options
 - See also Premium add-ons*
- 42 Cover foil stamping
- 40 Custom options
- 60 Customer reviews

D

- 58 Digital Printing
- DIY Book Design
 - See also Book Design*
 - 17 Book formatting tips
 - 16 Choosing a program
 - 19 Cover Checklist
 - 17 Fonts
 - 18 Interior Checklist
 - 7 Recommended reading

E

- 38 Ebooks
- 40 Eco-friendly
- Editing
 - 7 Becoming your own editor
 - 9 Editing front matter
 - 10 Editing back matter
 - 8 Hiring a professional editor
 - 8 List of editors
 - 6 Types of editing
- 43 Endsheets

F

- 46 File review
 - See also Send files*
- 17 Fonts
 - See also DIY Book Design*
- 42 Foil Stamping
- 58 Frequently asked questions

G

- 45 Get your book made
- 60 Gorham Printing
 - See also Printing location*

INDEX

H

Hardcover

- 54 Hardcover book price scenario
- 8 Hiring a professional editor
- 35 Hardcover cost example
- 34 Hardcover options
- 45 Hardcover production time

I

- 6 Indexing
- 43 Inside Cover Printing
- 24 Interior design
 - See also Book Design*
- 43 Interior Foldouts
- 11 ISBN

L

- 41 Lamination
- 13 Library of Congress Number

M

- 45 Manufacturing
- 50 Marketing
 - See also Sales Tools**

O

- 59 Oversized books

P

- 41 Paper options
- 52 Picking a price for your book
- 34 Printed hardcover
 - See also hardcover*
 - 43 Premium add-ons
 - 45 Printing location

- 45 Production times
- 46 Proof types
- 20 Professional book design
- 31 Promotions
- 58 Publisher vs printer
- 58 POD vs short-run printer

R

- 47 Receiving books
- 40 Recycled, eco-friendly
- 47 Reprinting
- 59 Rush orders

S

- 53 Sales Tools
- 58 Send Files
- 47 Shipping
- 31 Special promotions
- 51 Social media
 - See also Marketing*
- Softcover
 - 54 Softcover book price scenario
 - 32 Softcover options
 - 33 Softcover cost example
 - 45 Softcover production time
- Spiral
 - 36 Spiral options
 - 45 Spiral production time

U

- 58 Upload Files



GORHAM PRINTING

We're on the same page.