

Sheridan Books Presents ...

FRONT MATTER

Coming Soon to SBI...Electronic Content Services

Sheridan Books welcomes John Cain, in the newly created position of Director of E-Commerce. Cain is working with other key members at SBI on the development of an eBook offering called Electronic Content Services that will allow you, the publisher, to convert titles to eBook formats, encrypt files with DRM, and distribute files through a publisher branded site directly to consumers or through other leading eBook retailers.

Why eBooks?

Technology is changing the way people buy and read books as the dissemina-

tion of content in forms other than print is growing and will continue to grow. With this growth, you can repurpose content and create revenue streams that were not previously possible at minimal expense.

By converting your files to eBooks you can turn your title into an electronic book that can be read on-line, on a handheld device, or on a dedicated eReader. eBooks offer you the ability to generate additional revenue by more widely disseminating content in multiple formats through new and existing channel partners.

Print vs. eBooks

Why choose one format when you can have it all. From eBooks, to a full range of printed books including web offset, sheetfed offset, and digital on-demand, SBI is striving to be the easiest printer for publishers to work with. Let Sheridan Books be your one-stop shop for all your book printing and electronic content distribution needs.

SBI's Electronic Content Services offering will be available this summer. Your sales representative will keep in touch with future updates as more information becomes available.

Over One Million New Titles in 2009?

Based on preliminary figures from U.S. publishers, Bowker is projecting that new traditional U.S. title output in 2009 dropped by less than half a percent from 289,729 titles in 2008 to a projected 288,355 in 2009. Traditional output is based on the number of titles produced by offset printing.

Bowker projects that 764,448 new non-traditional titles were produced in 2009, an 181% increase over 2008, putting the total number of new titles produced in 2009 over one million. In 2008 non-

traditional titles covered on-demand/short-run books. This changed in 2009 with the inclusion of POD "book factories" which, in addition to printing new titles, make out-of-copyright classics and orphan works available on a print on-demand basis.

Both audio books and eBooks are excluded in the traditional and non-traditional counts.

Source: *Bowker Reports Traditional U.S. Book Production Flat in 2009*, 4/14/2010, www.bowker.com

 Looking to reduce costs? Just look for this yellow symbol to find money saving ideas.

Inside This Issue:

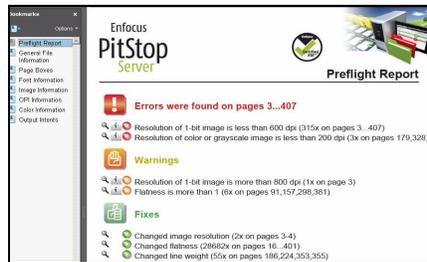
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Annotated Preflight PDFs

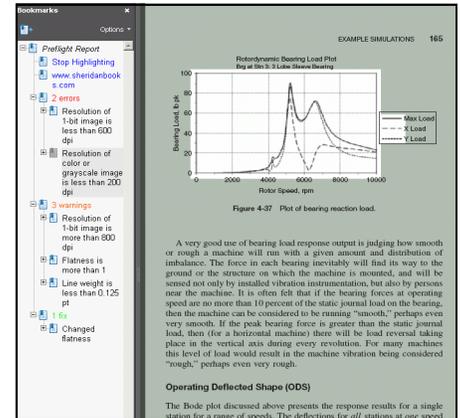
Sheridan Books has recently started using a new preflight procedure which outputs a low resolution file that not only indicates issues found (such as low resolution images or missing fonts) but also highlights the issues in the file.

This new procedure is another step towards automation at SBI and is a time saver. Previously, a report was generated that would only list the issues found and did not indicate the exact location of the issue on each page. For example, if a page had seven halftones and only one was of low resolution, the old report would not indicate which halftone it was. The file would need to be reviewed manually to determine the halftone that had low resolution.

Benefits—SBI’s customer service representatives can quickly pull up the annotated PDF file and let you know exactly what issues, if any, were found in the file. Depending on the size of the file they can even send it to you so that you can review it together or on your own.



Old Report—Listed errors found on each page.



New Report—Errors found on each page are listed in the column on the left. A low resolution file on the right highlights the errors on each page. In this example the resolution of the graph is below SBI’s recommended minimum of 200dpi.

New Proofers Bring Customer Benefits

SBI installed two new 24” Epson Stylus Pro 7900 proofers in mid-June. The Epson Stylus Pro 7900s are driven by the latest version of the EFI Colorproof XF RIP software (4.1). These new devices greatly enhance SBI’s ability to provide a color accurate proof in a timely fashion.



Our proofing process has always included the use of a spectrophotometer to verify that every proof produced is color accurate and falls within our tolerances. Now, thanks to the built-in SpectroProofer by X-Rite, each proof output will be scanned and logged automatically. This process assures you, and our press operator, that the color proof has integrity and the resulting printed color at press will match your expectations.

Customer Benefits

Increased color accuracy, tonal detail, blends, better PMS colors—The 7900

uses all ten Epson UltraChrome HDR inks including green and orange.

Better blacks and grays—The new technology takes advantage of a three-level black system eliminating color casts in grayscale images.

Increased speed—Output is almost twice as fast as SBI’s previous proofers and paper handling is simplified.

Contact your SBI sales representative to receive a copy of SBI’s Color Theory Primer which covers topics such as color theory, printing, matching, and proofing.

Selecting Proofs When Color or Halftone Quality is Critical

Selecting the correct proof can help ensure we meet or exceed your quality expectations. When you have critical expectations for quality there are several proofing options to consider:

Critical Halftones— Digital Halftone Proofs (DHP) are the best option for proofing the tonal quality of halftones. They provide an accurate image of how the tonal quality of halftones will look when printed. Digital Text Proofs (DTP) and soft proofs do not accurately represent the quality of halftones. DTPs show halftones in low resolution. Soft proofs can make low resolution halftones appear to look good. This is because resolutions as low as 72 dpi will look good on a monitor. A 72 dpi halftone will not look good when printed.

Critical Four Color Process— Our Digital Color Proofs (DCP) are the best proofing option for critical four color process work. Our DCPs are calibrated to our color presses. Because your proofing output device is not calibrated to our presses we cannot match customer provided color proofs. Sample books are not good for critical color matches for reprints because the color of a sample book can fade over time and coating can alter the look of color.

Soft proofs are not a good option for critical color either. Computer monitors build color with RGB and we use CMYK on press. Every monitor can represent color differently. Because of this, the color of an image viewed on a monitor cannot be accurately duplicated on press. As with halftones, soft proofs can make a low resolution image look better on a monitor than it will when printed.

PMS Colors—When printing PMS colors, we match them to the PMS book and not to our proof for color accuracy as there are currently no color accurate proofs available for PMS colors. All of the available color proofing options approximate PMS colors but are not completely color accurate.

When color and halftone quality are not a concern soft proofs offer an economical option. Soft proofs save time and money by removing the cost of creating a paper proof and shipping it back and forth in the mail.

To learn more about how SBI manages color, or to receive a color sample kit that demonstrates the color accuracy of a printed press sheet compared to a digital color proof when closed-loop technology is utilized contact your sales representative.

Automatic Shipping Notification

Sheridan Books is excited to announce a new service launched on June 6, 2010 to better serve you. Each time one of your shipments leaves Sheridan Books an automatic shipping notification is emailed to you. The message includes details of the shipment (such as the ship to address and number of packages sent), a tracking number, and a link to the carrier's website when available. While you will

receive this email as soon as your package leaves SBI, tracking information on the Fed Ex or UPS site may not be available for 24 hours.

Customer Benefits—You'll be notified the minute your shipment leaves SBI and will have the tracking information at your fingertips so you can follow your shipment and know exactly when it will arrive at its final destination.

Should you decide that you do not want to receive these notifications contact your customer service representative.



Sheridan Books, Inc. is a leading book manufacturer providing professional publishers and self-publishers complete book manufacturing services. Available printing options include sheet-fed and web offset printing, Digital Print Advantage, and Electronic Content Services. SBI offers one-color through four-color text and component printing capabilities. Multiple in-house binding styles include soft-bound and hard-bound. With superior customer service, high-quality products, reliable on-time delivery, and competitive pricing, SBI is dedicated to helping publishers achieve their goals from beginning to end. Sheridan Books is a division of The Sheridan Group (Hunt Valley, MD).

Upcoming Events

June 27-30, 2010—Christian Retail Show,
St. Louis, MO

A Look at Your Book: From Beginning to End—Part II of IV

This is the second of a four part series that takes a look at the steps your book goes through at SBI from the time you submit your files and specifications to the time the final product is shipped to you. In the first article we touched on quoting, receiving the files and specifications, and entering the job. In this article we will follow your job as your files go through preflight and your book is planned and scheduled for production.

After your customer service representative enters your job it proceeds on to preflight. During the preflight stage files are loaded into the system and checked by software programs for items such as margins, trim size, page

count, low resolution images, missing fonts, etc. If files contain items such as low resolution images or missing fonts the job is taken back to the customer service representative so they can find out how you want to proceed. (Time Saving Tip – If you know your file contains low resolution images and they are ok to print that way let us know when you submit your files.)

Once a job has been preflighted, and any questions about your files have been resolved, your job is ready to be planned. The planning department pulls up the information your customer service representative entered into the system and enters further details to ensure that your job is produced in the

most efficient manner. At this stage text and cover stock is allocated, the assembly and imposition information is created, the press your job will print on is assigned, and much more.

When planning is complete scheduling is able to see all the components, equipment, and materials required to produce your job and is able to assign a completion date. Based on your requested ship date they look for and block time in prepress, plate, press, and bindery so that your job is completed on time.

In the Next Issue—Part III of this series will follow your job as it goes through prepress and plate making.

SBI is FSC certified!



The mark of responsible forestry.
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SHERIDAN BOOKS, INC.



100 North Staebler Road
Ann Arbor, MI 48103
Phone: 734-475-9145
Fax: 734-475-7337

Email: info@sheridanbooks.com
www.sheridanbooks.com

Just the knowledge that a good book is
awaiting one at the end of a long day
makes that day happier.

Kathleen Norris