

Sheridan Books Presents ...

FRONT MATTER

2010 Year in Review

2010 marked the 60th anniversary of Sheridan Books and was a busy year. With you as our focus, many changes took place in order to meet your needs and bring you increased satisfaction, reliability, and quality. Some of the more prominent changes made in 2010 include:

New Color Press—In January, installation of a second eight unit Heidelberg Perfectioner Press was completed. The installation of this press brought increased capabilities and capacities for color text and component printing.

New Ink Mixing System—The installation of an automated ink mixing system aided SBI's Pressroom in delivering consistent and repeatable color from batch to batch bringing you enhanced PMS accuracy from one project to the next.

New Proofers—Two new 24" Epson Stylus Pro 7900 proofers were installed mid-year which brought increased color accuracy, tonal detail and blends; better PMS colors, blacks, and grays; and increased speed.

Automatic Shipping Notification—SBI's automatic shipping notification service was introduced allowing you to be notified the minute your shipment leaves and provides you with the tracking information so you can follow your

shipment and know exactly when it will arrive at its final destination.

Website Changes—SBI's website was consolidated along with the other companies under The Sheridan Group into one all-encompassing site. This newly created site is user-interactive and offers you enhanced functionality, technology demonstrations, and numerous resources in an easy to navigate manner.

Image Enhancement Software—The installation of this new software brings you higher quality images by examining each pixel of each 1/C image and automatically providing the correct tonal separation and contrast adjustment, in addition to changing inferior 1/C images into much sharper and detailed images.

Electronic Content Services (ECS)—The launch of ECS enables you to sell eBooks direct from your website and offers conversion and digital rights management options. (See page 3 for more details).

Looking Forward—Plans for 2011 are already underway. Internal changes to our quote write-up and submission process are being made to automate and standardize the workflow allowing us to get you your estimate quicker.

Our digital services team is working on several automation initiatives for our internal front-end processes that will benefit you by reducing cycle time.

In the year ahead we will continue our efforts to further develop strategies that will meet and exceed your expectations.

Happy Holidays and Happy New Year!

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

Inside This Issue:

2011 UPS and FedEx Rate Increases	2
New Labels for FSC® Certified Jobs	2
Electronic Content Services Excitement Grows	3
eBook Sales and Projected Growth of eReaders	3
A Look at Your Book	4

2011 FedEx and UPS Rate Increases

Both FedEx and UPS have announced rate increases that are to take effect January 3, 2011.

UPS

Rates for UPS Ground packages will raise by 4.9%. This is based on a 5.9% increase in the base rate, with a 1% reduction in the fuel surcharge.

All UPS Air and International shipments will also raise by 4.9%. This is based on a 6.9% increase in the base rate, with a 2% reduction in the fuel surcharge.

Fed Ex

FedEx Ground and Home Delivery[®] rates will increase by 4.9%. This is based on a 5.9% increase in the base rate, with a 1% reduction in the fuel surcharge.

Rates for FedEx Express will increase by a net average of 3.9% for U.S. do-

mestic and U.S. export services. This is based on a 5.9% increase in the base rate, with a 2% reduction in the fuel surcharge.

Despite the rise in rates, there are ways that you can cut back on shipping costs.

 **Use soft proofing more often.** Instead of receiving hard copy digital proofs opt for InSite soft proofs and you will save the cost of creating and shipping proofs. Not only does this save money, it saves time too!

 **Use alternative text stocks.** The largest cost of your job is the paper. If you typically use an uncoated stock, such as 50# or 60# house white, consider using an alternative stock instead, such as 40# AbiBow Alternative Book. This paper is stocked at SBI for small trim size titles and offers significant cost savings. For example, 40# Abi-Bow Alternative stock weighs approxi-

mately 20% less than 50# house white saving you money on shipping costs.

 **Go laserless.** If you are able to follow the requirements in SBI's Guidelines for File Preparation and Submission document you will no longer be required to send lasers to SBI before your order can be processed. This will save both time and money by not having to print and mail lasers and work on your job can begin as soon as the files and purchase order arrives.

To learn more about these and other cost saving tips, contact your SBI sales or customer service representative.

Sources:

2011 FedEx Rate Changes—
www.fedex.com

2011 Rate Change Information—
www.rates.ups.com

New Labels for FSC[®] Certified Jobs

For those of you who produce FSC[®] certified books that feature the FSC[®] label, please know that going forward the label will look slightly different. The FSC[®] released new guidelines for applying the FSC[®] label on certified products earlier this year that must be in effect no later than January 1, 2011. Books produced prior to this date can feature the old label but at the time of a reprint the new label will need to be applied.

What is different? The classification for what type of label (Mixed Sources, Recycled, etc) to use has changed along with the text that must appear within the label.

What it takes to include the FSC[®] label in your book? Since SBI is FSC[®] chain-of-custody certified (SW-COC-003264), you as our customer are able to use the FSC[®] label in your books that are printed by SBI if you use our FSC[®] certified materials. (Note: all

paper products in your book must be FSC certified in order to include the label). If you wish to use the label, let your sales representative know at the time you have your title quoted to ensure that all materials used are FSC[®] certified. Once the materials are determined to be FSC[®] certified, we select the appropriate label to apply and obtain approval for you to include the label. To learn if the paper and materials you are using are FSC[®] certified, contact your SBI sales representative.

Electronic Content Services Excitement Grows

With the addition of three new ECS clients in the past month, the excitement of this new offering at Sheridan Books continues to grow.

“Sheridan’s ECS offering enables publishers to sell eBooks direct to consumers from their website, creating a new revenue stream for the publisher. ECS also provides eBook distribution to an array of online retail partners. We are excited to help publishers adapt, and reach new and existing customers, who prefer reading on computers, phones,

tablets, and other e-reader devices” states Joe Thomson, VP of Sales and Marketing at SBI.

In addition to enabling you to sell eBooks direct to consumers through your website (or a site linked to it), ECS provides the capability to convert your files, of both current and backlist titles, to popular eBook formats.

ECS also offers the option to encrypt files with Sheridan’s Digital Rights Management system, powered by Adobe® Content Server. This option

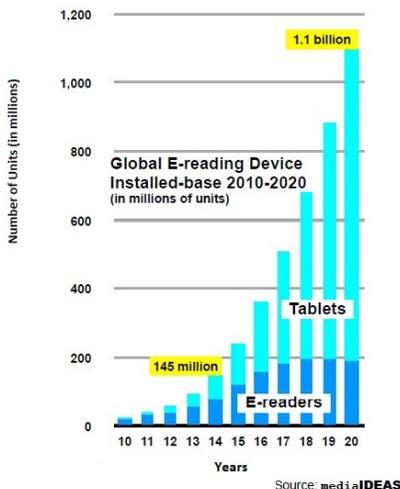
brings you piece of mind knowing that your titles are accessed by authorized users only and can be applied on a per title basis.

To learn more about SBI’s Electronic Content Services contact your sales representative or view our short video guide by going to www.sheridan.com/ecs-video-guide. This video does have sound so turn up your speakers and follow the link above to begin watching.

eBook Sales and Projected Growth of eReader Devices

Based on research from media consultancy firm, mediaIDEAS, the chart below shows the projected global growth of the e-Reader device market over the next 10 years. The company projects that usage of both e-Readers and tablets will reach 1.1 billion units

Projected Global e-Reading Device Growth from 2010-2020



by 2020 with annual sales reaching nearly 400 million units.

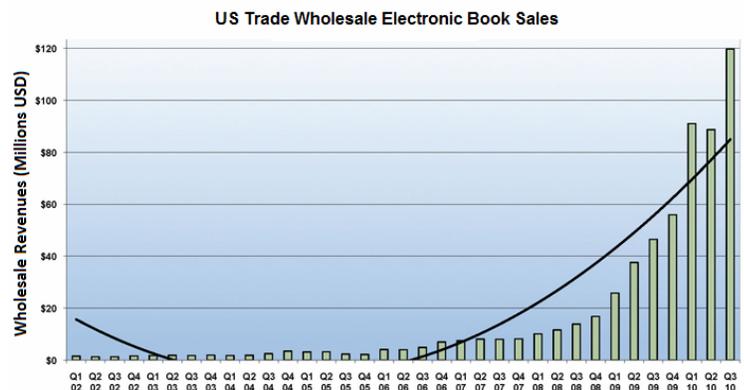
Quarterly data collected by the International Digital Publishing Forum (IDPF) shows that eBook sales have dramatically increased each quarter over the past two years. As illustrated in the chart below, sales for Q3 2010 reached \$119.7 million. This is more than double the sales from a year ago in which Q3 2009 sales were 46.5 million. The IDPF data comes from US trade retail eBook sales in conjunction with the Association of American Publishers.

Sources:

The E-paper E-reader Phenomenon, MediaIDEAS.com

Book Business Extra – October 15, 2010.

Industry Statistics—International Digital Publishing Forum http://idpf.org/doc_library/industrystats.htm



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

January 24-26, 2011—Digital Book World, New York, NY

February 14-16, 2011—O'Reilly Tools of Change, New York, NY

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

This is the fourth 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 three previous articles we touched on quoting, receiving the files and specifications, entering the job, preflighting your files, planning and scheduling your job and sending it through prepress and platemaking. In this final article we will follow your job as it prints, binds, and ships.

Once your imposed files have been imaged onto lithographic printing plates, they are delivered to one of our presses. Multicolor work is printed on a multi-unit sheetfed press and most single color work is printed on a web press. All of our modern presses receive electronic information from our prepress systems to preset ink keys. This ensures a quick startup with minimal makeready waste and gives the

press operator a good starting point for printing the required ink density. From there, our skilled operators make final adjustments to match prepress proofs or previously printed materials.

After a job leaves the pressroom it can go in a number of directions. Sheetfed text is folded after the ink has cured and then sent to be gathered with the sections in order. Covers/dust jackets are laminated, cut, and sent to the binder or case-in line to later be matched up and bound with the text. Printed cases are sent to the case maker, after they are laminated and cut, to be put on boards and made into cases. Cloth cases have cloth and boards cut, cases are made, and then sent to the stamper for stamping.

Web text is folded in-line with the press and is dry and ready for binding immediately. However, a Smyth case job first goes to the gatherer then sewer where it is sewn into a book block.

From here it goes to the glue trim line where the spine is glued. Next the book block is trimmed to the final size and sent to the case-in line. At the case-in line, case bound book blocks are matched with the cases and glued together. At this time dust jackets, if required, are applied in-line. Once cased-in, the job is ready for packing at the end of the line or it is sent on for shrinkwrapping, then is ready to ship.

After press and folding, paper bound jobs go directly to the binder. Here the cover is matched up and applied. After the books are bound they are cut to final size and packed, or sent for shrinkwrapping, and are ready to ship.

In order for this to work smoothly the text, cases, covers, and jackets are all scheduled to run at the same time through the press room or case makers so all components are ready when needed to put together the final product.

SBI is FSC® certified!



SHERIDAN BOOKS, INC.



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

Email: info.sbi@sheridan.com
www.sheridan.com

This paperback is very interesting, but I find it will never replace a hardcover book - it makes a very poor doorstep.

Alfred Hitchcock

(1899 - 1980)