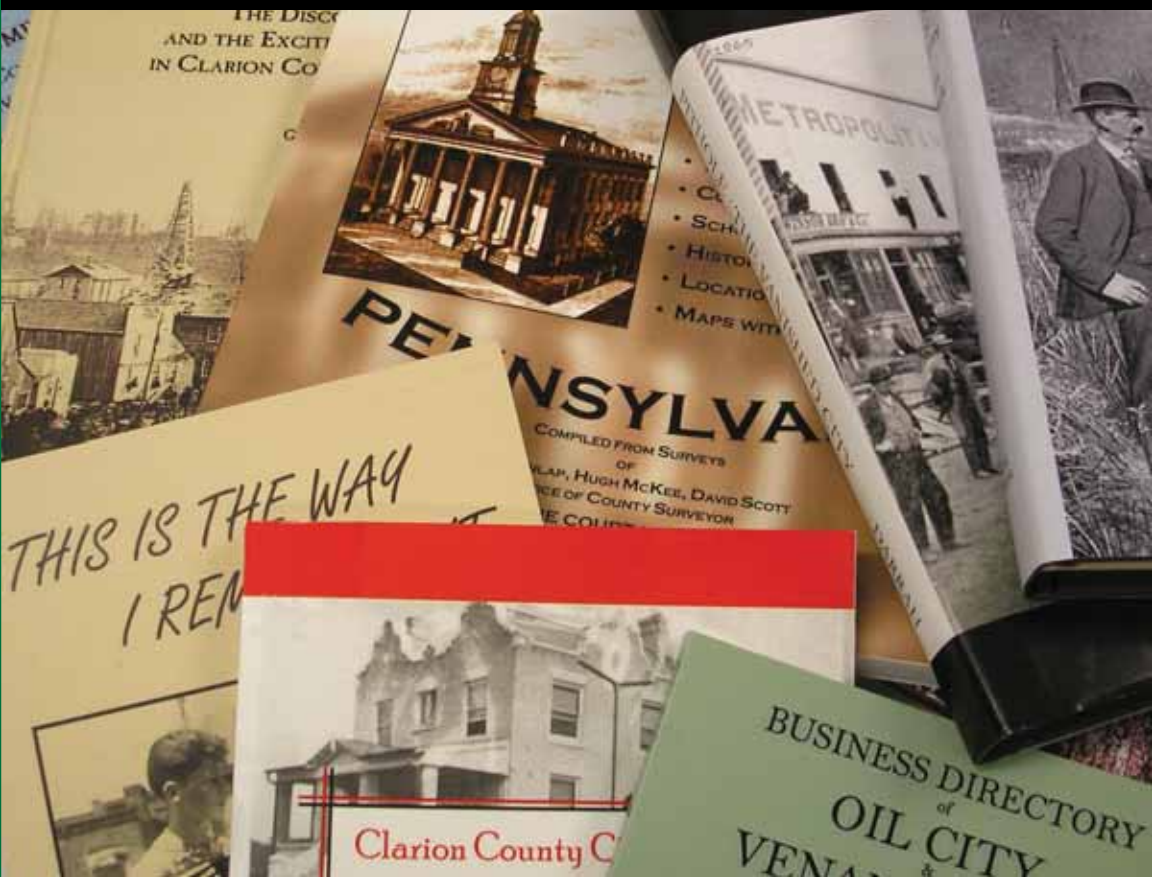


MECHLING BOOKBINDERY'S

S GUIDE TO L F - PUBLISHING



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For more than a decade we have been helping authors self-publish their books. Our specialty has always been history and genealogy, and over the years we have branched out into other genre of books. When it comes to book layout/design and its production, we have the knowledge and experience to guide you through the often confusing world of computers and to help you avoid many of the pitfalls suffered by those who do it “on their own”. And we are able to produce your book with not only professional quality but an affordable price.

By focusing on your needs and eliminating unnecessary services, thus additional charges, we have developed three affordable “*from start to finish*” self-publishing book packages: Basic, Premium, and Deluxe. With these, you can self-publish and promote your book with ease and confidence.

Our skilled staff will guide you through the process of bringing your book from conception to reality. We offer a professional execution of design concepts that will benefit the novice as well as seasoned writer. You, as the author, retain the copyright and have full control of the book appearance and its content as well as its printing. And you, as the owner of your books, will have full control over their distribution. Our designers will work one-on-one with you throughout the entire process. Our goal is to help make your experience a positive one.

As you look at similar websites, be aware there are many companies offering publishing/marketing packages that lead you to believe your book will be placed into chain stores nationwide. The reality is that most authors will not be able to get their book noticed by chain bookstores, because of the millions of other books available on the market. We have found that, with our guidance and your marketing efforts, you are more likely to succeed in your own self-publishing endeavors.

Mechling Promotional Packages

As mentioned earlier, we have created three “*from start to finish*” self-publishing book packages: Basic, Premium, and Deluxe. The Basic Package is the most affordable choice for first time authors. This package offers a smaller run of books for those who are just testing the market.

However, if you would like a larger run with more options, the Premium Package may be more suited to your needs. With this, up to fifteen images may be incorporated; and soft-cover as well as hardcover books are included. All of our covers are printed in full color and laminated for a durable glossy finish.

The Premium and Deluxe Packages offer choice of book size, paper color, and book-signing kit. The Deluxe Package is perfect for individuals who are looking for more options such as larger book runs, more images and a custom cover design.

In addition to these packages, we offer services for those who are experienced in book design/layout and are able to supply us with print-ready files.

Mechling Bookbindery also provides scanning services that can benefit anyone who wishes to reproduce old books (family histories, civil war, church records...) that were created before the digital era and have an expired copyright. Typed manuscripts with no digital file can be reproduced as well.

If you have special job requirements that do not fit within our package criteria, please contact us and we will be happy to work with you.



BASIC
SELF-PUBLISHING PACKAGE

Graphic Designer Assistance

One-on-one in person or over the phone consultation.
We can help you with expanding your ideas,
file preparation, file submission...

Full Color Cover

Choose from one of our unique templates.
Soft covers are printed on 80# cover
stock and are laminated.

Full Interior Page Layout*

End result is easy to read and aesthetically-pleasing book.

Book Sizes

6 x 9 only

Black & White Printing

Color printing available at additional price

60# Acid Free Paper

White only

50 Soft Cover Books

Proof Copies

Choice of 2 hardcopy or digital proofs
(preliminary & final proof)

Self-Publishing Kit

This kit includes: copyright information,
how to obtain your own ISBN & LOC#.

Barcode For Your ISBN#

File Storage for Easy Reprints

When finished with the production of your book, we
keep it on file for the future reprints.



Graphic Designer Assistance

One-on-one in person or over the phone consultation.
We can help you with expanding your ideas,
file preparation, file submission...

Full Color Cover

Supply us with your design idea or choose from one of our unique templates. Soft covers are printed on 80# cover stock and are laminated. Hardcover are printed in full color on book cloth and are laminated.

Full Interior Page Layout*

End result is easy to read and aesthetically-pleasing book.

Images/Graphics Placement

We will scan and place up to 15 images.

Book Sizes

Choice of 6 x 9 or 7 x 10

Black & White Printing

Color printing available at additional price

60# Acid Free Paper

Choice of white or cream

75 Soft Cover & 10 Hardcover Books

Proof Copies

Choice of 2 hardcopy or digital proofs
(preliminary & final proof)

Self-Publishing Kit

This kit includes: copyright information,
how to obtain your own ISBN & LOC#
& book-signing kit (includes 5-12 x 18 full
color posters & 100 full color postcards.)

Barcode for Your ISBN#

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unique templates. Soft covers are printed on 80# cover
stock and are laminated. Hardcover are printed in full
color on book cloth and are laminated.

Full Interior Page Layout*

End result is easy to read and aesthetically-pleasing book

Images/Graphics Placement

We will scan and place up to 30 images.

Book Sizes

Choice of 6 x 9 or 7 x 10

Black & White Printing

Color printing available at additional price

60# Acid Free Paper

Choice of white or cream

100 Soft Cover & 25 Hardcover Books

Proof Copies

Choice of 2 hardcopy or digital proofs
(preliminary & final proof)

Self-Publishing Kit

This kit includes: copyright information,
how to obtain your own ISBN & LOC#
& book-signing kit (includes 10-12 x 18 full
color posters & 100 full color postcards.)

Barcode for Your ISBN#

File Storage for Easy Reprints

When finished with the production of your book, we
keep it on file for the future reprints.

PACKAGE COMPARISON CHART			
	BASIC	PREMIUM	DELUXE
GRAPHIC DESIGNER ASSISTANCE	✓	✓	✓
FULL COLOR COVER	✓	✓	✓
Custom Cover Design			✓
Your Design Idea		✓	✓
Cover Templates	✓	✓	✓
FULL INTERIOR PAGE LAYOUT*	✓	✓	✓
2 Hours of Corrections	✓	✓	✓
IMAGES/GRAPHICS PLACEMENT		up to 15 images	up to 30 images
BOOK SIZES	6 x 9 only	6 x 9 or 7 x 10	6 x 9 or 7 x 10
BLACK & WHITE PRINTING	✓	✓	✓
60# ACID FREE PAPER	white only	white or cream	white or cream
SOFT COVER BOOKS	50	75	100
HARDCOVER BOOKS		10	25
PROOF COPIES	✓	✓	✓
Preliminary Proof	✓	✓	✓
Final Proof	✓	✓	✓
SELF-PUBLISHING KIT	✓	✓	✓
Copyright, ISBN and LOC Info	✓	✓	✓
Book-Signing Kit		✓	✓
Posters		5	10
Postcards		50	100
BARCODE FOR YOUR ISBN	✓	✓	✓
FILE STORAGE FOR EASY REPRINTS	✓	✓	✓

To view our full color cover templates, please turn to pages 14 & 15.

Overview

This general guide is designed to help you get off to the right start in preparing your manuscript. Those who have never published or been involved in preparing a manuscript may not know how to begin or where to find help with what may seem to be an overwhelming task. We are here to guide you in the process of manuscript preparation, to the final printed publication.

Manuscript Preparation

There are certain guidelines to follow when submitting manuscript files. We accept text documents created with Microsoft Word or WordPerfect software. If other software is used, please call us to be sure we are able to accept it.

Your Microsoft Word/WordPerfect document should have the following:

Font: Times New Roman

Font size: 12 point

Page size: 8½ x 11, 1 inch margins on all sides

Single column text

All paragraphs indented using the tab key (not the spacebar)

No photographs, clipart, boxes, headers, or other complicated editing features

Footers usually consist of footnotes that your word processing program provides. If included, footnotes will be placed at the end of your book or at the end of each chapter.

Decide what pages will be included in your document. The following is the typical arrangement used in most books, although not all pages are always used:

Title page - Full title of the book and full name of author

Copyright page - Information explaining the cover or credits for its creation, the ISBN (International Standard Book Number), the LOC (Library of Congress Number), and the copyright symbol, date and name of copyright holder

Dedication - Inscription dedicating the book to a person, cause, etc.

Table of contents

List of illustrations

Foreword - Short introductory statement

Preface - Statement setting forth the book's purpose

Acknowledgments - Author's statement of appreciation for assistance in preparation

Body of book text

Appendix - Supplemental material

References - Direction to another book, passage, etc.

Glossary - List of terms and definitions

Addendum - An addition to information

Bibliography - List of source materials

Index - Alphabetical listing of names, places, etc.

Images/Scanning

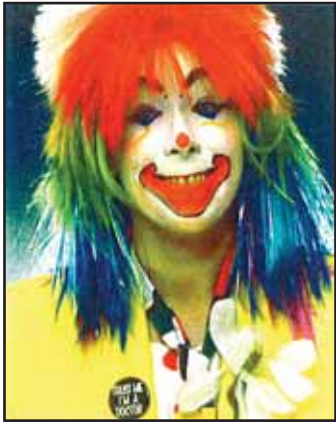
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To achieve quality images, please be mindful of these important facts. The best reproductions are made from original photographs. Never scan photocopies or prints from previously scanned photographs. Although printed copies may be visually pleasing, they cannot be reproduced as clear as the original. Also, most images downloaded from the internet or sent by email have reduced resolution, therefore reduced quality. These images are usually saved with the file extension .jpg or .gif. If you decide to do the scanning yourself, images must be scanned into a photo program such as Adobe PhotoShop or the software that came with your scanner (do not scan images directly into your text document.)

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In order to achieve a high quality scan, please follow these guidelines:

- Set the image mode to the one of the following options:

grayscale (for black & white or color photographs)

color (for color photographs)

black & white (for line art or text.)

- Set the image resolution

300 dpi for grayscale or color images

(A black & white photograph is considered grayscale because it has gray values.)

600 dpi for line art or text

(Set to black & white or bitmap.)

- Save your image as a .tiff or an .eps file.

(We do not recommend .jpg or .gif file extensions.)



IMAGE AS GREYSCALE



SCAN OF PHOTOCOPY

If you have chosen a package that includes image handling of 15 or 30 graphics, you are not limited to that number. You may submit as many additional images as you wish; however, additional charges will apply.

All images will be produced in grayscale or black & white. We will not enlarge images more than 25%; doing so will reduce overall image quality.

Before you submit your files to us, it is extremely important that you thoroughly edit your manuscript. We recommend that you edit a printed copy of your manuscript, since many errors are easily overlooked when editing on a computer screen. Any changes that must be made by us will add to your cost. Our packages include two hours for minor corrections (e.g., misspellings, punctuation; does not include rewrites or any major script changes.) After the initial two hours, any additional editing will be billed on an hourly basis of \$45.00 per hour. Additional charges may apply for problematic files.

We are not responsible for any loss or damage of artwork submitted while in our facility or in transit.

File Submission

All images and graphics must be supplied separately from the text. In addition to the manuscript file and image file, we require either a hard copy of your book with clearly marked image placement (ex., PHOTO #1 HERE), or a digital file with the images already embedded. You can use self-adhesive pop-up notes (e.g., Post-it Notes®) for additional instructions on each photograph. If you have an idea in mind for the layout and cover design, please provide samples (fonts from magazine clippings, copies of chapter headings or even rough sketches.) Files may be sent as an email attachment, on a CD, or posted on our ftp site.

Book Design/Layout

After receiving your files and graphics/images, our designers will begin to design your book. The book design and layout process will take some time, and we may contact you during this period with questions or problems that may arise.

Our packages offer three different cover options. We can work with you to develop an original design. If you already have an image in mind, include a sketch, and we will emulate your ideas as closely as possible. Or if you wish, you may choose from our wide selection of color cover templates.

The book title, subtitle, and author's name will be included on the front cover. If the spine of the book is thicker than $\frac{1}{4}$ inch, the title and author's name will be included on the spine (there will be no text on spines less than $\frac{1}{4}$ inch.) The back cover may or may not include photos/images (depending upon the package), 100 word or less description of your book, author's biography, reviews, or ISBN barcode.

When your book design/layout is completed, you will receive a preliminary proof for your review. You must carefully examine the preliminary proof to be certain that the layout has been done according to your specifications. Remember, you, as the author, are responsible for all proofreading and editing of text. Make notations of any required changes, and send it back to us along with clear instructions for making the corrections. After we have made those corrections, the final proof copy will be sent to you for your approval. YOU are responsible for the content of the final proof; we urge you to take considerable time and carefully examine every detail. If you require further proofs, you will be charged an additional \$20.00 for each proof's printing, plus shipping and handling costs. Keep in mind that we will not start printing until we have your FINAL approval.

Book Production

Once we have received your final approval, the book will be printed and bound in our facility by our skilled staff. The interior of the book will be printed in black ink/toner on white or cream, 60# acid free paper (color printing is available; however, additional charge will apply.) Depending upon the package you have chosen, you will receive soft cover books, hardcover books or a combination of the two. The soft covers are printed in full color on 80# cover stock, and the hard covers are printed in full color on book cloth. Our covers are laminated to achieve a glossy and durable finish. (Due to changes in humidity, laminated soft covers may slightly curl; you may choose to decline the lamination option.) In order to keep our package prices low, we have limited book size options to 6x9 and 7x10. If you prefer a different book size, please call us, and we will be happy to discuss other book size options. When production of your book is complete, we will store its file to be used in the event of future reprints.

The Self-Publishing Kit

The Self-Publishing Kit is designed to help you jump-start your self-promotional journey. All of our packages include the information about and how to obtain your own ISBN, LOC, and copyright. If you are planning to sell your books in retail stores, you will need an ISBN number. However, if you are planning on selling your books to individuals, or if you are handing your books out to friends and family, you probably don't need an ISBN number. The Deluxe and Premium packages also include a Book-Signing Kit, which consists of posters and postcards to help you promote your book.

BOOK TEMPLATES
available with all of our self-publishing packages



Template 1a



Template 1b



Template 1c



Template 2a



Template 2b



Template 2c



Template 3a



Template 3b



Template 3c



Template 4a



Template 4b



Template 4c



Template 5a



Template 5b



Template 5c



Template 6a



Template 6b



Template 6c



Template 7a



Template 7b



Template 7c

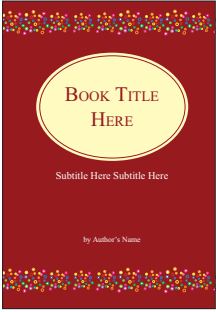
SAMPLES

Book-Signing Kit: Poster A & Poster B

Poster shown at a reduced size. Actual size of poster will be 12 x 18 inch.

Book Title Here

Subtitle Here Subtitle Here



**BOOK TITLE
HERE**
Subtitle Here Subtitle Here
by Author's Name

TITLE:
Book Title Here

AUTHOR:
Author's Name

ISBN:
000-0-00000-000-0

LEADER OF COUPONS CONTROL NUMBER:
0000000000

SIZE OF BOOK:
6 x 9

NUMBER OF PAGES:
195 pages

NUMBER OF IMAGES OR ILLUSTRATIONS:
25 photographs

HARD COVER PRICE:
\$29.99

SOFT COVER PRICE:
\$19.99

BOOKS ARE AVAILABLE FOR PURCHASE THROUGH:
Website or
Name & Mailing Address or
Phone Number

Promotional Catch-Phrase or Slogan Goes Here.
Promotional Catch-Phrase or Slogan Goes Here.

BOOK SIGNING

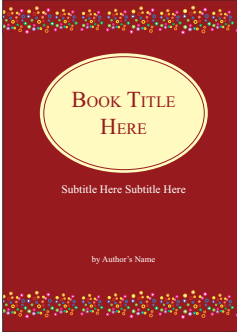
DATE _____

TIME _____

LOCATION _____

Book Title Here

Subtitle Here Subtitle Here



**BOOK TITLE
HERE**
Subtitle Here Subtitle Here
by Author's Name


Promotional Catch-Phrase or Slogan Goes Here.
Promotional Catch-Phrase or Slogan Goes Here.

BOOK SIGNING

DATE _____

TIME _____

LOCATION _____



**BOOK TITLE
HERE**
Subtitle Here Subtitle Here
by Author's Name

Book Title Here

Subtitle Here Subtitle Here

by
Author's Name

This postcard is part of the book-signing kit that is included in Mechling Bookbindery's Premium and Deluxe self-publishing packages.

You supply the text for this space. Here, a descriptive paragraph of 150 words or less will provide a quick summary of your book.

You could include the following information: the number of pages, finished size of the book, retail price, number of images or photographs (if any), ISBN (if you have one) or any other information that you choose to include.

There is also room on the back of the postcard to include a hand-written note (promote an upcoming book signing), or maybe just a note to let friends and family know that you have written a book. You may also want to include ordering information.

Book-Signing Kit: Postcard

Postcard shown at a reduced size. Actual size of postcard will be 5 x 7 inch.

Important Checklist

- Final editing of manuscript completed
- Extra backup files made
- Copyright ordered
- ISBN obtained
- LOC obtained

Items Required

- All text files
- All image files
- Printed copy with images placed or marked for location within the text, or additional digital file with images embedded
- Original photos/images to be scanned
- ISBN Number
- LOC Number
- Instructions and samples for layout and design work
- Description of book in 100 words or less to be used on the back cover
- Contact information – where you would like to be reached
- Required payment

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