the mizzou publishing
HOW–TO GUIDE
january 2017

THE
MIZZOU STORE
PUBLISHING

the mizzou publishing
HOW–TO GUIDE

january 2017

contents.

contact.

the mizzou store

MIZZOU PUBLISHING

university of missouri student center
911 e. rollins st.
columbia, mo 65211

573.882.8567
mizzoupublishing@missouri.edu
https://www.hightail.com/u/mizzoupublishing
www.themizzoustore.com

pricing.

IMPRESSION

Black & White ... [$.07]

Blank ... [$.05]

Color ... [$.15]

Cover

Single-sided cover ... [$1.00]

Outside front and back full color

Double-sided cover ... [$1.25]

Printed inside and out, front and back full color

Laminate cover ... [$2.00]

Printed inside and out, front and back full color

$.01 additional per sheet charge for 28# papers
$.02 additional per sheet charge for 32# paper

EXAMPLE BOOK PRICING

150 total pages (140 b&w, 10 color), single-sided cover

140 total pages [$.07]

140 (b&w pages) x $.07 = $9.80

10 color pages [$.15]

10 (color pages) x $.15 = $1.50

Single-sided cover [$1.00]
1 (cover) x $1.00 = $1.00

Total Price Per Book
$8.40 + $1.40 + $1.00 = **$12.30**

additional pricing.

OPTIONAL SERVICES

Set-up/File Conversion	... [$10]
Cover Design/Content Layout	... [$30/hr]
Scanning/Miscellaneous Help	... [$30/hr]
Written Review of Content and Cover files	... [$15]
Consultation on Book Layout/Design (1hr)	... [$30]
ISBN, Barcode & Registration	... [$25]
Consignment (6 Months)	... [$20]
Professional Headshot Photograph	... [$65]
Additional Proofs*	... [Cost of Book]

If you provide files other than PDFs you will be charged the set-up fee.

An inspection proof will only be provided if 10 or more copies are ordered. Expect your first proof within 1-2 business days after receiving your files. Additional proofs will be issued at the cost of your final book.

PUBLISHING KITS

Ask about our publishing kits to save on bundles of the services listed above.

QUANTITY ORDER DISCOUNTS

10-24 books	... [10%]
25-49 books	... [15%]
50-99 books	... [20%]
100-349 books	... [25%]
350+ books	... [30%]

UNIVERSITY DEPARTMENT PRICING

If you have a university sponsored or affiliated project please contact Mizzou Publishing to learn more about our academic pricing. Additional quantity discounts do not apply to department orders.

SHIPPING

We are able to ship orders via UPS or FedEx. Standard rates apply and will be communicated at the point of purchase.

PUBLISHING KITS

TIER ONE $49.00 *a $75 value*

1. **ISBN, registration and barcode** – ISBN listing Mizzou Publishing as the publisher. *(The author still retains ALL rights and responsibilities.)*
2. **Book Setup** (file converted to PDF, creation of basic cover and addition of barcode if needed (using templates by Mizzou Publishing staff)
3. **The Mizzou Store Consignment.**
    i. Minimum of 6 months on our shelves for sale.
    ii. Posted on themizzoustore.com for online purchase.
    iii. 75% of Net Retail goes to the author.
4. **Written review of your content and cover files** with suggestions and feedback provided on the layout/design to create a more polished/professional book.

TIER TWO $99.00 *a $150 value*

1.-4. **Same as above.**

5. **Printed proof and a looseleaf copy** for review and consultation
6. **One hour consultation** to discuss, review and provide suggestions on your book before printing.

TIER THREE $149.00 *a $225 value*

1.-6. **Same as above.**

7. **Professional headshot photograph** taken by The Mizzou Store photographer
8. **100 bookmarks or 50 postcards** (designed by Mizzou Publishing – ask to see examples)

PUBLISHING KIT: BREAKDOWN & GLOSSARY

● / TIER ONE ● / TIER TWO ● / TIER THREE

1. **ISBN, registration and barcode.** ● ● ●

   An ISBN, or International Standard Book Number, is a unique number that is assigned to a book so that it may be easily sold in bookstores, to libraries, or through online book retailers.

   Having a barcode for your book, along with an ISBN, will allow your book to be made readily available for purchase, and will give it a more professional publication quality.

2. **Book Setup** ● ● ●

   A service needed to prepare your book for printing (file conversion to PDF, creation of basic cover and addition of your ISBN barcode if needed, using templates by Mizzou Publishing staff)

3. **The Mizzou Store Consignment.** ● ● ●

   The Mizzou Store website is a great way to sell your book. Selling made easy with the hassels of money handling and shipping taken care of. Simply when marketing your book direct customers to our website and the rest is taken care of by us. 75% of the net retail goes to the author, paid quarterly.

4. **Written review of your content and cover layout**. ● ● ●

   The layout and design of a book will attract the reader before they read a single word of the content, so this aspect of your book is of utmost importance. Our experienced design team and staff will be able to offer valuable critiques to ensure that your book is professionally designed and attractive to customers.

5. **Printed proof and a manuscript copy** ● ●

   A proof is a valuable assets in the printing process, along with a looseleaf manuscript style copy will make the editing process a breeze.

6. **One hour consultation to review content before printing.** ● ●

   Mizzou Publishing has published books for hundreds of authors over our long history. All the knowledge we've gained regarding the printing and publishing process will be at your disposal through a one-on-one consultation.

7. **Professional headshot photograph.** ●

   Professional author headshots can be found in nearly every bestseller in the country. Having an author bio and photo gives your book a more polished aesthetic, and allow your readers to connect with the author more easily.

8. **100 bookmarks or 50 postcards.** ●

   Custom-designed bookmarks or postcards are a simple, yet incredibly effective way to market your book. Having promotional materials branded with your book makes it easier for you to promote it.

introduction.

SELF PUBLISHING OVERVIEW

Mizzou Publishing can print and bind a paperback book within minutes. This service is ideal for self and custom publishing projects. Authors can have physical copies in quantities as few as 1 or as many as desired in a matter of days. Printing on-demand allows authors to order smaller quantities for proofing and to minimize on-hand stock.

THE ADVANTAGES

Consumers - shorter turnaround for orders and reduced costs.

Bookstores, Libraries, and Other Retailers - Sell more titles without the extra inventory; capture the growing self-publishing market.

Publishers - On-demand printing should be a critical piece of your digital strategy. Helps avoid out-of-stocks and eliminate returns.

Authors - Order your book in any quantity, even on multiple occasions if necessary.

getting started.

Typical novels aren't the only thing that can be printed – the possibilities with print on demand machines are endless! We invite, and encourage, you to explore the many options and come up with something creative and fun. Below are some examples of types of projects that can be made:

- Publishing your very own novel.
- Producing a professional thesis, dissertation or custom portfolio.
- Creating a book of poetry.
- Assembling favorite children's stories and artwork for a lasting piece of memorabilia.
- Preparing a recipe book to use as gifts during the holidays or for a fund-raiser.
- Compiling a photo album of friends and family.
- Designing and printing a custom journal to document your stories.

The ideas are never-ending. Continue reading to learn more about what Mizzou Publishing has to offer and how you can take advantage of it. In the end, this How-To Guide will be your number one resource for successfully getting your very own book printed.

the process.

1. You have an idea.

2. Choose a book size and then write (preferably type) it out.

3. Insert pictures, page numbers, headers, etc., if necessary. (Check out our publishing kits in the pricing section for professional help)

4. Design a cover yourself, or choose one from page 26 of this book/have us design a custom cover for you. If you choose a cover, tell us the title, author, colors and any pictures you want to use, and we'll take care of the rest!

5. Export the content (and cover files) to .PDF (For help with this contact us at mizzoupublishing@missouri.edu).

6. Submit the content and cover files to us, in person, over email, or Hightail uplink and you're done (for now)!

7. A member of the Mizzou Publishing staff will sit down, create the cover (if needed) and ensure the files have been set up correctly.

8. A copy will then be printed at Full or Discounted unit price depending on the quantity ordered. if 10 or more are ordered a free proof will be provided.

9. We'll contact you and at this time you can come review your first copy. If changes need to be made, fix them, and we'll print another proof. If no changes need to be made, we'll begin to print the rest of your order.

10. Enjoy your book(s)!

the setup.

WHAT WE NEED FROM YOU

You will end up submitting two files to us:
A CONTENT file and a COVER file.

Please name the files:
Last Name_Abv. Title of Book (Width x Height)_Cover
Last Name_Abv. Title of Book_Size of Book (Width x Height)_Content

Acceptable file formats: *Files other than .PDF will be charged a conversion fee.*
Portable Document Format (.PDF)
Packaged InDesign Document (.INDD)
Word Document (.DOC, .DOCX)

You can bring your files directly to us on a USB Flash Drive. Do not email us the files, typically files are to large to transfer through email and get lost. To upload files go to our Hightail uplink.
https://spaces.hightail.com/uplink/MizzouPublishing

BEGINNING THE SETUP

To most efficiently and successfully create your project we suggest you follow the steps below. Each step will be further explained in the next pages.

1. Choose the size of your book
2. Create your content file
3. Fill in all of your content—including pictures, headers, page numbers, etc.
4. Create your cover file*
5. Export your files as PDFs

**Optional if you want us to create a cover file for you*

1. CHOOSING YOUR BOOK SIZE

Typical novels are sized between 5"x7" to 6"x9"

We can trim a book to be any size limited for:

 - Portrait orientation 20 - 750pgs: *max **width 8.25"**

                                          max height of 10.5"

 - **Landscape orientation 20-750pgs:**   max width of 9.125"

                                          *max height of 8.25"

*books requiring full page bleed will need to be smaller

8.25"

10.5"   **Spine**

Smallest

4"

Spine   **4"**

Largest

9.125"

8.25"   **Spine**
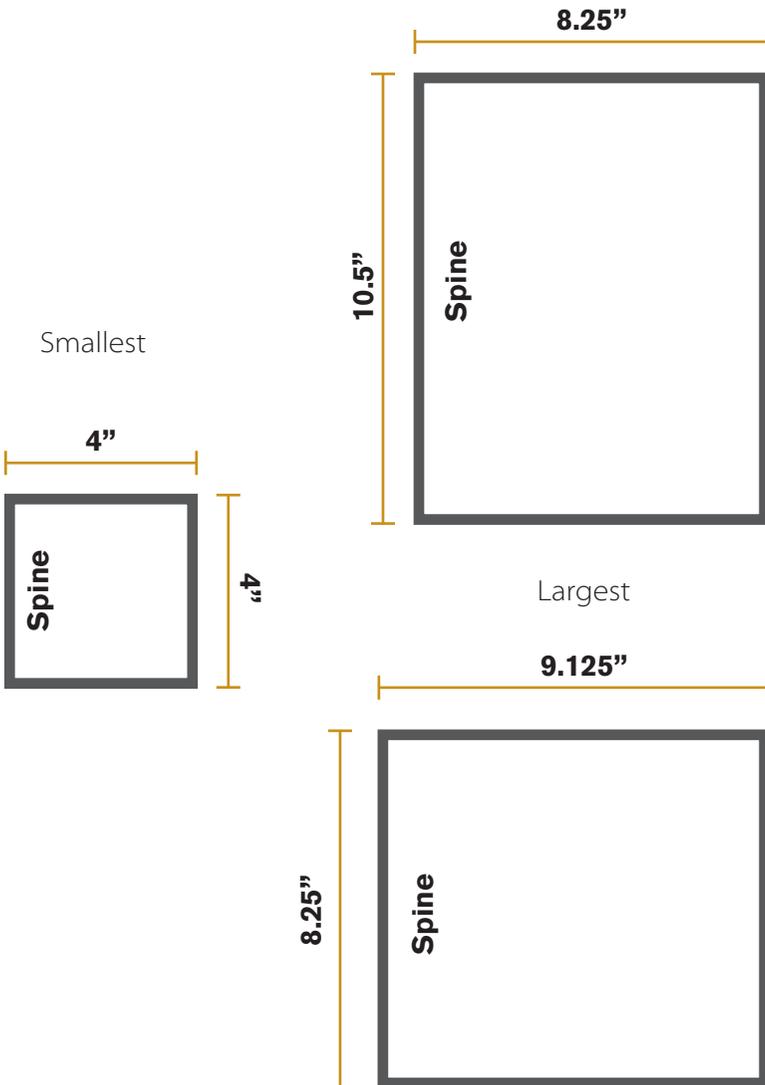
2. CREATING YOUR CONTENT FILE

Now that you have chosen your overall book size, it is time to create your content file. It is important to start with your content because your cover size will depend on the final content page count.

Start by opening either Microsoft Word or InDesign (or your preferred word processing/layout software).

Numbering is strictly for illistrative purposes

PAGE 1 (CONTENT FILE)

3

4 5

6 7

8 9

2 3

10 11
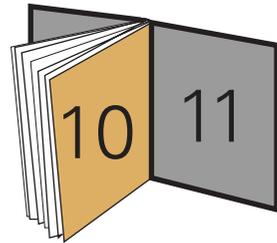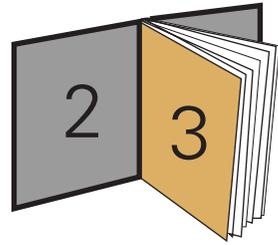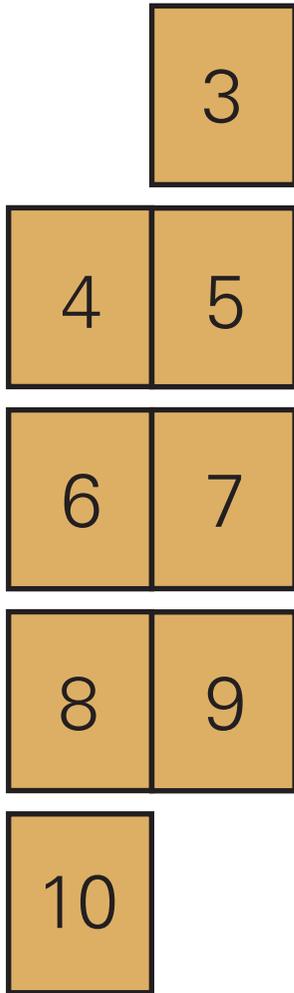
PAGE ?? (FINAL EVEN NUMBERD PAGE OF CONTENT FILE FACING IN-SIDE BACK COVER)

10

<u>For Microsoft Word:</u>

Go to "Page Layout" > "Size" > "More Paper Sizes..."
A dialog box should appear giving you the option to type in your own custom size.
Next, click on the "Margins" tab. Next to "Multiple Pages" change the drop-down menu to "Mirror Margins." This will allow you to have inside and outside margins instead of left and right. We recommend having at least .5" margins all the way around and a .75" on the spine edge. Make sure the drop down for "Apply to" is set "Whole document."

<u>For Adobe InDesign:</u>

At the opening screen make sure the "Facing Pages" box is checked. Below that, change your height and width to the overall size of your book. Next, change the margins to your preferred widths (we suggest at least .75" margins). Finally, if you plan on having any color near the edges of the pages, add at least a .125" bleed on the outside, top and bottom. Select "OK" and add as many pages as you need.
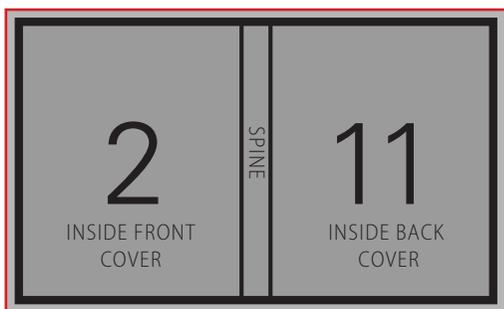
After that, you are ready to start typing out your content and inserting pictures, page numbers, chapter headings, etc. Just make sure you are working with individual pages and not spreads (two pages connected together). When we go to print your content files we print them as single (or double-sided pages), not spreads.

CREATING YOUR COVER FILE

When your content is completed, it's time to create your separate cover file. The cover file consists of your front cover, book spine and back cover—all connected together. The height of your cover will be the height of your book. To find your cover file width you will use the formula below.

| 12 OUTSIDE BACK COVER | SPINE | 1 OUTSIDE FRONT COVER | PAGE 1 |

| 2 INSIDE FRONT COVER | SPINE | 11 INSIDE BACK COVER | PAGE 2 |

Cover Width = 2X + .0327 + (Thickness)*Y

X = Overall book width

Thickness   = (.0046) white 24lb paper

               = (.0050) matte 28lb paper

               = (.0052) matte 32lb paper

Y = Total number of pages (pdf count) divided by 2

Example: A 200 page book that is 6" x 9" overall.

= 2(**6"**) + .0327" + (.0046")*(**200**/2)

= 12" + .0327" + .46"

= 12.4927"

Final cover file document size will be 12.4927" wide by 9" tall.

<u>For Microsoft Word:</u>
Start with a new document. Go to "Page Layout" > "Sizes" > "More Paper Sizes." Change the document to be the height of your overall book size and then the width to the number you found by using the formula above. Next, go to the "Margins" tab and change all the margins to 0". Finally find "Columns" next to "Page Layout" and click "More Columns" at the bottom. Change the number of columns to two (2), "Width" to your overall book width, and "Spacing" to the number found by solving
(.0327 + (Thickness)*Y). Finally check the box that says "Equal column width" and click "OK".

<u>For Adobe InDesign:</u>
Create a new document. At the dialogue screen change "Height" to the overall height of your overall book size. Change "Width" to the number you found by solving the formula on the page to the left. Change the number of columns to two (2) and change the gutter to the value found by solving (.0327 + (Thickness)*Y) from the original formula. Next, make the margins all equal 0" and add a bleed of at least .125" on all sides. Select "OK" and you're ready to go.

You now have a document that consists of three (3) boxes. The left box will be your back cover, the middle box (the gutter, or space between columns) will be your spine, and the right box will be your front cover.

If you want to create a double-sided cover, duplicate your front cover, but know that the left box is now your inside front cover, and the right box is your inside back cover.

EXPORTING YOUR FILES TO PDF

When you are finished creating both your content and cover files you are now ready to finish them by exporting or saving them as PDFs.

For Microsoft Word:
Go to File > Save As > Adobe PDF.

For Adobe InDesign:
Go to File > Export > Adobe PDF (Print). When the dialogue box appears, change the Adobe PDF Preset to "High Quality," and make sure "Spreads" is NOT checked. Finally, go to the "Marks and Bleeds" tab and check "Crop Marks", "Page Information," as well as "Use Document Bleed Settings." The bleed sizes your entered in the document settings should fill in the faded boxes.
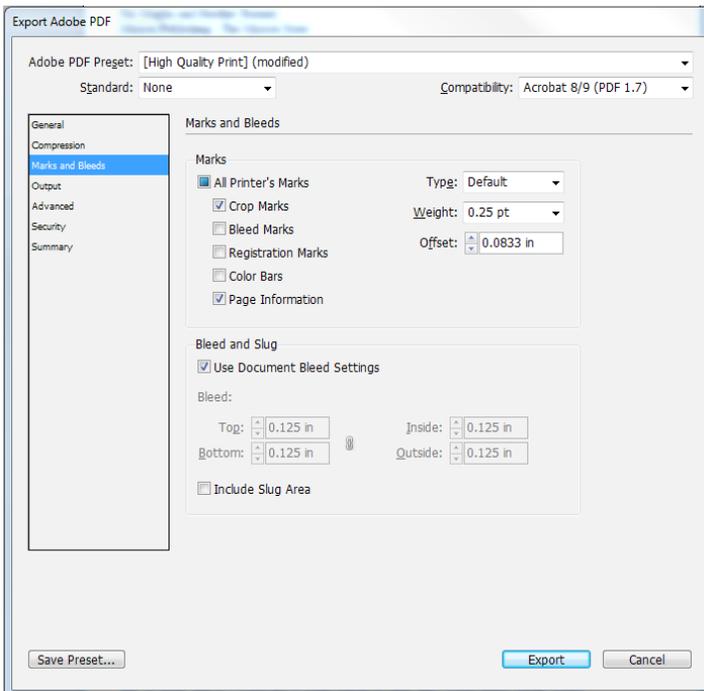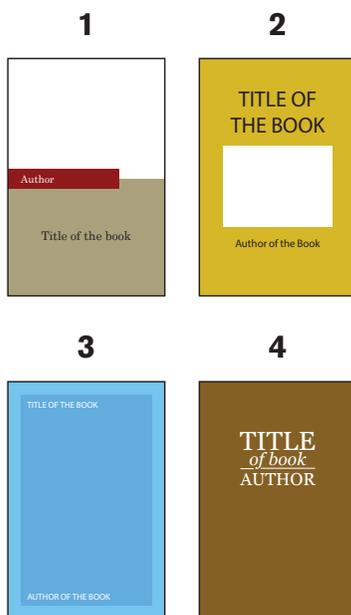
CONTENT TEMPLATES

Select content templates for Microsoft Word are available on our website. You can access these by visiting: http://www.themizzoustore.com/ then finding "Self Publishing" under the "Books & Supplies" tab. Then under the "Resources" tab select Templates. There is also a form available to request a custom-sized content template for Microsoft Word or Adobe InDesign.

COVER TEMPLATES

If you would like to not have to deal with the hassle of creating your own cover, a member of Mizzou Publishing can create a custom cover ($30.00/hr.) or give you the option to choose from any of the templates below ($10.00). Just provide us with the necessary text, colors and/or graphics and we'll take care of the rest!

1

Author

Title of the book

2

TITLE OF
THE BOOK

Author of the Book

3

TITLE OF THE BOOK

AUTHOR OF THE BOOK

4

TITLE
of book
AUTHOR

COLOR PALLET

When selecting to use one of our cover templates, you also have the option to choose any set of colors you like.

If you're requesting specific colors, make sure you provide us with the CMYK color codes.

paper options.

We offer five varieties of papers found below. The most common paper we use is the 24lb white paper (used mainly for typical novels or other text-heavy books) followed by our 28#/32# papers (great for image-heavy books, magazines and portfolios).

32# WHITE PAPER***
(120 g/m^2), (.0053")

28# WHITE PAPER**
(105 g/m^2), (.0050")

24LB WHITE PAPER
(90 g/m^2), (.0046")

24LB CREAM PAPER*
(89 g/m^2), (.0046")

20LB PERFORATED PAPER*
(75 g/m^2), (.0040")

*additional $.01 per sheet
**additional $.02 per sheet
***additional $.03 per sheet

barcode & ISBN.

ISBN stands for International Standard Book Number. This number is used to identify books in the book market; it is an internationally recognized identifier.

An ISBN is used to identify specific titles or editions of books created by a publisher. Bookstores, libraries and distributors all use the ISBN to identify a specific version of a book.

An ISBN is typically used if you plan on selling your book in retail stores or online (Amazon.com, etc.).

Getting an ISBN and/or barcode on your project is as easy as coming to us with that request. Simply tell us how much you are intending on selling your book for, and we will register the ISBN and place it within your book. If you require a barcode as well we will place that on the back cover, or where you prefer.

Here is a sample of what the barcode and ISBN will look like:

9 781616 000035

Refer to page 9 of this How-To Guide for further pricing information.

Want your book on the shelves of the Mizzou Store? Contact us for more information regarding our consignment options.

resources.

COPYRIGHT INFORMATION

Just as we want to be sure no one illegally uses materials you have created, we also want to protect the intellectual/creative property of others. Images, text and music are all covered under copyright law – if you intend to use materials you did not create yourself you must secure permission to do so. Most of the time you will be asked to pay a royalty fee for its use. This price can vary widely depending on the material, the type of project it is being used in, its availability for re-sale through other channels, and how many copies you intend to distribute. The price can be a per copy fee or it can be a flat rate fee.

An area that always surprises people is that material on the internet is also copyright protected. Just because it is out there for everyone to see does not mean anyone can use the materials without permission. You should contact the organization/business/individual and ask permission to use their material.

Like the internet, just because an image is out for all to see it does not mean the rightsholder has relinquished control over its use. You should contact the painter/illustrator/photographer/etc… to ask their permission.

There are many sites that tout they are 'royalty free' sites to get images—this is true if you are only using that image for your own personal use. Once you plan on distributing the image to others you need to purchase a distribution license. The benefit of these websites is that they have a great selection of images/photos/designs to use and they make purchasing the licenses easy.
Once your work is in a tangible format it is considered copyrighted. If you wish to further legitimize your copyright claim you may choose to register your work with the U.S.

Copyright Office. There is a fee involved with registering your claim, the minimum being $35.00 – which is something you will do through the U.S. Copyright Office.

University BookStores are not liable for securing any copyright by or for you and your work. It is the customer's responsibility to ensure all copyright laws are followed and no rights are infringed upon.

COPYRIGHT RESOURCES

Resources to aid in the copyright process:
- www.copyright.gov
- www.copyright.com
- www.copyrightalliance.com
- www.permissionsgroup.com

If you need assistance in learning how to write/design/market your book we have put together a list of resources which you may find helpful.
- http://www.selfpublishingresources.com/
- http://www.self-pub.net
- http://www.writersmarket.com/
- http://www.bowkermanuscriptsubmissions.com/
- Indie Publishing: How to Design and Publish Your Own Book, by Ellen Lupton
- Dan Poynter's Self-Publishing Manual: How to Write, Print, and Sell Your Own Book, by Dan Poynter
- 2015 Writer's Market, by Robert Lee Brewer

TYPOGRAPHY

Choosing the right font and font size is very important for any print project. First decide if you like the serif style or sans serif better. Typically serif style fonts are used for longer passages of text because the little lines, or "serifs," help your eye create a horizontal reading line. Sans Serif fonts form a very clean and modern look. Examples are shown on the next page.

Typical books use a font in the 10-12 point range. You must also be aware that each font is a slightly different size. As you can see below, the sans serif font on the left (Arial) is slightly larger than the serif font (Times New Roman) on the right—while still having the same point value. Additionally, larger font sizes can lead to more pages in your book/project.

The most important thing is that you like the font. Be sure the size is easy/comfortable to read for you and the people who will be reading it.

7 Point Font	Aa	Aa	7 Point Font
8 Point Font	Aa	Aa	8 Point Font
9 Point Font	Aa	Aa	9 Point Font
10 Point Font	Aa	Aa	10 Point Font
11 Point Font	Aa	Aa	11 Point Font
12 Point Font	Aa	Aa	12 Point Font
13 Point Font	Aa	Aa	13 Point Font
14 Point Font	Aa	Aa	14 Point Font
15 Point Font	Aa	Aa	15 Point Font
16 Point Font	Aa	Aa	16 Point Font
17 Point Font	Aa	Aa	17 Point Font
18 Point Font	Aa	Aa	18 Point Font

Times New Roman
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll
Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww
Xx Yy Zz 0123456789

Garamond
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll
Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww
Xx Yy Zz 0123456789

Rockwell
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll
Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww
Xx Yy Zz 0123456789

Bodoni MT
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll
Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww
Xx Yy Zz 0123456789

Arial
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll
Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww
Xx Yy Zz 0123456789

Myriad Pro
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0123456789

Helvetica
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll
Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww
Xx Yy Zz 0123456789

Franklin Gothic Book
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0123456789

ADDING PHOTOS, IMAGES OR GRAPHICS

When adding pictures to your project please follow these simple guidelines to make sure your photos come out crisp and clear.

Scan all images at 300dpi or higher

If using an image from the Internet:
- Choose one with at least a resolution of 500 pixels by 500 pixels.
- Do not make it larger than it already is (see below for an example)
- Make sure it isn't protected under copyright laws

Make sure there is enough contrast
- You don't want the image to be too light or too dark. If the image doesn't have good contrast the colors can blend and make them hard to distinguish.

GOOD

BAD
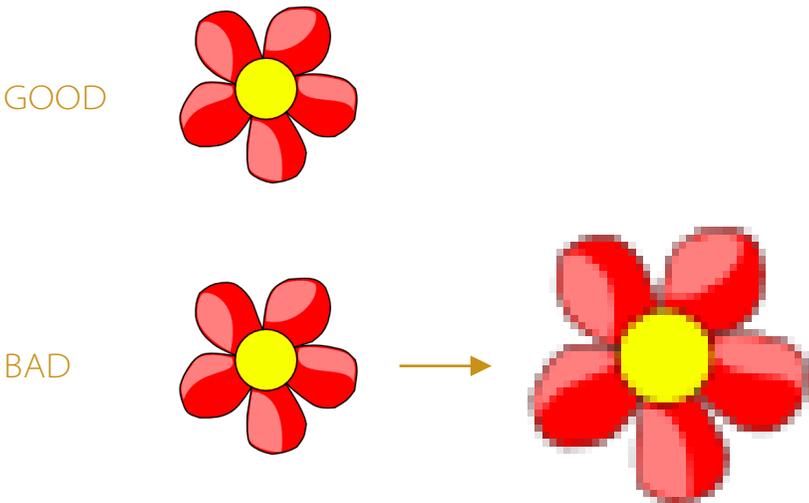
final checklist.

☐ Proofread

☐ Layout reviewed

☐ Text and images are on proper pages

☐ Fonts are easy to read

☐ Margins are large enough

☐ Cover and Content files are exported with a bleed if any images or colors run off the page edge

☐ Images are at 300dpi minimum

☐ Chapter titles and sections are easy to distinguish and match your table of contents

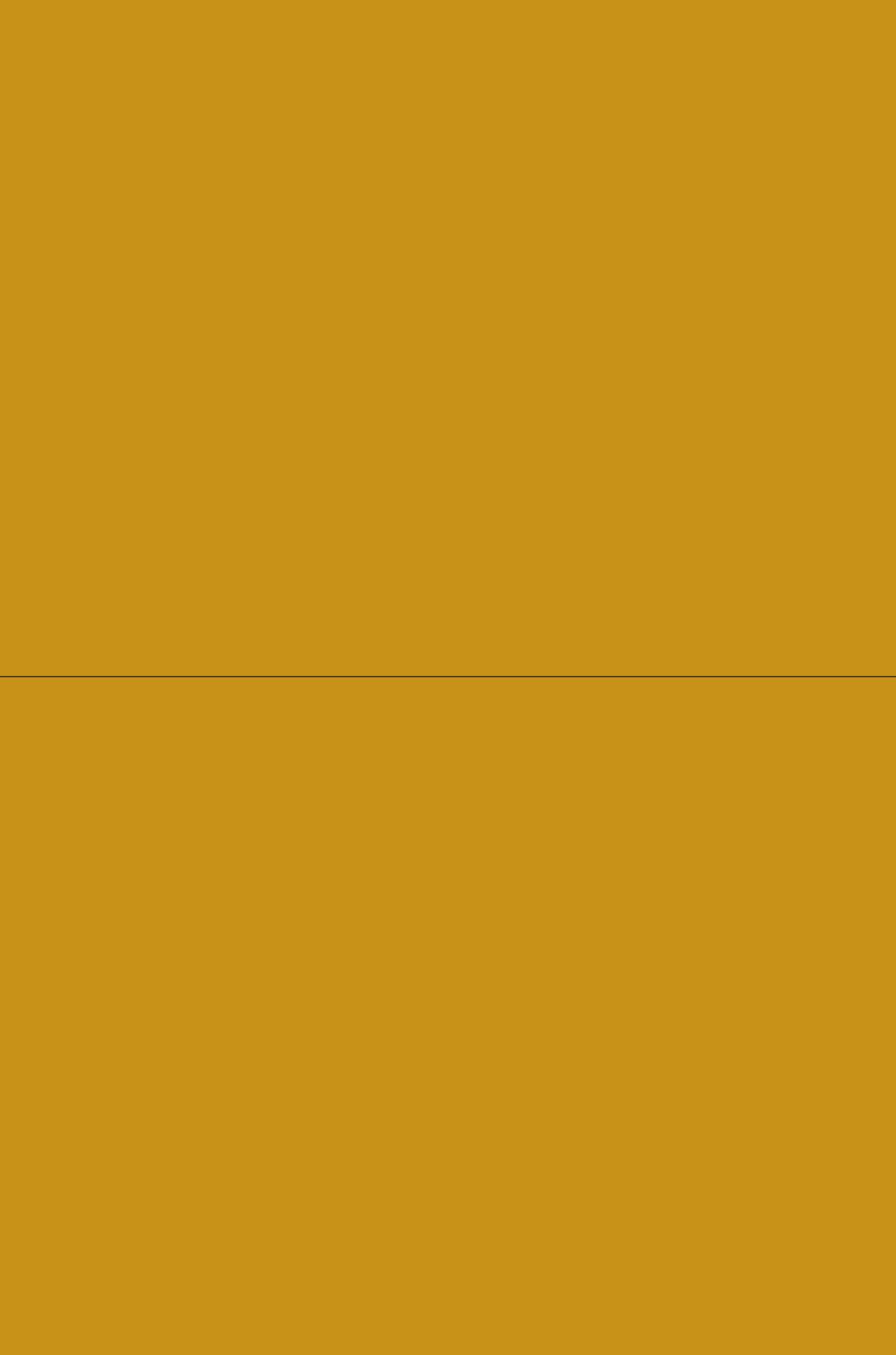☐ Overall layout and fonts have consistency

notes & questions.

www.themizzoustore.com