

THE ULTIMATE GUIDE TO Printing Your Book BOOKLET, CATALOG, OR MAGAZINE



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“Publishing Xpress has been a wonderful company to do business with. A month ago I needed to find a way to get a fair price on a last minute printing job for some last minute training I was hosting. I’m not sure how I found Publishing Xpress, but I am happy that I did. Not only did they have one of the best prices I was able to find, they were also able to get my order delivered to me a day before I expected it. I recently placed my second, much larger order, and they have done such an awesome job helping me place it. They are great at communicating order updates and deliver on their promises. I have been very happy doing business with them and plan on placing all of my printing orders with them in the future — highly recommended!” —
Karlye Pokorney

**The Ultimate Guide to Printing Your Book
Booklet, Catalog, or Magazine**

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“Publishing Xpress answered all my questions with patience and thoroughness. My books arrived right on time and are BEAUTIFUL! I would recommend them to anyone who wants a quality job. I will most definitely use their service again. They have a customer for life!” —Deanna David

“Excellent print quality with a straightforward, logical manual, plus amazing customer service. I had a few questions about the PDF I uploaded, but they responded immediately and even bumped up my production time a day when the proof was delayed — 5/5, no doubt.” — Rowan Rawlinson


“I have been publishing an annual booklet with **Publishing Xpress** for the past four years. Prior to that I had used other printers with mixed results. The results with **Publishing Xpress** have been superb. They have offered excellent counsel regarding paper choices. The booklets (with 4 color covers) arrive in a secure box long before the deadline. Customer service via email and on the phone is responsive. I have only positive things to say about the experience and the product.” — David H. Aaron

“I love **Publishing Xpress**. At first I was skeptical not knowing how my books would turn out. But “wow” they are great quality. I love the look of the colors on my children’s book. The service was awesome. Every one that worked with me was nothing but wonderful and kind. They made sure my book turned out just like I wanted it. My first order has sold out. I am ordering some more right away. Thank you, for helping my book come to life. Happy customer.” — Teri Roberts.

Introduction

We are delighted that you found our website on your journey to printing your book, booklet, catalog, or magazine. We know the printing process is confusing at best. That’s why we put together this guide — it will help ensure that your printing project is printed exactly the way you want it. We know there are oodles of companies out there willing to print your books, booklets, catalogs, or magazines for you. Why should you select **Publishing Xpress**?

- ✓ **SMALL ORDER QUANTITIES:** Our minimum print quantity is only 25 copies and you can order in increments of 1 copy. Need 89 copies of your book? Then order and pay for 89 copies with us. Other printers require you to order in increments of 100 or 250 or even 500 books. Not very cost effective if you have no need for those extra books.
- ✓ **PHENOMENAL PRICES:** Our prices are usually much lower than other printers. Why? We specialize in printing multipage documents, and we are really efficient at what we do. You can always check our pricing by using our online pricing calculator. It allows you to specify all of your specs and get instant pricing. You can then change any variable and get a new price, allowing you to determine how different options affect your final price.
- ✓ **FREE GROUND SHIPPING ON ORDERS OVER \$199:** All orders over \$199 get free ground UPS shipping within the contiguous United States (Alaska and Hawaii are not covered). If you need faster shipping, we can send the packages overnight, 2nd day, or 3-day shipping for the actual cost of shipping. Don’t underestimate how significant a benefit this is. Other printers charge between 7% and 20% for ground shipping.
- ✓ **FAST TURNAROUND:** Once you approve your PDF proof or hard copy proof for printing, our standard turnaround time is only 4 business days for multipage documents and 3 days for all other printing. Need it faster? For a reasonable extra charge, we also offer 3-, 2-, and 1-business day turnaround for multipage documents and 2- and 1-business day turnaround for other projects. Still not fast enough? Call us at 1-877-977-3779 if you need same day printing. If it is humanly possible, we will do it for you.
- ✓ **OUTSTANDING PRINT QUALITY:** We only print digitally with



outstanding print quality. Our clients often comment on how great their final products look.

- ✓ **LOTS OF OPTIONS:** We offer 4 binding styles for your documents (saddle stitched, perfect bound, plastic coil, and wire-o) as well as numerous paper options. We can print saddle stitched booklets up to 80 pages and wire-o, plastic coil, and perfect bound documents that are over 300 pages.
- ✓ **YOUR FILE IS PERSONALLY CHECKED:** Before we print all of your books, a sample copy is printed and reviewed page-by-page by your client service rep. He/she is looking to make sure the image quality is good, nothing is getting cut off your page or is buried in the spine of the book, colors look good, and just in general that your book looks great. We can't ensure that we will catch everything that might be wrong, but we give it our best shot. Other printers will just print what you send them and not review the final product.
- ✓ **WE'RE PRETTY AWESOME TO DO BUSINESS WITH:** Okay, we know this is pretty subjective, but we really try hard to exceed our clients' expectations. We know that many of our clients' projects are time sensitive. So when you order, we will ask you when you need your project. We will then check your production time and UPS delivery times to make sure it will get to you in time. We often push up production times or tell our clients they need to select faster shipping times to get their project on time. A live person always answers our phone. We answer emails promptly. And clients love our online chat feature, where they can connect with a live person quickly and easily.
- ✓ **100% SATISFACTION GUARANTEE:** We have a 100% satisfaction guarantee. If you are not happy with your print job, no matter what the reason, you can return it and get a 100% refund, no questions asked. We are often asked how we can make such a generous offer. The answer is quite simple: Our quality and service is so exceptional that we rarely have to reprint or refund an order. We know that sometimes we will be asked to reprint a job due to a client error, not due to our error. But that's okay. We want everyone to be thoroughly delighted with our services. You will not find a more generous offer in the printing world. Other printers will haggle over who was at fault and will not refund your purchase price if they deem it is your fault. Others will force you to jump through hoops to get your complaint recognized and processed. Still others will take weeks to process your refund. Not **Publishing Xpress**. We'll take care of your concern immediately. No questions, no hassles. Just an ironclad guarantee from a printing company that has your best interests at heart.

Chapter 1

Designing Your Book

While we don't design printing projects for our clients, we often get questions about what programs to use for designing or recommendations for designers.

Design Programs

Microsoft Word

If your book is mainly text with few graphics or photos, Microsoft Word may be just fine for the design of your book. The important thing to keep in mind with Word is that the text is likely to shift on different computers. You would never want to send a Word document for printing. You should output the document as a high resolution PDF before printing.

If you are using a PC, this link will explain how to export your file as a PDF: <https://support.office.com/en-au/article/Save-as-PDF-443b9ec2-3b9a-431f-b6f7-672550a296b7>


If you are using a Macintosh computer, this link will explain how to export your file as a PDF: <http://support.microsoft.com/kb/968197>

Microsoft Publisher

First a word of warning: We are Mac enthusiasts at **Publishing Xpress** and Publisher only works on PCs, so we have never used this program. However, many of our clients do. When your file is complete and you want to export it as a PDF, here is a link explaining how to do that: <https://support.office.com/en-us/article/Save-As-or-convert-a-publication-to-pdf-or-xps-using-Publisher-657332d0-d2c2-464a-9870-e9b3d22e6469>

Adobe InDesign

We love Adobe InDesign (we used it to design this book), but be forewarned, it is a very robust program with lots and lots of features. For those new to design,



it can be a bit overwhelming, to say the least. We found a great free resource to explain how to design a magazine in InDesign. Tuts offers a free 2.9 hour seminar with 28 lessons. You just have to sign up on their website to get access to the seminar. If you are designing a more complex document, we highly recommend this course. You can access it at:

<http://design.tutsplus.com/courses/introduction-to-magazine-design>

Adobe now sells their programs through a monthly online subscription. As of this writing, the cost for one program, such as InDesign, is \$33.99 a month. Check out their programs here:

<http://www.adobe.com/creativecloud/buy/business.html?sdid=KKQYH&kw=semgeneric&skwid=AL!3085!3!61115336920!e!!g!!adobe%20indesign&efid=U8UvbAAAAVWCmdWe:20141213165552:s>

This link explains how to export your file as a PDF:

<http://helpx.adobe.com/indesign/using/exporting-publishing-pdf.html>

Merging PDF Files

When submitting files for multi-page documents, it is best to send us a file with all pages in the proper order, rather than PDFs with individual pages. This link explains how to combine PDF files:

<https://acrobat.adobe.com/us/en/acrobat/how-to/merge-combine-pdf-files-online.html>

1. Within Acrobat, click on the Tools menu and select Combine Files.
2. Click Combine Files, and then click Add Files to select the files you want to include in your PDF.
3. Click, drag, and drop to reorder the files and pages. Double-click on a file to expand and rearrange individual pages. Press the Delete key to remove unwanted content.
4. When finished arranging files, click Combine Files.
5. Click the Save button.

Designers

Finding a designer is a bit trickier, since you want someone who can put your design ideas on a page quickly and painlessly. Nowadays, there are many sites that allow you to post your project and get freelancers to bid on them. Some of the more popular sites are:

www.upwork.com

www.guru.com

www.remote.com

Chapter 2 Tips for Awesome Print Quality

To ensure that your book, booklet, catalog, or magazine prints well, you need to keep these points in mind while designing and submitting your files:

File Format

We only accept PDF files for printing. The PDF file should be high resolution, which will embed all graphics and fonts, so that no elements are moved or displaced. Before submitting your PDF file, review every page of your printing project to make sure that all pages are correct and that nothing has shifted or moved.

In Chapter 1, we show links explaining how to export your file as a PDF file for various design programs. As an alternative, you can find a free PDF converter at:

www.doPDF.com

Basically, this program allows you to select the program in the Print dialog box. When the program is chosen, it will create a PDF file instead of printing your file. This functionality is standard in Mac programs, so only PC users may need this program.

We prefer that you submit just one PDF file with all pages included and that the pages are in single pages in reader order, not spreads. If you want blank pages in your book, such as blank inside covers, be sure to include a blank page in your PDF file or let us know in the instructions section that you want blank pages.

If you do submit individual PDF files for each page, please make sure that the file name starts with the page number. For instance, call the cover 01, inside cover 02, first inside page 03, etc.

Graphics

The resolution of all graphics and photos should be at least 300 dpi (dots per inch). You cannot judge the quality of an image by looking at it on a computer screen, since the resolution of computer screens is only 72 dpi. You can enlarge the graphics to 300% on a computer screen to get some indication of how it will look when printed. You do not want to see fuzzy or jagged edges. The examples below show graphics at 300 dpi and 72 dpi.



Photo at 300 dpi



Photo at 72 dpi

When placing graphics in your document, be aware that enlarging a graphic will reduce its resolution and reducing a graphic will increase its resolution. If you reduce a 72 dpi photo to 25% of its original size, the photo will then be 300 dpi and will print well. However, if you enlarge a 300 dpi photo by 400%, you will reduce the printed quality to 72 dpi.

Most website graphics are 72 dpi so that the website will load quickly, so you will typically not want to use graphics that are pulled off a website.

Photos taken with a camera or smart phone are typically 72 dpi, but are generally very large. When placing them in your document, as long as you reduce them to 25% or smaller, they will be 300 dpi. Anything larger than that and the photo may look low resolution.

There are numerous online stock photo companies that offer high-resolution photos at reasonable prices. We use:

<https://www.istockphoto.com/>

Color

Most photos are taken in RGB (red-green-blue). Since the printing process uses CMYK (cyan-magenta-yellow-black) printing, it is recommended that graphics be converted from RGB to CMYK before submitting your files. In general, color shifts when going from RGB to CMYK are less noticeable in photos than in solid colors. Please be aware that we do not match colors. We keep our prices low by using a pleasing color standard for printing, which means that the average person would feel that the colors look good.

Keep in mind these two issues when working with colors:

Blue: With digital presses, a color that looks blue on your computer screen can have a purple tint when printed. To avoid this issue, make sure that there is at least a 30% difference between the cyan and magenta values.

Black: Large blocks of black will print better if you use a rich black, which includes all four colors. Thus, you can only use this option if you are printing your document in full color. Simply using 100% black tends to produce a muddy gray color when printed. Our recommended values for rich black are:

Cyan 60, Magenta 40, Yellow 40, Black 100

Also be sure that the black used in graphics and background colors have the same values or the colors may look different when printed. Sometimes you cannot see the difference on your computer screen, but the difference will be very noticeable when printed.

The next two topics are very technical, so we will explain them first and then show you graphics to make the points easier to comprehend.

Bleeds

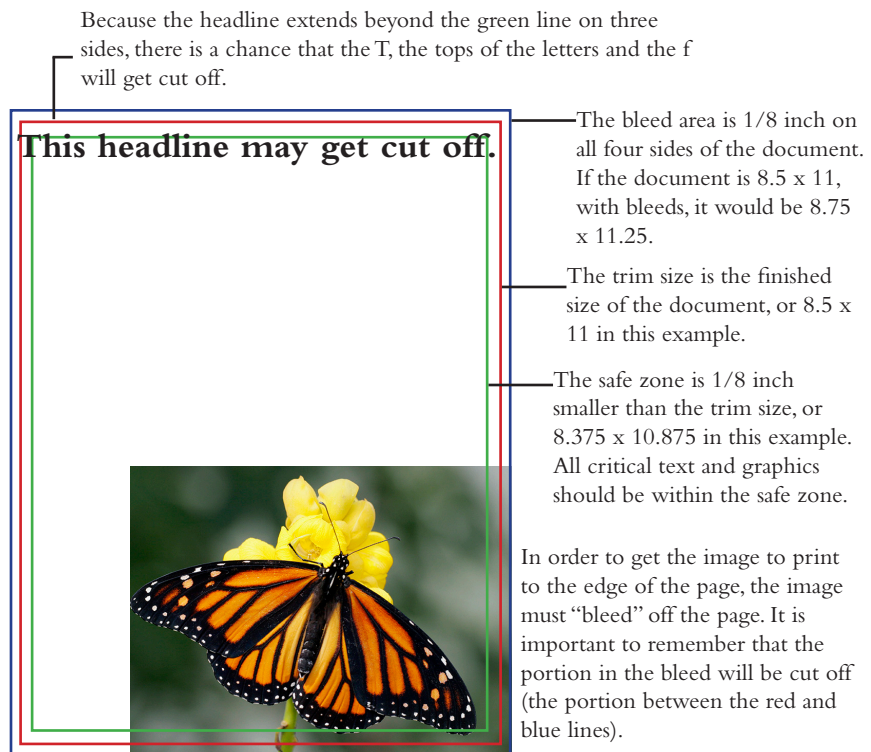
Our digital printing presses cannot print to the edge of a sheet. We often print two or more pages on one sheet of paper to keep costs down. Since it is impossible to cut exactly on the edge of a sheet of paper, it is important to include bleeds in your files if you want printing to the edge of the page. The page needs to be designed so that these graphics “bleed” off the page. By doing this, no white will be visible when the document is cut to size. All documents should include at least a 1/8 inch bleed on all four sides. Thus, if your finished page size is 8½ x 11, the

page would be designed at 8¾ x 11¼, realizing that the 1/8 will be trimmed off on all four sides.

Safe Zones

In addition to bleeds, it is important to ensure that critical text is not located too close to the edge of the page, or it might get cut off when the document is trimmed to size. There is also some shifting in the printing process and not every page will line up exactly. Thus, it is important to include an additional 1/8 inch between the edge of the page and the end of any text or critical graphics on the page.

The following graphic depicts these two issues, bleeds and safe zones:



Margins

For your multipage document to look good, it is important to include large margins on the bound side of the page, especially for perfect binding, plastic coil binding, and wire-o binding. Approximately 1/8 inch is used for the binding in those three binding styles. However, we recommend allowing at least ¾ of an inch margin on the bound side of the page. This is even more critical with perfect binding so that the reader does not break the spine when trying to read or see the text.

When designing perfect bound documents, place graphics carefully across spreads, keeping in mind that some of the graphic will get caught in the spine. This is typically not noticeable with scenic views, but may be very noticeable with photos of people. For instance, if you run a picture of a person across the spread and the spine is right where that person’s eye is, you can get a very odd effect. Here is an example of what may happen:



Spread as it looks on screen.



Spread after perfect binding.



You should also be careful of running headlines across a spread with perfect binding. You can lose letters in the spine, like this:



Spread as it looks on screen.



Spread after perfect binding.

Spines for Perfect Bound Books

The spine size on perfect bound books will vary based on the number of pages in the book and the type of paper the book is printed on. When designing your files for perfect bound books, you can design your cover as one file (with the front cover, back cover, and spine) or as three separate files, each with a bleed of 1/8 inch on all four sides. The advantage of submitting three separate files is that it will be easier for us to adjust the cover if there is a problem.

To calculate the size of your book spine, use this calculation:

For 60# uncoated text, 70# matte and gloss text stock, and 80# matte and gloss text stock:

Number of pages (counted like pages in a book) divided by 440 equals the spine in inches

For 70# uncoated text and 100# matte and gloss text stock:

Number of pages (counted like pages in a book) divided by 370 equals the spine in inches

For instance, a book with 150 pages printed on 80# matte text stock would have a spine of .34 inches (150 pages divided by 440). If you want to add text to your spine, make sure to leave room at the top and bottom of the spine. The text should not fill the entire spine, since there will be a little variation from book to book during the binding process.



— Julie Steinberg



Chapter 3

Need Help?

Our Recommendations

With all the options we offer for printing your book, booklet, catalog, or magazine, it can sometimes be confusing to decide which options to choose. In this chapter, we will give you some general guidelines to help you make those decisions.

Color vs. Black and White Printing

We all know that printing in color costs more than printing in black and white. How much more expensive?

Let's look at an example: assume you are printing 100 copies of a 60 page saddle-stitched magazine, finished size 8½ x 11, on 80# gloss text stock with the cover on 80# gloss cover stock. At **Publishing Xpress**, it would cost \$912 to print the magazine in full color versus \$565 to print in black and white, for a difference of \$347 or 38%.

So Is It Worth the Extra Cost to Print in Color?

Studies on the impact of color would indicate that it is probably well worth the additional cost to select color printing. Consider these facts:

One study found that 93% of consumers felt that visual experience was the most important factor when deciding on a purchase, with 85% saying that color was the most important. (Source: Seoul International Color Expo)

Another study found that consumers judge a product within 90 seconds of seeing it, with color impacting 62% to 90% of their initial impression. (Source: Institute for Color Research)

A colorful ad is read 42% more than a black and white ad, with readers spending twice as long on a color ad. (Source: Strathmoor Press)

Color improves readership by 40%, comprehension by 73%, and learning ability from 55% to 78%.

A black and white image holds a person's attention for only 2/3 of a second, while a color image holds attention for 2 seconds.

A consistent color palette can increase brand recognition by 80%. (Source: University of Maryland study)

While we all want to be as cost effective as possible with our printing projects, color may not be the area where you want to cut back. The studies on the effectiveness of using color clearly indicate that color printing will make your project more effective than black and white printing. We live in a visual world, where we are all used to seeing things in color — in the world, on our computers, and on our televisions. People now expect printed material to be printed in color as well, so if you want your printing project to have a lasting impact, color printing is probably the way to go.

Binding Style

We offer four different binding styles:

Saddle stitch: For documents from 8 to 80 pages. Each sheet of paper contains two pages on each side (4 pages per sheet). The paper is folded in half and the booklet is stapled in the center to keep it bound. Because of the way it is printed, saddle stitched documents must be printed in increments of 4 pages. So if your booklet is 22 pages and you select saddle stitching, the booklet must be increased to 24 pages and there will be 2 blank pages in the document.

Perfect bound: For documents from 8 to over 300 pages. With this binding style, glue is placed in the center of the inside cover and the inside pages are then adhered to the glue. Paperback books and many magazines use this binding style.

Plastic coil: Also for documents from 8 to 300 pages, this binding style features a black plastic coil. Think school notebooks, except the coil is black plastic.

Wire-o: This binding style is similar to plastic coil, except it features black wire instead of the plastic coil. Wire-o has a bit more sophisticated look than plastic coil.



So How Do You Decide on a Binding Style?

With four great options to choose from, how do you decide on the best binding style for your printing project? Here are five key questions to ask before making that decision:

1. Do you expect heavy usage of your document? Some documents are meant to look pretty, others are meant to be used heavily. Maybe the reader will consult them frequently or will write in them often. If you expect heavy usage of your document, consider saddle stitch or especially plastic coil and wire-o. These binding styles tend to hold up better to heavy usage than perfect binding does.

2. Will your users be writing in your document? Workbooks, journals, calendars, and similar documents are meant for the user to write in them. For those types of applications, plastic coil and wire-o are ideal options. Not only do those options lay flat, but the user can fold the book over and work on one page at a time, which takes up less room.

3. Is there a need for the document to lay flat? In some cases, your user will find that the document needs to lay flat, even if they aren't writing in the book. For instance, cookbooks are often easier to use if they lay flat, because the user often is busy working on the recipe and can't hold the book. In those types of applications, plastic coil and wire-o are again great options.

4. Are you looking for an impressive presentation? Many documents are meant to impress the reader, either so they will buy your products or services or so they will continue to purchase your publications. Perfect binding is a great option — the binding style never fails to impress readers. Saddle stitching is also a great option, although as your page count increases, it often makes more sense to use perfect binding.

5. Do you need a cost effective, professional presentation? For many applications, including small catalogs, seminar schedules, and program booklets, saddle stitching is a great binding style. It is our most economical binding style and the finished product is very professional looking. It also stands up to heavy usage.

Paper Choices

If you're not in the printing industry, it can be confusing selecting paper stock to use for your printing project. Not only do the names of the paper sound confusing, but it's hard to determine which paper stocks to select for different printing applications. We offer the following paper options:

- 60# uncoated text
- 70# uncoated text
- 70# matte text
- 70# gloss text
- 80# matte text
- 80# gloss text
- 100# matte text
- 100# gloss text
- 80# matte cover
- 80# gloss cover
- 100# matte cover
- 100# gloss cover
- 120# gloss cover
- 120# matte cover

Selecting Paper Stock

To help you decide which paper stock to use with your printing project, consider these 7 tips:

1. Cover stock is always heavier than text stock. Despite the confusing nature of the names, a cover stock is always heavier than a text stock. For instance, 80# cover stock is heavier than 100# text stock. That is important to know when selecting paper stock for your printing project.

2. Cover stock is great for covers of multi-page documents. Cover stock is much heavier than text stock, even though the names are similar. For multi-page documents, it depends on your project whether you will want a heavier cover. Sometimes, it makes sense to use a text stock throughout, even on the cover. Other times, a heavier cover is a better choice.

3. Use uncoated text stock when you have few color images in your



document. Uncoated text stock is the cheapest alternative, although we use high quality uncoated text. 60# uncoated is heavier than normal bond paper used in a copy machine, while 70# uncoated is much heavier. When you have few images in your document, it is a great choice. Or, if you are printing a workbook or other document where people will be writing in the book, uncoated text is a great option.

4. Consider pairing the same weight text and cover stock in multi-page documents. If you are printing a multi-page document and want a heavier cover, consider pairing it with the same weight text stocks. For instance, if you are using 80# gloss text for the inside pages, consider 80# gloss cover for the cover. Or 100# matte cover with 100# matte text for the inside pages.

5. Decrease the paper weight as the number of pages increases. With multi-page documents, it often makes sense to use heavier paper with fewer pages and lighter paper when you have a lot of pages. 100# text stock has a nice heavy feel to it, but can be very bulky with too many pages, especially if you are using saddle stitching. Our general guidelines with saddle stitch binding would be to use 100# text from 8 to 32 pages, 80# text from 36 to 60 pages, and 70# text from 64 to 80 pages.

6. Matte stock is usually better for perfect bound documents. With perfect bound documents, glue is placed on the binding edge of the page and the pages are then attached to the cover. The glue adheres better to matte stock than to gloss stock. And since we use digital printing presses, all of our printing has a glossy look to it, even when matte stock is used.

7. Get our sample book. When you request samples, we send you a sample paper book, which has samples of all of our paper stocks, with pictures and text printed on them. That way, you can see the paper before making your selections. To order samples, click on the Samples button in the top navigation bar of our website.

8. Call or chat with us for advice. Still not sure what paper you should use for your printing project? Simply give us a call (or chat with us on our website) and after hearing about your printing project, we'll give you our recommendations for paper stock selection. Call 1-877-977-3779 or click on the chat button in the lower right hand corner of our website.

UV Coating and Lamination

UV coating is a shiny coating put on covers to give them a very high gloss look as well as to protect the finish. Lamination is a gloss or matte film that is adhered to the cover. We offer the following options depending on the binding style selected:

With saddle stitching, we cannot UV coat or laminate covers because the binding is done in conjunction with the printing process.

With perfect binding, we can UV coat or laminate the outside covers but not the inside covers. If we UV coated or laminated the inside covers, the glue would not adhere to the spine.

With plastic coil and wire-o binding, we can UV coat or laminate both sides of the cover.

Whether or not to UV coat or laminate your covers is a personal decision. Some people love it, others think it is unnecessary. It does have a very glossy look and tends to make colors pop on a cover. Our soft touch matte lamination has a very silky feel to it.

PDF vs. Press Proof

We highly recommend press proofs if you have concerns about your files, such as whether your graphics are high resolution or whether colors will print correctly. Press proofs will be printed on the paper stock you selected and bound per your specifications. Press proofs sent via UPS ground service cost \$40, while press proofs sent via UPS overnight service cost \$75. Press proofs are typically shipped 1 business day after PDF proof approval. Please keep in mind that a hard copy proof, even if sent via UPS overnight service, will typically add 3 to 5 business days to your printing production time.

PDF proofs are free. PDF proofs will be emailed the same business day for orders submitted before 2:00 PM EST and the next business day for orders submitted after 2:00 PM.

Chapter 4

Have Changes? No Problem

Uploading Files

Typically, files will be uploaded as part of the ordering process. You can submit your files three ways:

As part of the ordering process:

After placing your order in the cart, you will have the opportunity to upload files for your printing order. You can upload multiple files at one time. You also have options to upload your files throughout the checkout process.

If you need to upload files later, either the original files for the order or corrected files, you can do so by selecting “Upload Files” in the top right corner of our website. After logging in, please select Orders, then click on your order number. You will be taken to a screen where you can upload files.

By e-mail:

As long as your file is not larger than 25 MB, you can submit it via e-mail to your client service rep or to help@publishingxpress.com. Again, please be sure to include the order number that was emailed to you so that the files are properly assigned to your order.

WeTransfer.com:


For very large files or if it is more convenient, you can send your files via wetransfer.com. There is no cost to use their service and it is very simple to use. Simply click on the Take Me to Free option, put our email address in, your email address, any message, drag your files to the page or select them on your computer, and click Transfer. Their upload times are very fast.

Corrected Files

We understand that things happen, and you may need to submit a corrected file for your printing order. Not only do we try to make this easy for you, but unlike other printers, we do not charge you when you submit corrected files. In fact, if we notice something wrong or unusual with your files, we will let you know so that you can correct the problem and submit a new file.

As long as you have not approved your order for printing, you can submit new print files through any of the methods above. However, it is very important to let your client service rep know that you are doing this, so that your files can be updated.

If you notice a problem after you have approved the order for printing, call us immediately at 1-877-977-3779. If your order has not gone to press, we will stop the process and wait for your new file.



“I was tasked with creating a yearbook for the RV Resort I work at. Previous yearbooks have been pricey and very limited. I searched online and found **Publishing Xpress**. Got the sample paper package to know exactly what I was getting. Online quotes were easy and I knew exactly how much it would cost. While ordering, there were people on chat ready to answer all my questions. Received my order ahead of time. Best and cheapest yearbook to date!” — Happy Couch



Chapter 5

When to Expect Your Printed Books

At **Publishing Xpress**, we know how important it is that you receive your print orders on time to meet your deadlines. This section will help you make sure that you get your printing order on the date that you need it.

Monitoring Your Due Dates

When you place an order with **Publishing Xpress**, you will be asked for the date that you need your order. If you do not need it by a specific date, just enter a date 30 days or more in the future and in the instructions field, note that you do not have a specific deadline for your order.

We will check the printing production time you requested along with the UPS delivery date to make sure that the order will reach you in time. If your order won't reach you on time using the options you selected, we will contact you to arrange for either faster production times or expedited UPS delivery.

When selecting production times and UPS delivery options, keep in mind that both are based on business days. If you approve your order on Friday with a 4-day production time, your order will ship on the following Thursday (Monday, Tuesday, Wednesday, Thursday for the 4 days), not on Tuesday. The same applies with UPS delivery times. If you are 3 days ground UPS away from us and your order ships on Thursday, you will receive it on Tuesday.

If at all possible, we suggest that you give yourself at least a day's leeway when specifying due dates. While we can guarantee that we will meet our production deadlines, we can't make the same guarantees for UPS. While they are an excellent delivery service and almost always get the orders to our clients when they say they will, we have seen exceptions to this, especially when there is bad weather. Just to be safe, we recommend giving yourself an extra day or so.

If you have an order with an extremely tight deadline, call us at 1-877-977-3779 or chat with us online so that we are aware that your order is coming. We can then arrange to stay late if needed to help you with your order.

Production Times

Please keep in mind that production times start after you approve your proof (whether that is a PDF proof or a hard copy proof). If you place your order on a Tuesday night and approve your PDF proof on Wednesday afternoon, production time starts on Wednesday, not Tuesday.

PDF proofs will be emailed the same business day for orders submitted before 2:00 PM EST and the next business day for orders submitted after 2:00 PM. PDF proofs are free. You will receive an email with your PDF proof.

We can also provide a hard copy proof, which is printed and bound using the exact specifications for your order (same paper, binding, options, etc.). Hard copy proofs sent via ground UPS are \$40 and \$75 if sent via overnight UPS. You must first approve a PDF proof before we print the hard copy proof. Hard copy proofs are shipped the day after you approve the PDF proof. Please keep in mind that a hard copy proof, even if sent via UPS overnight service, will typically add 3 to 5 business days to your printing production time.

Unlike other printing companies, we do not give you a range of days for production times. To us, it is not very helpful to give you an estimated production time of 5-7 days or 4-6 days. Our standard production time is 4 business days. We also offer 3, 2, and 1 business day processing.

Standard production time for multipage documents (booklets, books, catalogs, and magazines): 4 business days

Expedited production times:
3 business days for 10% extra
2 business days for 15% extra
1 business day for 25% extra

Standard production time for all other printing (brochures, business cards, envelopes, flat sheets, flyers, newsletters, postcards, posters, and rack cards): 3 business days

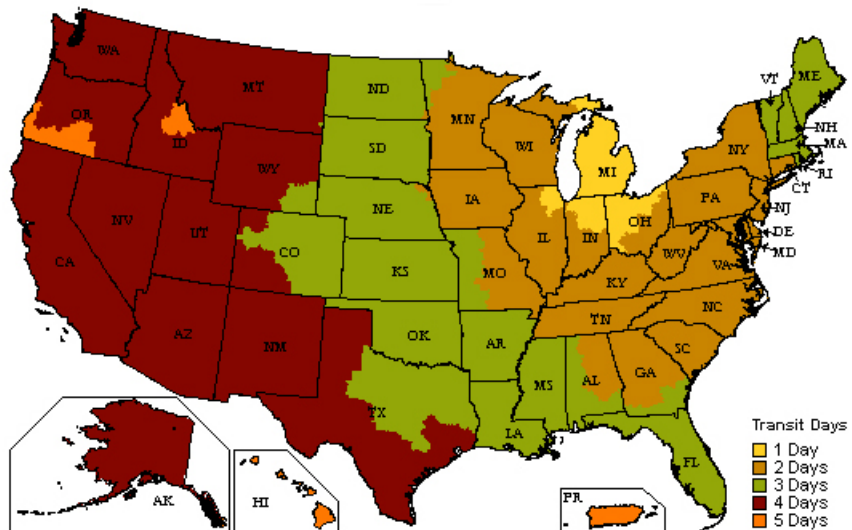
Expedited production times:
2 business days for 10% extra
1 business day for 25% extra

Still not fast enough? If you need same day printing, call us at 1-877-977-3779 or chat online. If it is humanly possible, we will do it for you.

UPS Shipping

All orders are shipped via UPS from our facility in Madison Heights, Michigan. If you are a local client, you can pick up your order from our facility. We are located close to I-75 and 12 Mile Road in Madison Heights.

The map below shows transit times via ground service throughout the United States.



If you want to be more precise, you can go to this link:

https://wwwapps.ups.com/ctc/request?loc=en_US&WT.svl=PNRO_L1

Simply enter our zip code in the from box on the left (48071) and your zip code in the box on the left and then select UPDATE. The system will show you the ground shipping days on the right (along with all their other shipping options).

Weekends and holidays are not counted in these transit times. You can select faster shipping times for an additional charge. UPS offers overnight, 2nd day, and 3-day service.

Orders over \$199 within the contiguous United States receive free ground UPS shipping. Our ordering system will calculate shipping charges for orders under \$199 and for expedited shipping. Once your order ships, we will email you the UPS tracking number.

Chapter 6

Frequently Asked Questions

WHAT FORMATS ARE ACCEPTED FOR FILES?

High-resolution PDF files are the only type of files we accept for printing orders, since PDFs will embed all fonts and graphics. This ensures that there are fewer printing issues and less possibility of shifting text and graphics. Please ensure that your PDF files have been set to include bleeds. Please see pages 3 and 5 for more information.

SHOULD I SUBMIT ONE PDF WITH ALL PAGES OR INDIVIDUAL PDFS FOR EACH PAGE?

For multipage documents, we prefer that you submit just one PDF file with all pages included. If you want blank pages in your book, such as blank inside covers, be sure to include a blank page in your PDF file. If you do submit individual PDF files for each page, please make sure that the file name starts with the page number. For instance, call the cover 01, inside cover 02, first inside page 03, etc.

SHOULD I SUBMIT THE PDF FILE AS READER SPREADS OR PRINTER SPREADS?

Your file should be submitted as single pages in reader order. Our software will then format it for printing.

DO YOU PRINT NONSTANDARD SIZES?

Yes, we do. We offer three standard sizes — 5½ x 8½, 6 x 9, and 8½ x 11. For nonstandard sizes, simply select the next largest size. For example, for a 7 x 10 book, select the 8½ x 11 size.

DO YOU CHARGE EXTRA FOR BLEEDS?

There is no extra charge for bleeds, that is part of our standard pricing. If your file does have bleeds, please ensure that you set up at least 1/8 inch on all four sides of the page. See page 7 for a discussion of bleeds.

HOW DO YOU COUNT PAGES?

Pages are counted like pages in a book. So if you have one sheet of paper with printing on both sides, that would be 2 pages.



DO YOUR PRICING CALCULATORS INCLUDE ALL CHARGES?

There are no additional charges that are not reflected on our pricing calculators. Orders over \$199 receive free UPS ground shipping within the contiguous United States.

CAN I GET SAMPLES OF YOUR PAPER STOCKS?

Yes, if you request a sample package from us, we will include a plastic coil book that has samples of all our paper stocks in it. The sample kit is free of charge and can be ordered at the sample link at the top of our website.

CAN YOU PRINT LANDSCAPE PERFECT BOUND BOOKS?

Yes, we can print and bind landscape perfect bound books.

HOW CAN I UPLOAD FILES?

Files can be uploaded as part of our ordering process, sent via email, or through wettransfer.com. You can also upload corrected files through any of these three methods. Please see our Chapter 4 on page 18 for more details.

WHEN SHOULD I EXPECT MY PDF PROOF?

Orders submitted before 2:00 PM EST on a business day will be emailed the same day. Orders submitted after 2:00 PM EST or on non-business days will be emailed the following business day. When you order a press proof, you must first approve a PDF proof before we will print your press proof.

DO YOU RECOMMEND PRESS PROOFS?

We highly recommend press proofs if you have concerns about your files, such as whether your graphics are high resolution or whether colors will print correctly. Press proofs will be printed on the paper stock you selected and bound per your specifications. Press proofs sent via UPS ground service cost \$40, while press proofs sent via UPS overnight service cost \$75. Press proofs are typically shipped 1 business day after PDF proof approval.

CAN CHANGES BE MADE TO FILES AFTER THE INITIAL FILE UPLOAD?

At **Publishing Xpress**, we want you to be thrilled with your printing order, so we do allow you to submit new files. You can upload new files as long as you have not approved your file for printing. Once you have approved your file for printing, you should call us if you find a need to change your file. If your order has not started printing, we will hold the order so that you can upload a new file. If your order has started printing, you will not be able to make changes.

WILL THE COLORS FROM YOUR PRESSES MATCH THE COLORS ON MY COMPUTER SCREEN?

In order to keep our prices low, we cannot match colors. There will always be some variation between the colors on a computer screen and those on a printed piece. All of our printing is done on digital presses using a pleasing color standard. It is possible that the same job printed at different times will have slightly different colors and there may be a slight color shift throughout the same order.

WHAT ARE YOUR STANDARD TURNAROUND TIMES?

Unlike other printing companies, we do not give you a range of days for production times. To us, it is not very helpful to give you an estimated production time of 5-7 days or 4-6 days. Our standard production time is 4 business days for multipage documents and 3 business days for all other printing products. We also offer expedited processing for an additional charge. Please see Chapter 5 on page 21 for more details.

DO YOUR TURNAROUND TIMES INCLUDE SHIPPING TIME?

No, our turnaround times cover printing and bindery in our facility. UPS shipping times are in addition to our turnaround time and will depend on your location. Please see Chapter 5 on page 20, which contains a detailed map of UPS shipping days from our facility. You can also expedite UPS shipping by selecting overnight, 2nd day air, or 3-day UPS service.

WILL YOU NOTIFY ME WHEN MY ORDER SHIPS?

Yes, you will receive an email from us the day after your order ships with the UPS tracking information.

WHAT PAYMENT OPTIONS DO YOU ACCEPT?

Your order must be paid by credit card (we accept Visa, MasterCard, Discover, and American Express) or PayPal. Your credit card will be charged as soon as you submit your order. If there are any differences between the amount charged and the actual amount of your order (for instance, you change the specs for your order), we will either credit the difference back to your card if too much was charged or send you an invoice if too little was charged.

CAN YOU HARD COVER BIND BOOKS?

At this time, we cannot bind books with hard covers.



ARE MY FILES ARCHIVED?

We archive all client files for a period of at least two years. You can reorder during that time without resubmitting your files.

WHAT IF I AM NOT SATISFIED WITH MY ORDER?

Under our 100% satisfaction guarantee, we will either reprint your order at no cost or refund your entire purchase price. The choice is yours. Simply contact us for either option. No questions asked. Amazing service with an ironclad 100% satisfaction guarantee.



“Outstanding! We were very impressed by **Publishing Xpress**. Their production was excellent and we were extremely pleased with the final product. They were easy to work with, efficient, friendly yet professional. Great customer service too!” — Celia McAlpine

Questions?

Call us at 1-877-977-3779,
email us at help@publishingXpress.com,
or chat with us on our website,
www.publishingXpress.com

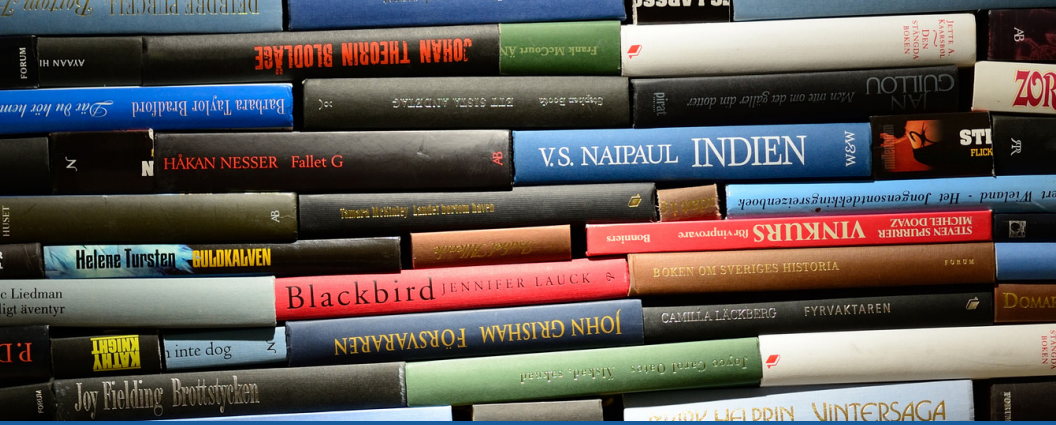
“I would highly recommend this printing company to anyone who is in need. They are very professional and awesome to work with. The shipment came on the date promised and the product is more than expected. Our church will be re-ordering many more products in the future. You have a life long client.” — Kim Beauvais

“My experience with **Publishing Xpress** has always been very professional. They have been great with communication, delivery times, last minute changes, and of course the actual printed material.” — Sean MacNintch

“Great Experience! Quick turnaround, great pricing and amazing end-products. I was extremely happy with their service.”
— David D.

“The customer care = phenomenal. The quality of publication = exceptional. Will DEFINITELY order again! I highly recommend this company! **Publishing Xpress** took care of us — beyond our expectations — thanks **Publishing Xpress!**”
— Jennifer Caramb

“Great pricing for budget projects, and even more amazing customer service!” — Julissa Herrera



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