

Sheridan Books Presents ...

FRONT MATTER

SBI Announces Distribution Partnership With PSSC

In February 2009, Sheridan announced its decision to exit the distribution business and partner with Publishers Storage and Shipping Corporation to better serve our distribution clients' needs.

Publishers Storage and Shipping Corporation (PSSC) is a service business specializing in book storage and order fulfillment. PSSC was established in 1974 to serve publishers without warehouse facilities and to supplement publishers with pre-existing warehouse facilities. PSSC's services vary from

acting as an extension to a publisher's customer service department where warehousing and shipping services are outsourced to providing a publisher with full distribution services including customer service, invoicing, online shopping cart links, sales reporting, warehousing, and shipping.

It is PSSC's intent to house client inventory in their Ypsilanti, MI facility or at rented space here at Sheridan Books.

Sheridan Books will continue to offer a wide variety of shipping options at the

point of manufacturing, including individual cartoning and mailing, and will still manage the storage of book components, including storing covers and folded and gathered signatures.

We are excited about this partnership with Publishers Storage and Shipping Corporation and the associated benefits their enhanced services will provide our customers.

If you have any questions about this partnership please contact your Sheridan Books sales representative.

Closed-Loop Color Management

SBI installed closed-loop color management systems on its color presses in February 2009. This system uses spectrophotometry to scan the color bars on the printed sheet, compare the scans to those of the make-ready sheet, and automatically adjust the ink zone keys to compensate for any discrepancy.

The closed-loop technology is able to bring a press up to target densities quicker and maintain them throughout the run ensuring the printed piece matches your expectations from beginning to end.



Benefits:

- Provides accurate and consistent color quality throughout the run
- Reduces paper waste and ink waste and in turn costs by decreasing press set up time
- Improves press run times and our ability to turn projects quickly

Coming Soon - SBI will offer a color sample kit that demonstrates the color accuracy of a printed press sheet compared to a digital color proof when closed-loop technology is utilized. Contact your sales representative to let them know you would like to receive a kit when it becomes available.

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

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Laserless Workflow—Do You Have What It Takes?

Lasers, the printout of your files, are used by printers to confirm page order, margins, bleeds, etc.

Recently, SBI has noticed a decrease in the need for lasers to be sent as more and more customers' files and purchase orders now contain the pertinent information (margins, exact page count, bleed locations, etc.) necessary to process a job. Due to this trend, and to an increase in customer inquiries, lasers no longer need to be provided to SBI with an order if you are able to follow the requirements in SBI's Guidelines for File Preparation and Submission document.

This document serves as a checklist ensuring you are setting up your files and providing us with the information we need to process your order.

Here is a sneak peek at a few of the Guidelines for File Preparation and Submission:

- Include a file list with each order that includes the page range and an indication of what each file contains.
- Make sure to indicate on the purchase order if any images are intended to bleed.
- Make sure your trim size and margins are indicated on the purchase order.
- Make sure that the total page count (including preliminaries and blanks) is listed on the purchase order along with insert placement if the order contains one.

 By following the Guidelines for File Preparation and Submission you will *save time and money* by not having to print and mail lasers to SBI. If you send us your files and a purchase order electronically, we can begin to process your order immediately instead of waiting for the lasers to arrive in the mail! If you are unable to follow these guidelines, then please continue to send lasers for quality assurance as before.

If you feel you would be a good candidate for SBI's laserless workflow and would like to receive a copy of the complete Guidelines for File Preparation and Submission, please contact your Sheridan Books sales or customer service representative.



Discover Your Reprint Cost Saving Advantages With Sheridan Books' Digital Print Advantage



If budget constraints are currently limiting your ability to reprint, consider the cost advantages available through Sheridan Books *Digital Print Advantage* program.

Sheridan Books now offers digital print on demand services in addition to its traditional offset printing capabilities.

Two day soft cover and five day hard cover schedules are available in five different trim sizes for digital print runs ranging from a single copy to five hun-

dred copies at a cost significantly less than offset printing. Titles already in your SBI offset archive can be easily transferred to your E-Warehouse Title Library for online ordering whenever you may need them.

 *Digital Print Advantage* is a great way to minimize your ordering and printing costs and eliminate the added expense of inventory and warehousing. You simply order the number of books you need when you need them!

Sheridan's *Digital Print Advantage* can help you sell more books economically. At a time when you may be exploring every available avenue to reduce costs and still fulfill each and every order it is a program worth looking into.

Contact your SBI sales representative, customer service representative, or e-mail dpa@sheridanbooks.com for more information.

Book Sales Down Slightly In 2008

According to estimates released by the Association of American Publishers, total book sales tracked in 2008 were down 2.4% over 2007 sales.

The largest gain was seen in the E-book category in which sales increased by 68.4%. Juvenile paperback showed the second largest gain with an increase of 6.4%. Audio books, down 21% from 2007, saw the largest decline in sales followed closely by adult hardcover (down 13%), and juvenile hardcover (down 12.4%).

The chart on the right shows a breakout of the estimated changes from 2007 to 2008 for each segment.

According to the January 12, 2009 online edition of Publishers Weekly,

Nielsen BookScan (which measures US retail book sales based on electronic sales data analysis) reported slightly different findings. They found that book sales decreased from 2007 to 2008 by only 0.2% to 756 million. Leading the way, the juvenile category saw a 6.2% increase over 2007 sales while adult nonfiction dropped by 3.9%.

Sources:

AAP Reports Publishing Sales for Month of December, Tina Jordan, 2/12/2009, www.publishers.org

Nielsen BookScan as featured in *Publishers Weekly* 1/12/2009

Category	% Change from 07 to 08
Trade	
Adult Hardcover	-13.0%
Adult Paperback	3.6%
Adult Mass Market	-3.0%
Juvenile Hardcover	-12.4%
Juvenile Paperback	6.4%
Audio Book	-21.0%
E-Book	68.4%
Religious	-7.6%
University Press	
Hardcover	-7.9%
Paperpack	-8.2%
Professional	-0.5%
College	2.7%
El-Hi	-4.4%

ISTC Numbering

The International Standard Text Code (ISTC) system is a global identification system for textual works. For many years the ISBN has made it easy to distinguish between formats, editions, and publishers. The ISTC now makes it possible to group textual works containing the same content together. Doing so improves the discoverability of books and other written publications and enhances sales analysis.

The ISTC is primarily intended for use by publishers, bibliographic services, retailers, libraries, and rights management agencies. It provides a means of uniquely and consistently identifying

textual works in information systems, and facilitates the exchange of information about such works between publishers, authors and author associations, collective management organizations, libraries, search engines, and others on an international level.

Each ISTC is a unique number assigned through a central registration system to a textual work with a unique set of information about that work, known as a "metadata record." When a new record is presented for registration, if another record has already been registered with the same metadata the system will assume the new ISTC request refers to the same work, so instead of allocating

a new ISTC it will output the ISTC of the matching metadata record already held on the system. Unlike an ISBN prefix, an ISTC does not "belong" to a single author/publisher, but rather to the work it identifies.

An ISTC can only be allocated to a textual work by an authorized ISTC registration agency. As of January 2009, Bowker and Nielsen Book are now authorized to assign ISTCs on behalf of publishers, authors, and content owners.

To learn more, visit www.istc-international.org or www.istc.nielsenbook.co.uk

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

Upcoming Events

April 20-22, 2009—London Book Fair, Earls Court, London

May 28-31, 2009—BEA (Book Expo America), New York, NY

To Proof or Not To Proof

When it comes to proofs, there are several options available. You can choose to forgo proofs, receive soft proofs, or receive hard copy proofs. The following outlines the advantages and disadvantages of each of these options.

Forego Proofs

If you are comfortable with the accuracy of the files you are submitting, you may find it beneficial to forego proofs entirely. This option will save you the most time and money. If you are considering this but have reservations, ask your sales or customer service representative to involve the Digital Services Team in reviewing your incoming files to see if this is a viable option for you.

Soft Proofs

Soft proofs save time and money by removing the cost of creating a paper

proof and shipping it back and forth in the mail. Soft proofing is more convenient as proofs are viewed on screen and you no longer have to rely on a third party (UPS, FedEx, etc.) to deliver your proofs. This type of proofing offers advanced features like zoom and color separation that are not available in hard copy proofs. However, since proofs are viewed on screen, soft proofs do not offer an accurate representation of the color that will print on press.

Soft Proofs Using InSite Smart

Review—This type of soft proofing offers online collaboration when viewing proofs by allowing others to review pages at the same time as you and chat online. Smart Review also has a powerful and easy to use toolbox for measuring, checking color builds and breaks, and more. Because InSite links to our Prinergy system, your soft proofs will

be rendered by the same engine that is used to output our plates.

Soft Proofs Using PDF Download—If jobs are submitted as properly created PDF files, very little value is added by proofing these files with PDF as the PDF soft proof is essentially the same file that was submitted.

Hard Copy Proofs

Hard copy proofs are time consuming and more expensive as you rely on a third party (UPS, FedEx, etc.) to deliver your proofs. However, Digital Color Proofs (DCP) and Digital Halftone Proofs (DHP) offer a better representation of how color and halftones will print on press.

SBI is FSC certified!



The mark of responsible forestry.
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It is, perhaps, not considered through how many hands a book often passes, before it comes into those of the reader.

Unknown