

Barnes & Noble®

Print Books on Demand Formatting Guide

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Getting Started

Barnes & Noble is pleased to offer Print Books on Demand (PBOD), a printing service that allows authors and independent presses to get printed copies of their books at the push of a button. PBOD is an ideal solution for those who want a single copy or small quantities of their book printed on demand.

To get the most out of Barnes & Noble PBOD technology, your manuscript needs to be formatted as a print-ready file. This guide offers formatting instructions and recommendations that will help you make your manuscript print-ready, so your printed book turns out just the way you want it to. This guide presents instructions for formatting your book in Microsoft Word. For instructions using Pages for Mac or Pages for iOS, see the appendix at the end of the guide.

We also offer Professional Publishing Services packages for purchase. These packages are designed to guide you through the publishing process and help ensure your manuscript turns into a beautiful, quality-printed book.

Visit www.bn.com/PrintOnDemand to learn more, or visit your local Barnes & Noble store for more information.

Book File Requirements

To print a book with Barnes & Noble, you will need to have print-ready files for both the book interior and the cover. A PBOD print-ready file is a PDF (Portable Document Format) file with certain formatting rules applied during creation.

This formatting guide will provide tips on how to make sure your book and cover files are ready for our printers.

What is a Print-Ready PDF?

Whether you're a major book publisher or an independent author, the printing process starts the same way—with a print-ready PDF.

Please note that just because a file has a .PDF extension that does not mean it is necessarily "print-ready."

Most authors write their books in a word processing software program, such as Microsoft Word, WordPerfect, Mac Pages, or Google Docs. These programs are perfect for the writing process, but not ideal for printing because what is shown on screen may not translate faithfully to the printer. Spacing and page breaks may differ, for example. A document that looks tidy online might appear awkward when printed.

The good news is that a PDF file *will* translate exactly what's on screen to the printer. No matter the computer or machine, a PDF will print the same way because it's in a "locked format." Having a locked-formatted document is great for knowing exactly how your book will look when it's printed.

A print-ready PDF does have limitations, though. There are a few rules to make sure the PDF version of your manuscript results in a good-looking book. We'll walk you through the steps for converting from a word document to a PDF, and help you avoid the pitfalls of these limitations.

For the more adventurous, there are design layout programs like InDesign from Adobe that provide more advanced features and finer controls for page design. It is also possible to create PDFs from these programs. For more information about converting InDesign files into PDFs, please visit <http://helpx.adobe.com/indesign.html>.

Pre-Press Manuscript

Preparing your text document is an important step in getting your manuscript ready for print. To help you create a print-ready PDF, we'll cover some basic book structure and design elements that you need to address in your word processing file before you create your print-ready PDF.

Barnes & Noble offers some easy-to-use templates available for your convenience. You can simplify your pre-press work by flowing your text into these templates. See the **Templates** section on page 24 for more information.

Proofread and Spell-Check

Read over your manuscript from start to finish, keeping an eye out for grammatical or other errors that might have crept in while writing. Use your word processing's spell-check feature to check for typographical errors or misspellings. It's often helpful to have a trusted friend or colleague read your work with a fresh eye.

Spacing and Text Placement

In general, it's best to use paragraph styles to control the spacing before and after paragraphs and the insertion of page breaks in a text.

Using Hard Returns

Use "hard returns" or the Enter key for paragraph breaks only. **DO NOT** use a series of hard returns to indicate a new page. Using hard returns to indicate a page break will result in a messy book page when printing. Instead, use the page break or section break option in your word processor for this type of break.

Keeping Text Reflowable

Most word processors, including Word, are reflowable, meaning they automatically flow words from line to line, making adjustments automatically when the user changes the window size. For PBOD, be sure to keep text reflowable; in most word processors, this is automatic. Plus, if your document's paragraph styles are set to full justified (flowing the text of complete lines from the left margin to the right, as this paragraph does), hyphenation will be automatic. This will allow you to freely enter and edit text without manually breaking a word at the end of a line of text.

Using the Space Bar

As a general rule, do not use the space bar to indent paragraphs or adjust the indentation or placement of other text elements. Use paragraph styles to automatically indent paragraphs, or use the Tab key. Do not use multiple spaces to indent paragraphs because it will not translate properly to a printed page. Also, if you want to center text, use the text-centering tool. Do not use the space bar to move lines visually across the page. These improperly used spaces will cause inconsistencies in layout when going through your final formatting process.

Book Layout and Elements

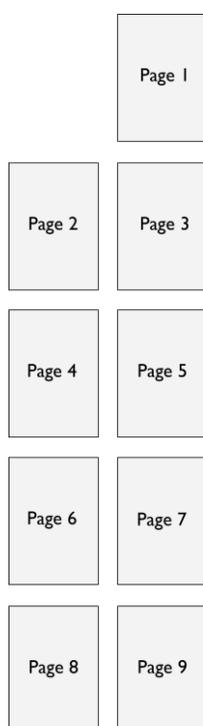
As you prepare your book, it's helpful to keep in mind the following conventions used in book publishing.

Book Pages and Page Spreads

We count two book pages (e.g., page 1 and page 2) on a single sheet of paper. When we talk about a page in a book, we mean only one side of the paper. Each sheet of paper holds two pages: the front and the back. If there are 200 pages in a book, there are only 100 sheets of paper.

A spread is a book layout with two facing pages.

Odd-number pages appear on the right side of a spread. Even number pages appear on the left. Page 1 always begins on the right side, and establishes the pattern of odd/even used for the rest of the book.



The Book Block

In publishing, the collection of all the pages between the covers is known as the “book block.” Within the book block itself, there are usually three sets of pages:

- **The Front Matter**

The front matter includes the title page, the copyright page, a table of contents, and perhaps other elements, such as a foreword, a preface, and an epigraph.

- **The Core Matter**

The core matter consists of the main content of a book: the narrative in a novel, the poems in a poetry collection, the essays in an essay collection, and so on.

- **The Back Matter**

The back matter consists of all the content that follows the core matter. This could include an epilogue, an afterword, acknowledgements, a short profile of the author, and an index.

Front Matter

Front matter is the material in the front of the book, before the book narrative begins. Front matter is up to your personal preference, though it's good to at least have a title page before the first narrative page. Except for the Table of Contents, these elements are typically one page each. In typical order of appearance:

- Title page
- Copyright page
- Dedication page
- Table of contents
- Epigraph
- Preface
- Foreword

Each of these elements is described below.

Title Page

The title page appears on the right and presents the full title of the book and the author's name.

Copyright Page

A copyright notice usually appears on back of the title page. Here's a typical copyright notice:

Copyright © Sarah Doe. All rights reserved.

Under U.S. copyright law, your self-published work is protected as soon as you put pen to paper. Copyright is based on your creative authorship and is not dependent on any formal agreement with a book publisher or self-publishing company, although registration with the U.S. Copyright Office is beneficial.

Copyright Registration allows you a higher level of security and confidence when it comes to protecting your work. When you register your work with the U.S. Copyright office, you create a public record of your authorship. Even though you are protected the moment you start writing, you'll have to register your work with the Copyright Office to be officially recognized as the copyright holder in a court of law. The use of the copyright notice is the responsibility of the copyright owner. For more information, see <http://www.copyright.gov/circs/circ01.pdf>

You do not need an ISBN to print your book using Barnes & Noble PBOD. However, if your book does have an ISBN, you should list it.

Dedication

If an author wants to dedicate the book to a person or group of people, that dedication usually appears on its own odd-numbered page. The dedication itself is often centered and set in italic like so:

To Mary, as always

Table of Contents

The table of contents follows next. Microsoft Word and other word processors include tools for automatically generating a table of contents to ensure it accurately reflects your latest changes to the document.

Epigraph

An epigraph is a quotation or group of quotations that the author feels set the tone for the book that follows. Like dedications, epigraphs might be centered on the page and set in italics. Quotations should always be attributed.

Optimism is the faith that leads to achievement.
–Helen Keller

Preface

A preface is an introduction written by the author of the book.

Foreword

A forward is an introduction usually written by someone other than the author of the book. In non-fiction, the foreword might be written by another expert in the same field as the author.

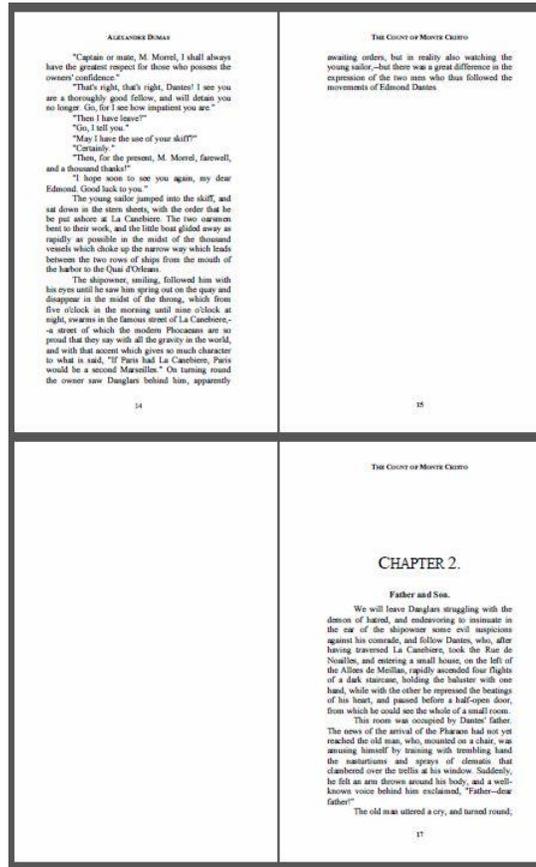
The Core Matter

Chapter Breaks

Many books contain chapter breaks, but it's not a requirement. If your manuscript does have chapter breaks, think about how they visually appear on the page.

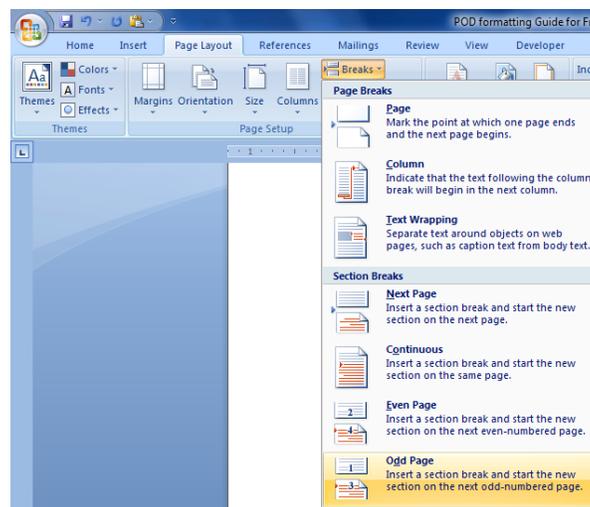
Usually chapter titles appear about a third of the way down the page. In your word processor, you might want to use a consistent Chapter Title paragraph style that specifies a set number of inches or points to make the title appear at a specific place on the page. Use paragraph styles rather than a series of hard returns to position titles and create blank space on a page.

The picture below shows how chapter breaks and chapter titles are typically formatted.



Setting Up Chapter Breaks and Chapter Titles using Microsoft Word

- Starting on a New Page, click the Page Layout tab and then click Breaks. Click the type of section break that you want to use. You can also choose to have your chapters start on a new right page by choosing Section Break: Odd Page.



- Chapter “Sink” – The chapter text starts down in the middle or lower third of the page. This is usually done if the chapter starts on a right hand (or odd) page. A good way to create a Chapter Sink is to define a Chapter Title paragraph style that specifies the amount of spacing you want to appear before the title and use that consistently throughout your book. Use this approach rather than pressing return multiple times to create the sink.

Back Matter

Back matter is the material in the back of the book, after the last page of the narrative text. Like front matter, not all books have or require back matter.

In typical order of appearance, back matter can include the following:

- Epilogue
- Afterword
- Endnotes
- Bibliography
- Glossary
- Index
- Author biography

Epilogue

An epilogue is a brief continuation of the main narrative or content of the book.

Afterword

An afterword is commentary on the book, usually written by someone other than the book’s author. An afterword might describe the historical context in which the book was written or provide some other kind of useful background material.

Endnotes

If the book included numbered reference notes that were not formatted as footnotes, they can appear in an endnotes section at the back of the book.

Bibliography

In nonfiction books, the bibliography lists all the sources that the author or authors consulted for their work.

Glossary

A glossary defines special or unusual terms in a book.

Index

An index is an alphabetical list of important topics from the book, along with citations of all the pages on which those topics appear.

Author Biography

A brief “About the Author” section might offer a brief biography of the author.

Layout and Design

This section provides tips for laying out a Microsoft Word document to make an aesthetically pleasing and professional looking book.

*To help simplify the layout and design process, we have created a set of layout templates for Microsoft Word that you can download at www.bn.com/PrintOnDemand. These templates offer an easy way to format your book based on the desired trim size of your book as well as offer page design suggestions. See the **Templates** section below for more information.*

Planning the way a manuscript appears on the fixed book page is called “formatting,” or layout and design. Well-thought-out design elements make your book aesthetically pleasing and easier for the reader to follow.

For a quality, finished product, pay close attention to the consistency of your design. If you have a chapter heading style, use that style for each chapter header throughout the book. If you start your chapter halfway down the page, start all the chapters halfway down the page. Once you have finished designing the look of your book, make sure you go back and review the whole book for consistency in your design elements.

Paperback Format

Barnes & Noble PBOD uses a standard paperback form with a glued spine binding. This type of binding is sometimes called perfect binding, creating a perfect-bound book.

To print a paperback book, you will need to submit a separate print-ready file for the paperback cover. For information about setting up a cover, see page 32.

Page Count and Trim Size

It’s important to consider the physical dimensions of your book when formatting your document. The height and width of a book is called its “trim size.” Page count and trim size are closely related because the physical dimensions of the trim size affect the page size and therefore how many words will fit on a page (i.e., the smaller the page, the longer the page count).

Page Count

The machines we use to print books have minimum and maximum page counts:

- Minimum Page Count for white and cream colored paper: 40 pages
- Maximum Page Count for white and cream colored paper: 800 pages
- Minimum Page Count for photo book paper: 16 pages
- Maximum Page Count for photo book paper: 650 pages

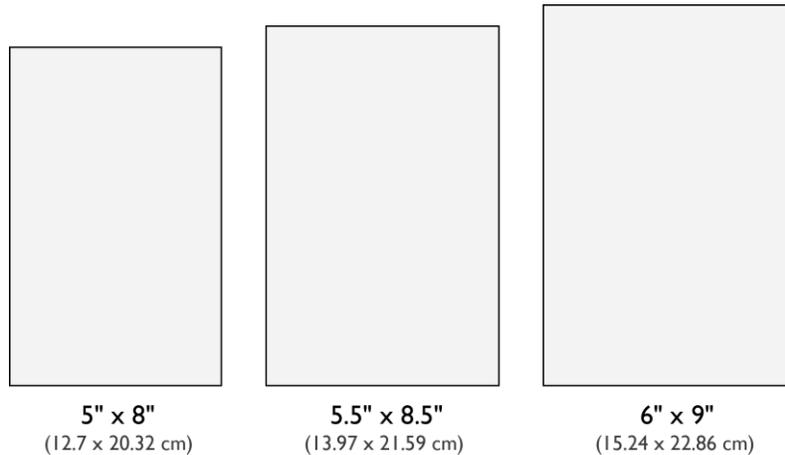
NOTE: The page count includes all the pages of your interior text, regardless of which page actually is marked page 1.

Additionally, there are maximum trim sizes depending on the page count/length of your book. For example, if your book is 350 pages it cannot be an 8.5" by 8.5" trim size.

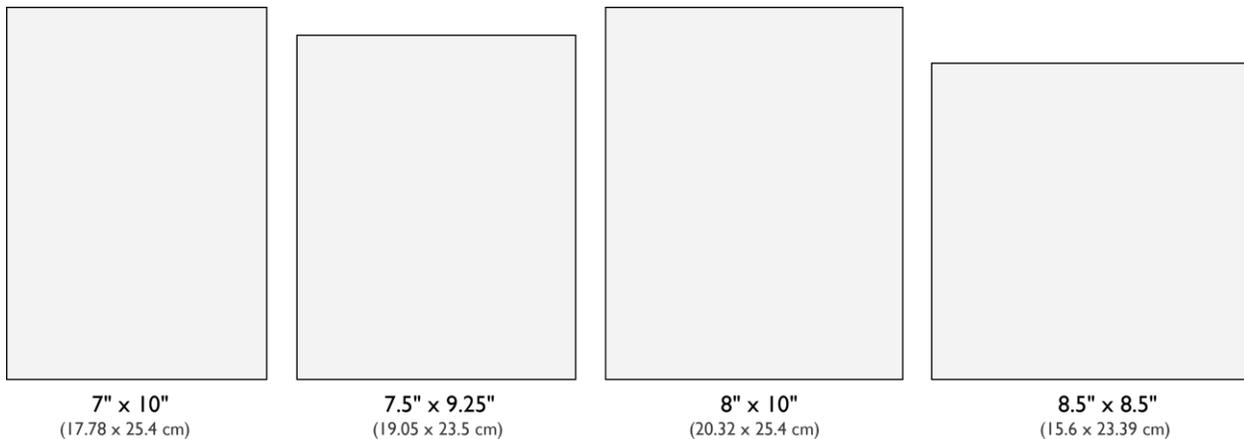
- 40-300 pages max trim: 8" x 10.5"
- 301-400 pages max trim: 7.875" x 10.5"
- 401-500 pages max trim: 7.75" x 10.5"
- 501-600 pages max trim: 7.6" x 10.5"
- 601-700 pages max trim: 7.5" x 10.5"
- 701-800 pages max trim: 7.5" x 10.5"

Trim Sizes

The most popular trim sizes for fiction and narrative non-fiction are shown below:



Depending on the type of book you are printing, there are other trim size options available. The trim sizes below are optimal for photo books, cookbooks, and children's books.

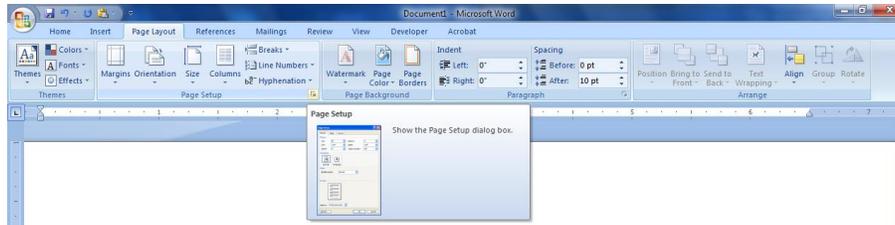


Formatting for Trim Size

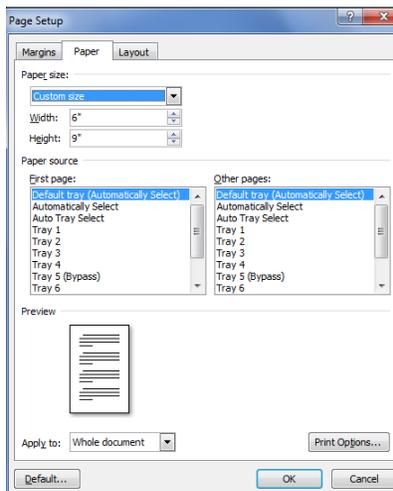
Once you've decided on your desired trim size, you need to designate those measurements in your document. Setting the document/paper size will tell the printer how big to make your book page so it fits with your desired trim size. It's very important to set these measurements.

How to Set Paper Size using Word on a PC

Click the Page Layout tab and then click on the lower right button of the Page Setup section to open the complete dialog box:

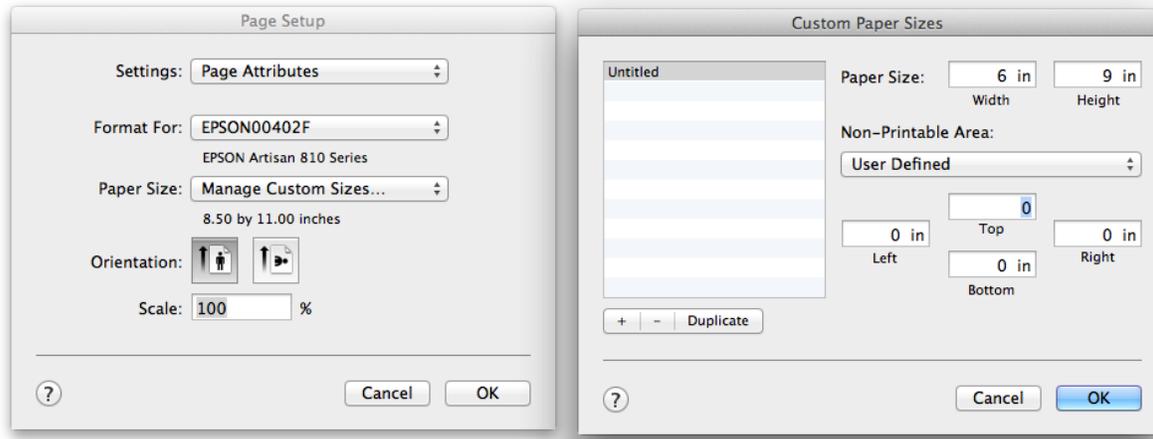


Click the Paper tab, select the custom size option and enter your desired measurements. Click OK to apply this size to the whole document.



How to Set Paper Size using Word on a Mac

Choose Page Setup...under File from the top navigation bar. Under Paper Size choose Manage Custom Sizes...and then type in your specific trim size dimensions.



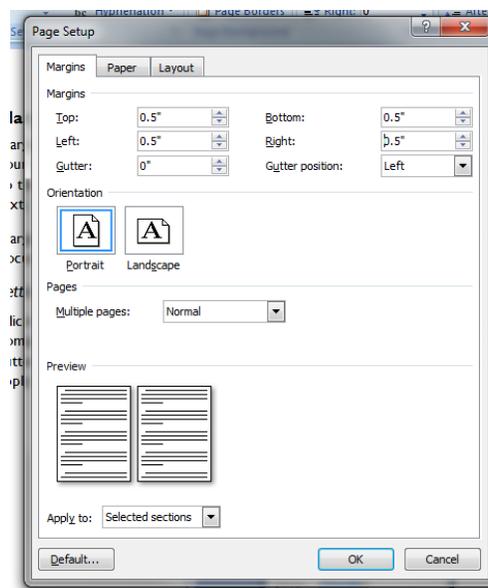
Margin Size

Margin settings in your book establish the white space that appears around the text. After you've set your document/paper size, you will need to set the margin size. You want to have enough white space so that the text doesn't run off the book page. The standard margin setting is 0.5" on each side of the text.

Margin settings are set from the edge of the paper size you indicated so it's important to set the document/paper size first.

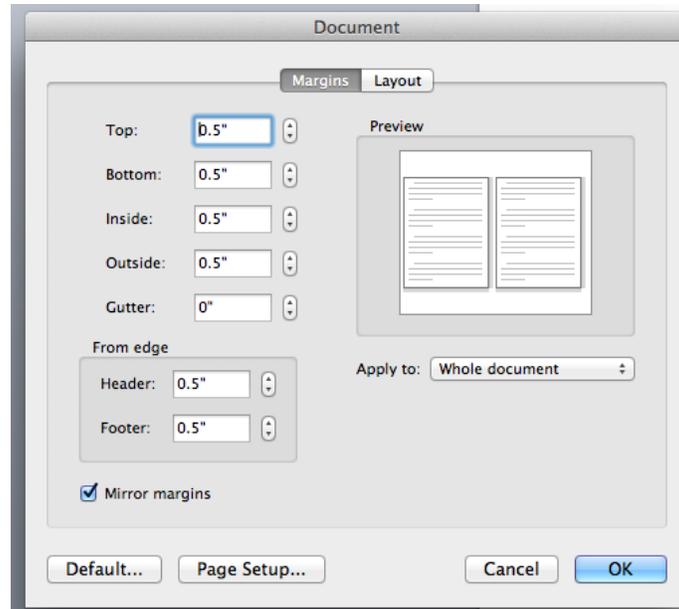
Setting Margin Size using Word on a PC

Click the Page Layout tab and then click on the lower right button of the Page Setup section to open the complete dialog box. Click the Margins tab and enter your desired margin measurements. Choose your orientation and then select Mirror Margins in the "Pages" section. Click OK to apply these settings to the document.



Setting Margin Size using Word on a Mac

Click on Layout from the navigation bar, then click on Margins. Choose Custom Margins...to set your margins, gutter and mirror margins all in one place.



Gutter

When a book page gets bound, the inner edges of the book pages are glued together. These inner margins are often called the “gutter,” and it’s important to leave enough room on the inside margin so that text doesn’t fall into the gutter. The longer the book, the thicker the book, and therefore, the bigger the inside margins should be.

- As long as you set the margins to 0.5,” then you DO NOT need to set an additional gutter. Set gutter to 0.0.”
- “Mirror margins” is usually the best format option.

Images

If you’re including images in your document, it’s important to that they be high-resolution images, so that they print crisp and clear. We recommend saving images at 300 dpi (dots per inch) or higher.

Note that the color on your computer screen will not necessarily match the color of your printed pages. Your computer screen shows projected RGB color (Red, Green and Blue), and the printed books show CMYK color (Cyan, Magenta, Yellow and Black). You can print a book that includes RGB images, but it’s traditional to use CMYK images, since those are the colors used by traditional printing presses.

Before printing a large numbers of copies, be sure to look over your print-ready PDF to ensure that the images appear how you want them, or print out one copy of your book to start.

A Checklist for Images

Here is a checklist to make sure your images meet print-ready requirements:

- Images must be at least 300 DPI to be considered print quality.
- If you are printing in black and white, images should be saved in grayscale.
- For full-bleed images (images that print to the edge of the page), a good bleed value is 0.125.” The bleed value is the margin beyond the edge of the page to which the image should extend in order to ensure that printing consistently reaches the edge of the page.
- Images should be sized at 100%.
- Images should be flattened to analog. Analog means that an image with multiple layers—designed using Photoshop, InDesign or Illustrator—has been condensed into a single layer. For instructions on flattening images, see below.
- Images must be embedded into the document and not be a reference link. The PDF should include everything needed to print the file—images, fonts, and text.
- Remember that you must have the rights to all of the images you use.

Converting a Multi-layer Image to Analog

To retain the richness and depth of a multi-layer image that you need to save as a flattened, analog version for your print-ready PDF, you'll need to save the image as a .psd or .png file. On a PC, you can also click CTRL+A to select the entire image, press CTRL+SHIFT+C to copy the selection as a single layer, and then press CTRL+V to paste the selection back into your workspace. That will give you the flattened layer you want, with the original layers still intact underneath.

Additional Help

For instructions on how to insert clip art or an image from a computer file, or how to change an image's position on the page, please refer to the information from this link for:

Microsoft Office 2007:

<http://office.microsoft.com/en-us/word-help/insert-a-picture-or-clip-art-HA010097036.aspx?CTT=1>

Microsoft Office 2010:

<http://office.microsoft.com/en-us/word-help/learn-more-about-smartart-graphics-HA010354757.aspx?CTT=5&origin=HA010097036>

Typeface/Fonts

Choosing the right typeface/font for your book is based on personal preference. However, certain fonts are better for reading and certain fonts are better for design. Whichever font you choose, it's important to think about how the reader will consume it.

When talking about fonts, you will often hear the terms “serif” and “sans serif.” A serif typeface has little lines at the terminus of each stroke. A sans serif typeface does not. Typically, serif fonts are considered more readable and are good for the body text of your book. If you want to use sans serif fonts, they typically are better for chapter or section headers.

Typefaces

Here are examples of popular serif typefaces, all set in eleven points. (Point sizes are explained below.)

- Garamond
The quick brown fox jumped over the lazy dog.
- Palatino
The quick brown fox jumped over the lazy dog.
- Times New Roman
The quick brown fox jumped over the lazy dog.
- Century
The quick brown fox jumped over the lazy dog.

Here are examples of popular sans serif typefaces, also set in eleven points.

- Arial
The quick brown fox jumped over the lazy dog.
- Helvetica
The quick brown fox jumped over the lazy dog.
- Verdana
The quick brown fox jumped over the lazy dog.

Font Size

The size of type is important for making sure your book is easy to read. Type is measured in points. Generally, keeping your font between 11 and 12 points for the body will result in an easily legible book. Feel free to experiment with large type sizes for chapter or section headings.

Line Spacing

Typically, line spacing is set between “single-spacing” and “1.5 lines” to make text legible without leaving too much white space between lines.

You can also specify line spacing in points. Generally, it's best to have line spacing for the main text be at least 2 points larger than the font size. For example, if you're using 12 point type, try setting the line spacing or line height to 14, 14.5, or 15 points.

Pagination

Pagination means numbering the pages in your book. To help your readers find their place in your book, we recommend using pagination.

Page numbers typically appear in the lower left corner of even-numbered pages and the lower right corner of odd-numbered pages, but you can place them elsewhere if you'd like. Explore the Pagination tool in your word processor to discover which options are available to you.

Some publishers use lowercase Roman numerals to number pages in the front matter and then switch to traditional Arabic numerals for the main narrative.

If your book includes front matter, you have the choice of numbering the first page of your narrative page I or you can do as some publishers do and assign the first page of narrative the number it would have if you were numbering all pages, including the front matter, sequentially. Thus, front matter might run from page iii to page xxi, and the main narrative might start on page 23.

The picture below shows how front matter such as a preface might be assigned page numbering in lowercase roman type. The main narrative begins with the next sequential number but set in Arabic numerals. You might want to look at how publishers you admire have assigned page numbers in their books to get an idea of how you want to assign page numbers in yours.



Other Layout Elements to Consider

It's easy to spend a lot of time trying to perfect your layout. Here are just a few more elements to consider as you work on your final design.

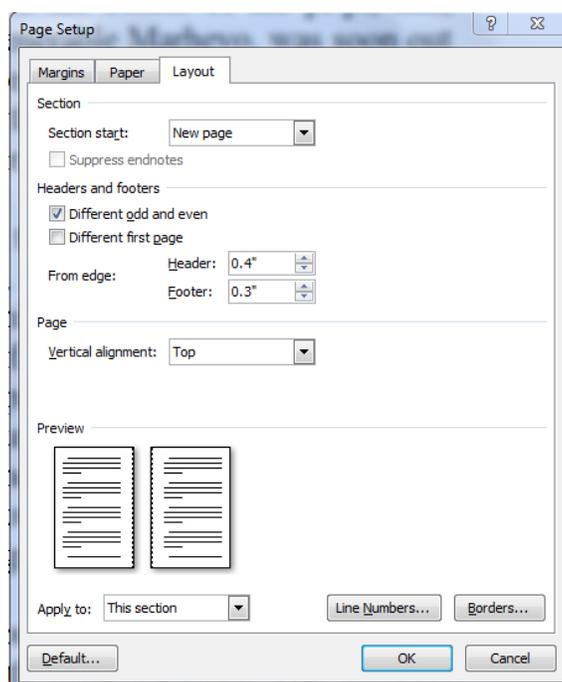
Running Headers/Running Footers

Running heads/running feet are the elements at the top or bottom of book pages. Typically, this can include things like the author's last name, the book title, the title of the chapter, etc. A common running head is the page number.

Applying Running Heads/Footers using Word on a PC

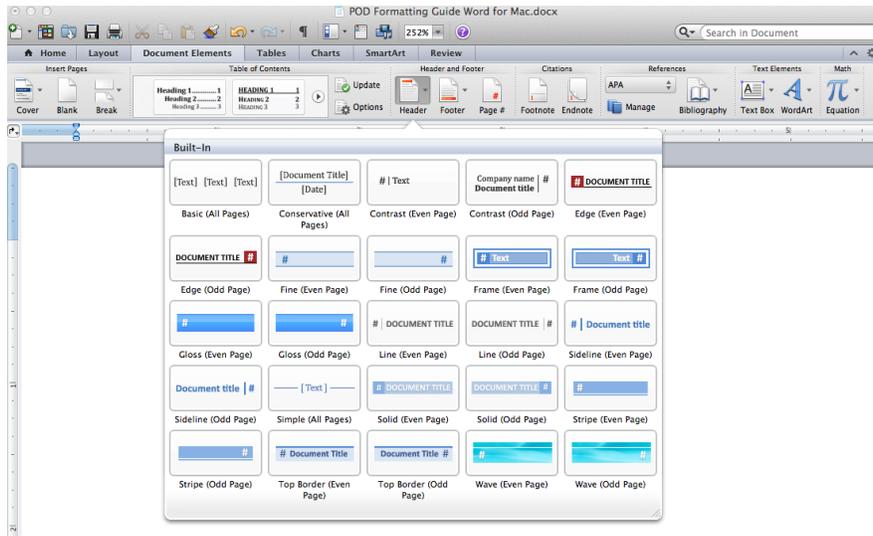
Open the Page Setup dialog box. Click the Layout tab and you will be able to adjust the layout, section start, alignment, and set values for headers and footers.

- Choose how you want a new section to start — Continuous, New Page, Odd Page or Even Page.
- Choose to set different text on odd and even pages, or a different first page. Then set the values for the header and footer.
- Choose the vertical alignment for the section (this is usually set to Top).
Select if you want to use these settings for “This section” or “The whole document” and then click OK to apply.



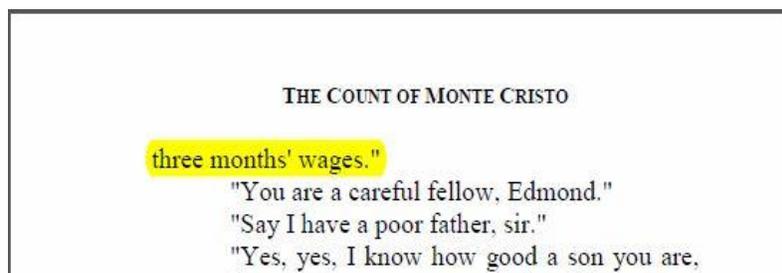
Applying Running Heads/Footers using Word on a Mac

You can set the headers and footers of your book from the Document Elements section at the top of your toolbar.

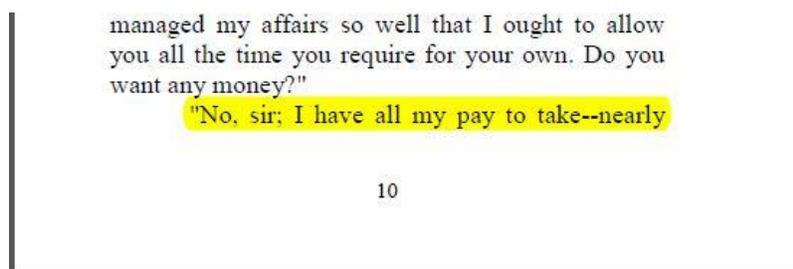


Widows and Orphans

In typesetting, a widow is the last line of a paragraph when it appears by itself at the top of a page. The image below shows an example of a widow.



An orphan is either the first line of a paragraph appearing by itself at the bottom of the page, or a word or two appearing as the last line of a paragraph or as a line at the top of a page. The image below shows an example of an orphan.



Traditionally, typesetters would try to avoid widows and orphans, because the white space around them can look awkward.

Microsoft Word features an on/off control for limiting widows and orphans but you don't have to worry about them if you don't want to.

Full Justification/Rag Right

Paragraph alignment is up to your personal preference. Books are often designed so that the left and right paragraph lines are flush to the margin or fully justified.

When the right side of the text lines are allowed to appear jagged, this is called “ragged right” or “rag right.”

Fiction and non-fiction are usually typeset fully justified, but much poetry is typeset ragged right.

Crop Marks

Crop marks are patterns of lines indicating where to trim (crop) the paper to a smaller document size. Your file does not need crop marks for Barnes & Noble PBOD, so please remove any crop marks before submitting your file for printing.

Templates

To make your book formatting process a little easier, we offer templates for Microsoft Word in the various trim sizes available for PBOD. There are templates for both book interiors and book covers. Our templates are available on the www.bn.com/PrintOnDemand.

How to Use the Barnes & Noble PBOD Interior Templates

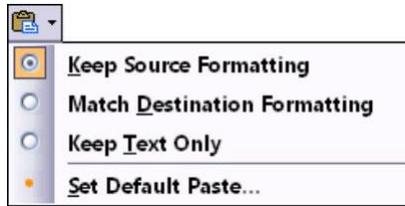
There are two types of interior templates for use with Microsoft Word: formatted with and formatted without sample text. Formatted with sample text ensures that the page size, layout, orientation, margins, gutter and paragraph styles are set. You are free to provide your own front matter, chapter heading style, and other options that are based on personal preference.

Formatted without sample text offers layout, design, and formatting suggestions that you can use as a model for creating your own book.

How to Use the Interior Sample with Text

These samples give you a greater idea of what the book will look like using these formats. Before you proceed, you should have enabled Show Paragraph Marks – this option makes it easier to highlight the text accurately.

With both your source document and one of the templates open, go to your source document and highlight and copy the text you wish to paste into the template. Then navigate to the template and carefully highlight the text you wish to replace. Paste the text – it should now be in the template style. If this is not the case, then look for the Paste Options icon at the end of the text and choose Match Destination Formatting (whether you use a Mac or a PC this function works similarly).



You can delete anything you do not need, or add more pages and chapters and apply the styles as necessary.

How to Use the Interior Sample without Text

This is the easiest way to proceed – just navigate to the section of existing text and start typing. You can delete anything you do not need, or add more pages and chapters and apply the styles as necessary.

How to Use the Barnes & Noble PBOD Cover Templates

There are two types of cover templates for use with Microsoft Word and Adobe InDesign. Both templates show visible front and back covers formatted to the correct trim size, with an example of the spine. The spine will vary depending on the number of interior pages. All templates are laid out centered on an 11” x 17” background indicating a 0.125” bleed.

To use these templates, simply replace the placeholder image boxes with your own artwork.

Generating a Print-Ready PDF

Now that your manuscript is formatted properly, you have to save it as a PDF so that it will print exactly as you have laid it out. But first, make sure to save your final manuscript as a word processing file too just in case you need to edit something later.

If you have installed a free PDF conversion tool like Adobe Acrobat on your computer, saving a Word document as a print-ready PDF is fairly straightforward, but there are some important steps you'll need to take to create a type of PDF that's compatible for the book printer. These steps include:

- Ensuring that the file is not encrypted and includes no encrypted PDF.
- Embedding fonts in the PDF

If you do not have Adobe Acrobat or another PDF conversion program installed on your computer, you can use an online PDF-conversion service available at www.adobe.com/createpdf.

Removing Encryption

Make sure there is no encryption on any aspect of the file, including the images. Encryption generally means password protection, so just be sure that none of your files are password-protected.

If you have encrypted a file i.e., made it password-protected on your computer, you can remove file encryption by changing the file's properties.

Removing encryption from a file on a PC

Find the file from which you want to remove encryption. Right-click on the file, then click the Properties link in the context-menu to open a Properties window. Click the Advanced button in the attributes section of the Properties window. This opens the Advanced Attributes window. Click to uncheck the box next to Encrypt contents to secure data in the Advanced Attributes window. Click the OK button to close the Advanced Attributes window. Click the Apply button in the Properties window, then click the OK button. This closes the window and completes the encryption removal process.

Removing encryption from a file on a Mac

Right click on the file by hitting Control + Click. Choose Get Info from the list that opens. Make sure the locked box is unchecked to ensure there is no password protection on your file.

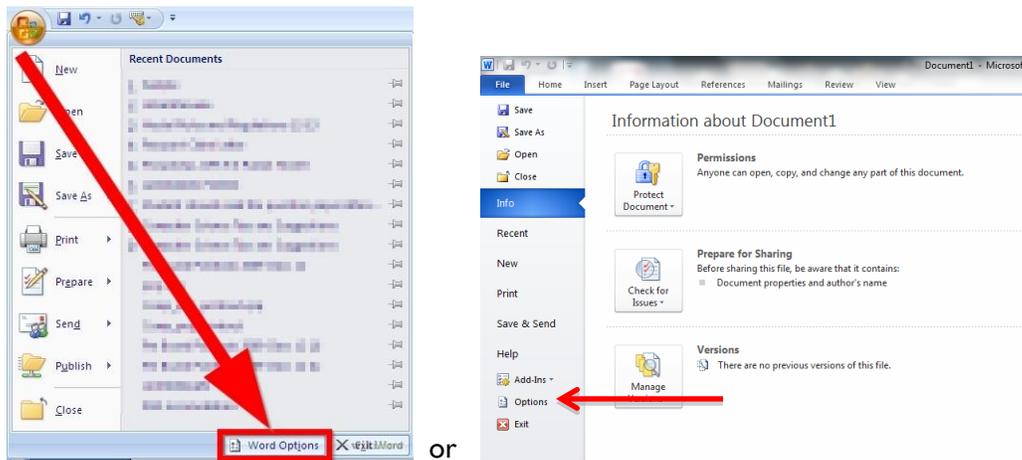
Embedding Fonts

The PDF document needs to contain certain information so the printer knows how to render your book's typeface. In some word processing software you need to specifically indicate that you want to embed your fonts in the document so that they render properly in the PDF version of your file. Thankfully, most word processing software makes this easy to do.

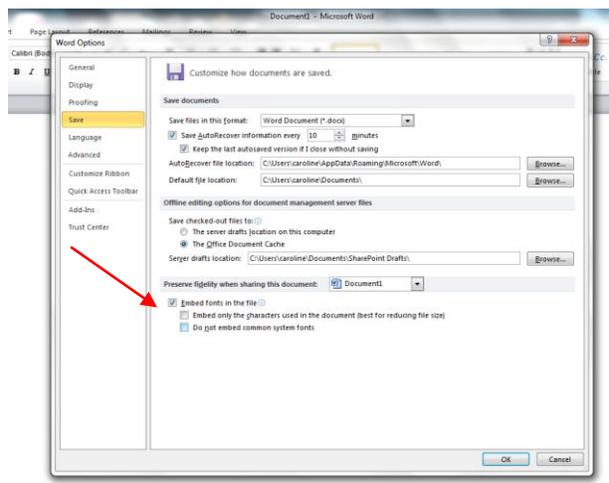
Word for Mac does not have a font embedding option. You should be able to save to PDF without formatting issues, provided your PDF software is set to the correct trim (we'll go over that later).

Embedding Fonts using Word on a PC

From within a Word document, click the Office button in the top left corner of the screen. At the bottom of the dialog box that opens, click the Word Options button. Or, click File and then click Options.



Inside the Options section you will see the dialog box below. In the last section on the screen select 'Embed fonts in the file' by checking the box. Leave the other two boxes unchecked. Click OK. The file will now save with fonts embedded.



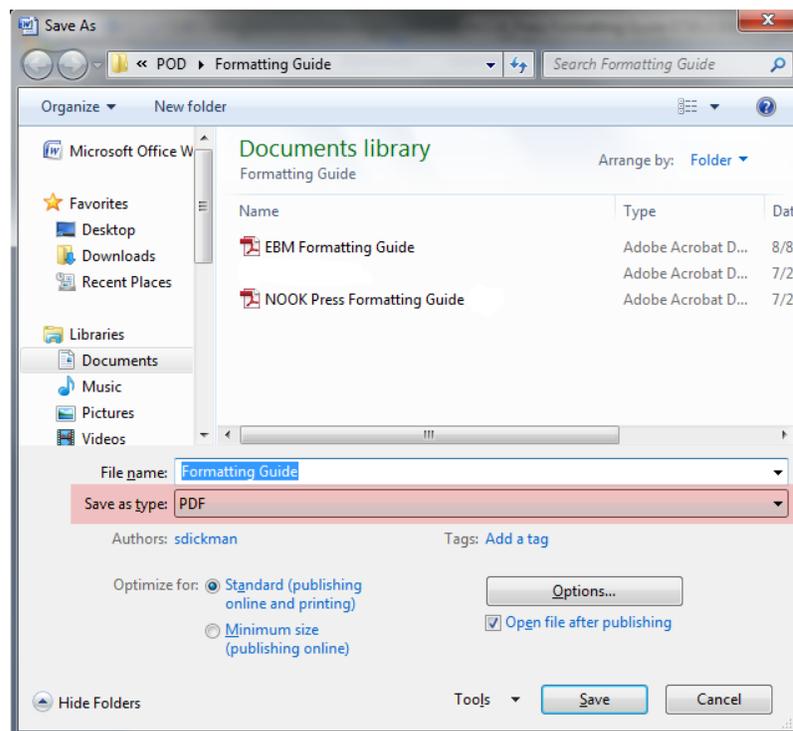
Saving a File as a PDF

Note: When using Microsoft Word, there are a number of methods for creating a PDF file. Generally speaking, they will produce the same result, but following the steps below will ensure your PDF is print-ready for PBOD.

File → Save As

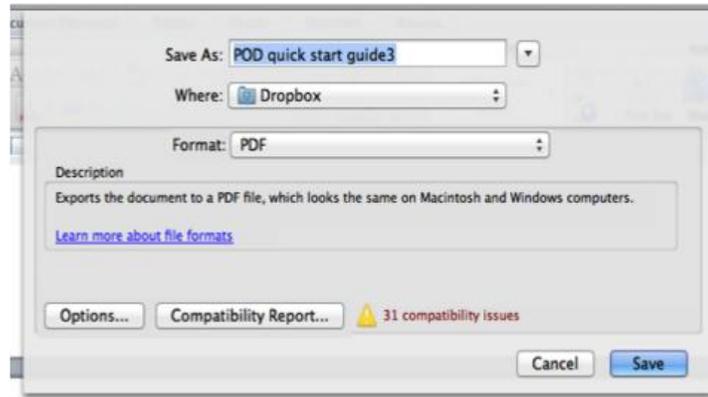
Using Word on a PC

On the top navigation bar choose File → Save As and you will see this dialog box. Choose save as type: PDF. Open the PDF and check each page to make sure it looks like you expected it to.



Using Word on a Mac

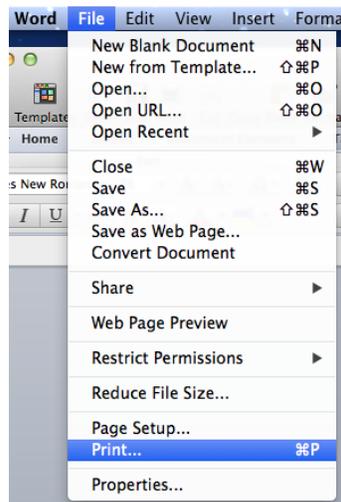
From the top navigation bar choose File, then Save As. Under Format choose PDF.



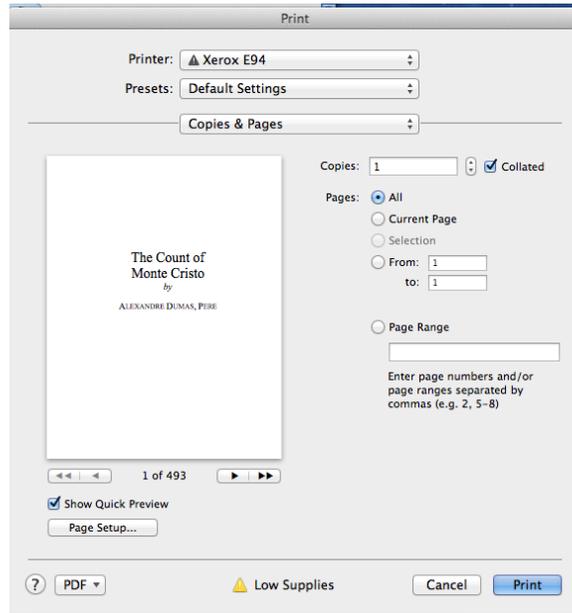
You can rename your file in the Save As box. Open the PDF and check each page to make sure it looks like you expected it to.

Setting PDF Dimensions

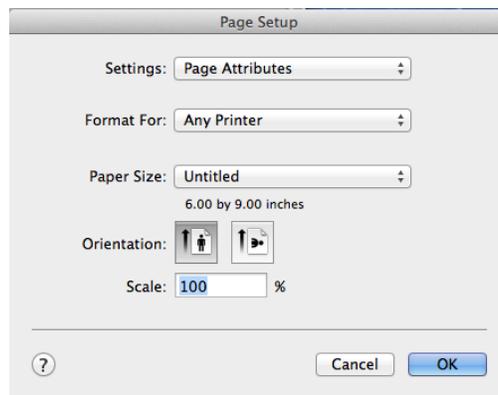
Setting PDF dimensions works the same on Microsoft Word whether you're using a PC or a Mac. On the top navigation bar click File → Print to open the Print dialogue box.



Click on Page Setup.



Click on Paper Size.



Select the Paper Size for the PDF you are creating.

Pre-Publication Checklist

Use this checklist to make sure that your PDF is ready for publication.

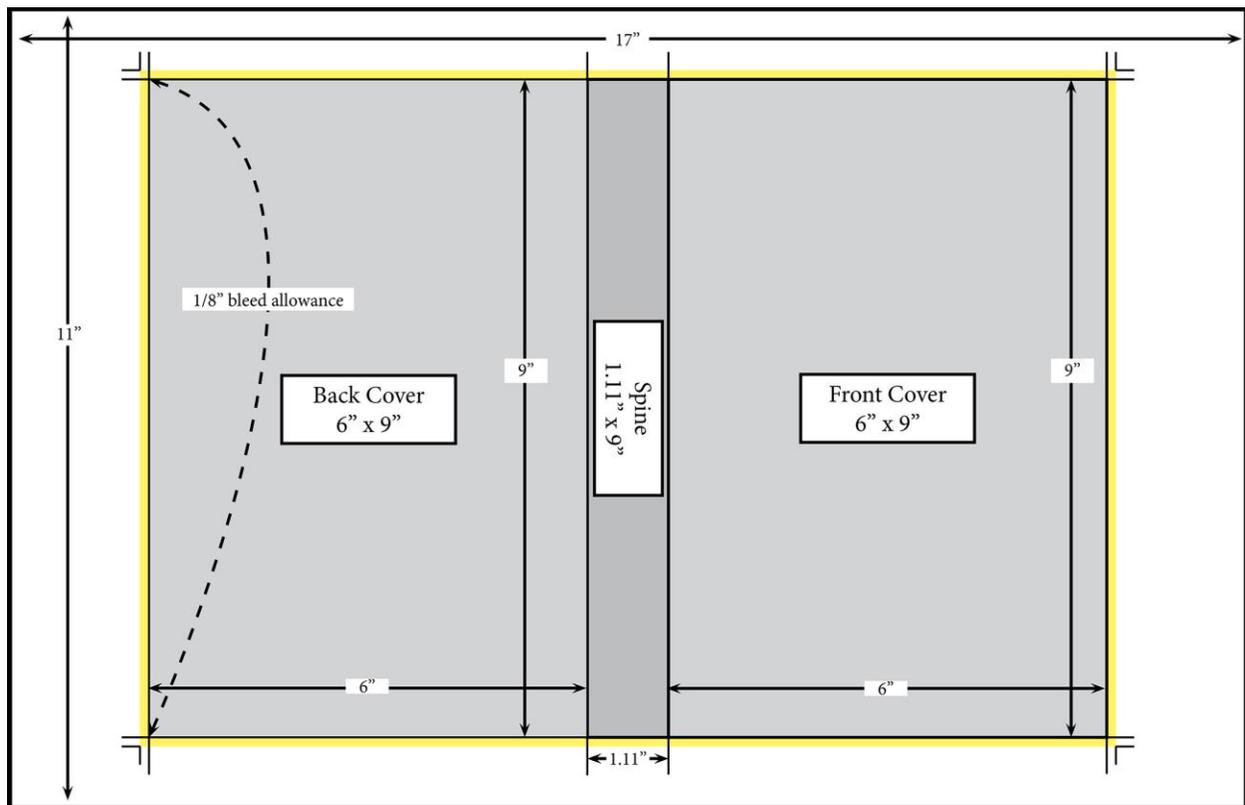
- Text has been spellchecked and proofread.
- Text formatting is complete.
 - Spacing is controlled by paragraph styles and page breaks, not by spaces, tabs, or hard returns.
 - Margins are set to 0.5" or a similar distance.
 - No crop marks appear.
- Images are ready.
 - You own all the rights to the images in the book.
 - All images are 300 dpi or higher.
 - All images have been saved in an analog mode.
 - Black and white images have been saved as grayscale.
 - No images are encrypted.
- Pagination is ready.
 - Odd-numbered pages appear on the right, even-numbered pages on the left.
 - If front matter uses a different numbering scheme, that numbering is consistent and correct.
 - Elements such as prefaces, forewords, and chapters all begin on odd-numbered pages.
- The file has been saved as a PDF.
 - The trim size (selected page dimensions) matches a trim size supported by Barnes & Noble Print Books on Demand.
 - Fonts are embedded in the PDF.
 - Encryption is turned off.

Creating a Cover

A book's cover is its first impression to intrigue readers, so it's important to make sure that it accurately represents your book. The following includes helpful tips and instructions to ensure your cover turns out the way you want it to, while being a print-ready PDF.

A Print-Ready PDF Cover

Your book cover PDF is a **separate** file from your book layout PDF. The cover file consists of three elements (front, spine, back) that are created as separate files, but ultimately all laid out in a single PDF. The cover file is printed as a single sheet, and then wrapped around your book.



Front Cover

Every book cover is different, but almost all include the title and author's name. It's also common to see a subtitle, endorsement quote, or excerpt when applicable. Expressing the tone of your book can be achieved by using a typeface that reflects the mood of your book, or an image that represents the storyline.

Measurements

If you choose not to use one of Barnes & Noble PBOD's Templates, the measurements of your front cover should match the size of your book's trim size, plus 0.125" - 0.13" of bleed room on all edges, except for the left edge, where your cover will connect with the spine.

Using Microsoft Word

Click the Page Layout tab and then choose Size to adjust the document size. You will most likely need to make this a custom size document. Under the Paper tab input your desired trim size. Click the Margins tab to add in your bleed room of 0.125" - 0.13" on all edges except for the left edge. Click OK.

Then, without moving the typing cursor, click Insert in the menu bar, then click Photo or Picture → Picture from File to insert your cover image. Click Save As a PDF or JPEG file.

Layout and Images

It's important to remember that the bleed room might be cut off during printing, so be sure to keep your designs and items within the *trim size* measurements, keeping them out of the bleed room. Finally, double check to make sure any images used meet the same print resolution requirements as the manuscript. (See page 18 for more information about Images.)

The Spine

Similar to the front cover, the spine almost always includes the title and author's name, as well as the publisher's name when applicable. You can also extend your cover image onto the spine, or play with colors. Make sure the ultimate layout has the text read left to right when the book is cover-face-up.

Measurements

If you choose not to use one of Barnes & Noble PBOD's Templates, you will have two spine trim size dimensions to consider. You're going to create your spine horizontally to start, and then rotate it once it's saved as a PDF. First, set your spine document's "width" to your book's trim size height, plus 0.125" - 0.13" of bleed room on both sides. For example, if you're creating a 6 x 9" book, then your spine document "width" would be 9.25."

Apply bleed room only to the left and right edges of your spine as it lays horizontally; do not apply it to the top and bottom since those edges will connect to the front and back covers once the spine is rotated.

The measurement for your spine's horizontal "height" depends on your book's total page count—this means the total number of pages in your manuscript PDF, including front and back matter. It's important not to mistake a page for a sheet. A sheet of paper means two pages (the front and back of the sheet of paper).

- To calculate the width of the spine of your book using cream-colored paper, use the following formula: $\# \text{ of pages} \div 434 = \text{spine width (in inches) for cream-colored paper}$

For example, if your book with cream paper is 175 pages long, your spine width would be 0.403."

- For a book printed on white-colored paper, use this formula instead: $\# \text{ of pages} \div 526 = \text{spine width (in inches) for white-colored paper}$

If your book with white paper is 175 pages long, your spine width would be 0.333.”

- For a book printed on photo stock paper, use this formula: $\# \text{ of pages} \div 370 = \text{spine width (in inches) for photo stock paper}$

If your book with photo paper is 50 pages long, your spine width would be 0.135.”

Using Microsoft Word on a PC:

You will need to adjust the document layout so that you can create a custom page size as if the book is lying flat, cover-face-up. To create the spine, go to Page Layout and under Orientation, click on “Landscape.” Then go to Page Setup and choose Size to adjust the document size. Keep in mind that since your document is now in a Horizontal orientation, you must set “height” to your spine width and “width” to your spine height.

Under Margins set the top and bottom margins to 0”, and remember to leave 0.125”- 0.13” of bleed room only for the left and right margins. Click OK. If you receive an error message from Word stating that your document height must be at least 1.0” click OK. You can change this in a later step. Create your spine and Save first as a Word document and then as a PDF or JPEG by clicking File → Save As and choosing the preferred file type in the Format dropdown menu. Then click OK.

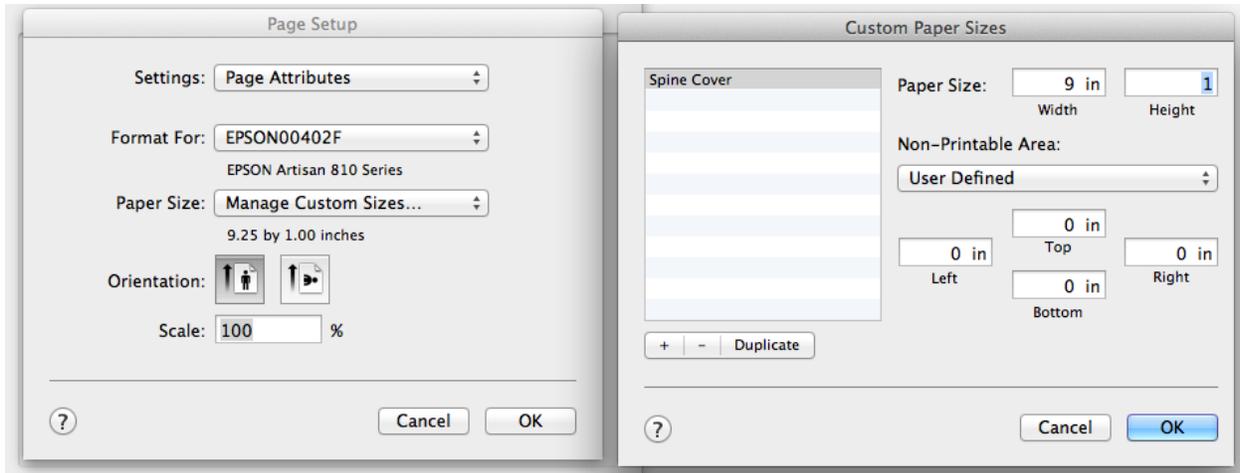
To rotate your horizontal spine document into its vertical alignment, open the spine PDF document and choose View. Choose Rotate View and then Clockwise. Make sure to save your rotated file before closing.

Using Microsoft Word on a Mac:

You will need to adjust the layout of your spine document by creating a custom page size as if your book is lying flat, cover-face-up. To create the spine, go to the top navigation, click File then Page Setup... Under Paper size, choose Manage Custom Sizes... Keep in mind that since your document is now in a Horizontal orientation, you must set “height” to your spine’s final width and “width” to your book’s height.

Under Margins set the top and bottom margins to 0,” and remember to leave 0.125”- 0.13” of bleed room for the left and right margins. Click OK. If you receive an error message from Word stating that your document height must be at least 1.0” click OK. You can change this in a later step. Create your spine and Save first as a Word document and then as a PDF or JPEG by clicking File → Save As and choosing the preferred file type in the Format dropdown menu. Then click OK.

To rotate your horizontal spine document into its vertical alignment, open the spine PDF document and choose View. Choose Rotate View and then Clockwise. Make sure to save your rotated file before closing.



Layout and Images

For books with a page count of 50 pages or less, the spine is probably too small to include any text without it being cramped and hard to read. For books with a page count of 50-100, text will still be small, but will be legible if kept clean and simple. Remember to keep everything within the trim size height measurements, not going into the bleed room section, or too close to the sides.

The Back Cover

The back cover can include a variety of items, depending on your preference. Most include a book synopsis or endorsements, a brief about-line of the author (if not included inside the book), and a bar code or other pricing notes if applicable. You can also include your website, book specs and any other information you wish to share.

Measurements

The measurement of your back cover should match your book's trim size, plus 0.125" - 0.13" of bleed room on all edges except for the right one, which will connect to the spine.

Creating the back cover in Microsoft Word follows the same steps as creating the Front Cover.

Layout and Images

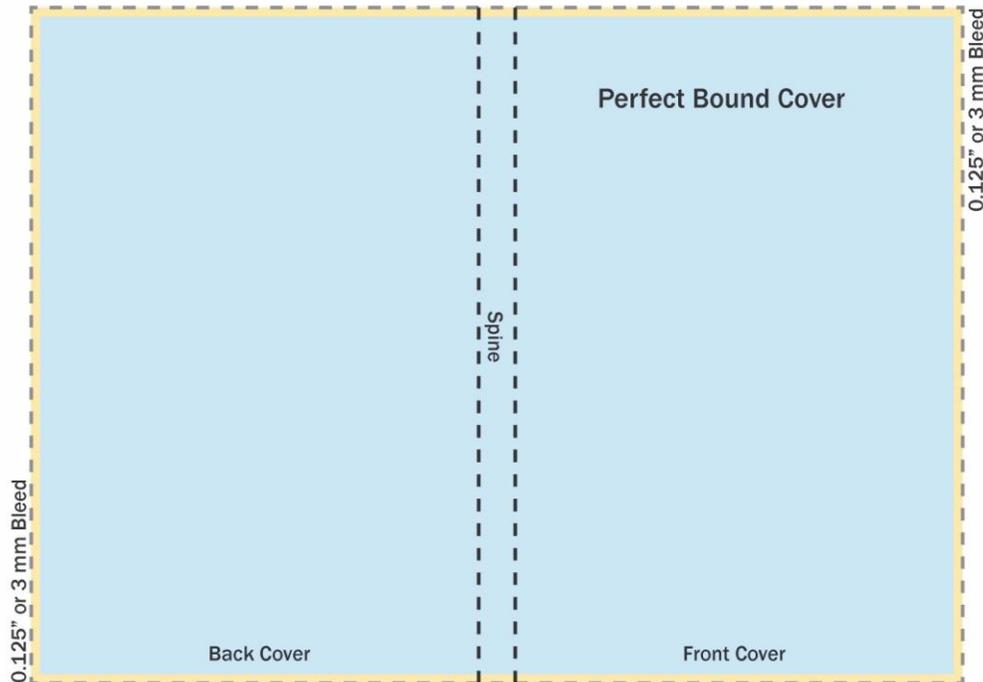
It's important to remember that the bleed room might be cut off during printing, so be sure to keep your designs and items like your bar code within the *trim* size measurements, keeping them out of the bleed room. Finally, double check to make sure any images used meet the same print resolution requirements as the manuscript. (See page 18 for more information about images.)

Assembling a Print-Ready Cover

After creating your front cover, spine and back cover files, you will need to assemble them in a single PDF. We recommended using design software, like Adobe InDesign or Photoshop for doing this if possible. If you don't own these programs you can also assemble your print-ready Cover file using Microsoft Word.

Using Microsoft Word to Assemble a Print-Ready Cover

Make sure your front cover, spine and back cover are each saved as a PDF or JPEG file. Open a new Word document and resize it by clicking Page Setup or Page Layout. Update the paper size to the height and width of your overall cover file (see the formulas below) and click OK.



Dotted lines represent the bleed and folds

To calculate the overall bleed width of a Perfect Bound cover:

0.125" (3 mm) bleed + back cover width + spine + front cover width + 0.125" (3 mm) bleed

To calculate the overall bleed height of a Perfect Bound cover:

0.125" (3 mm) top bleed + cover height + 0.125" (3 mm) bottom bleed

Example: a 6" x 9" cover with a 0.5" spine would have a bleed size of 12.75" x 6.25"

Note that this size might not be a default option, in which case you'll need to create a custom size.

Remember to set all of the margins of this new document to 0.0" since you have already accounted for bleed area in your separate PDF cover components. Once you've resized your document, change the alignment from Left to Center, and click OK to apply the changes.

Then, without moving the typing cursor, click Insert in the menu bar, then click Photo or Picture and then Picture from File. You'll be prompted to choose a file to insert. Choose your back cover PDF or JPEG file first. After inserting your back cover PDF, click just to the right of the back cover before inserting your spine PDF. Do the same after you insert your spine PDF before you insert the front cover PDF.

If your spine width was less than 1.0” click on the spine after it’s been imported into the Word document, and under “Format Picture,” find the “Size” section. Uncheck the box so that you can edit the height and width of the spine document separately. You can then adjust your spine’s width to the exact dimension you calculated earlier. This step works the same on Word for Mac or PC. Your three elements should now fit within your one cover document. These steps will help ensure all three cover elements align correctly.

The last step is to save your combined cover file as a PDF.

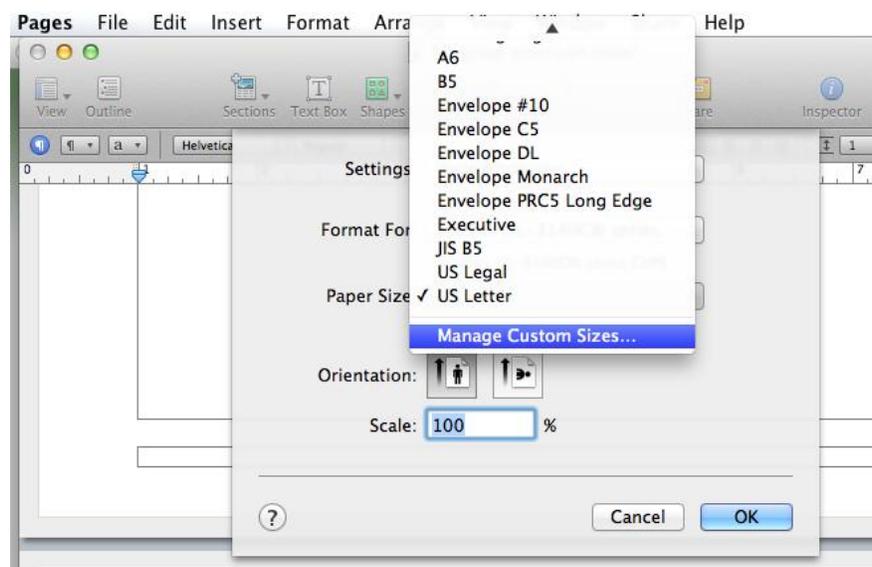
Appendix A. Instructions for Authors Using Pages for Mac or Pages for iOS

Setting Page Sizes

How to Set Page Sizes using Pages for Mac

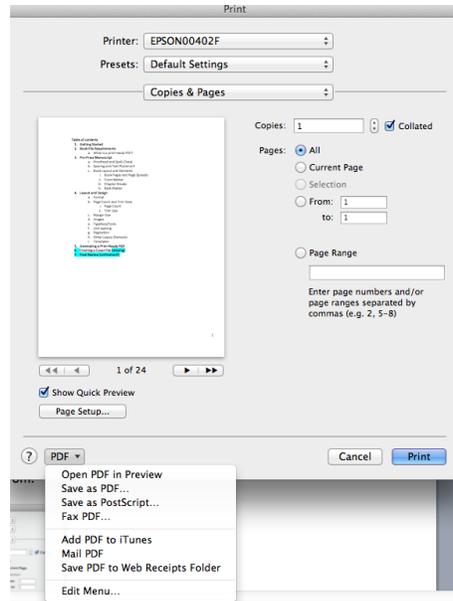
Go to File from the top navigation bar, then click on Page Setup from the drop-down menu. When the dialog box pops up, choose Manage Custom Size from the Paper Size section.

When the second dialog box pops up, click on the + sign to add your new custom trim size. Type in your desired Width and Height in the Paper Size section and then click OK. Click OK again to set your new custom trim size for your book.



Creating Page Breaks

Go to Insert from the top navigation bar and then choose which type of break you want to insert e.g., Page Break.



The default page size is 8.5" x 11", so you will need to adjust this to the actual dimensions of your document.

Setting Up Running Headers and Footers

In documents based on a Word Processing Template, running heads are the default until a Section Break is inserted.

To view the header, hover the pointer at the top of the page until the Header box appears. In Pages, you see headers and footers by choosing View -> Show layer. To see them in Pages for iOS, tap the Tools icon (a wrench) and tap Document Setup.

The Header is there. Hover the cursor over the top of the page until you see a Header box. Or, turn on Show Layout (View > Show Layout).

In documents based on a Page Layout Template, you must turn on headers and footer explicitly. Hover near the top of the page or choose Show Layout to see the current settings for headers and footers.

Adjusting PDF Dimensions

Embedding Fonts

If you're using Pages, you don't have to worry about embedding fonts at this juncture. Once you save your document as a PDF, open the PDF in Preview, and then save it again. Your document is now saved with fonts embedded. It's that easy.

Saving a File as a PDF

Open the File menu, select Save As...and choose PDF from the Format drop-down menu. Click Save.