

Whitebook Series

CS Digital  
Bleeds & Margins

Walton Mendelson

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One-Off Press

*CS Digital—Bleeds & Margins* is intended to answer many of the most common questions on the CreateSpace forum. In addition to the original two dozen pages, most of the CS documentation on formatting requirements has been added and annotated. It is impossible to address all the possible issues that might come up in formatting, but the CS guidelines are often simplistic. The annotations are intended to answer the most common questions.

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# The Basics

Most of CS's requirements are minimums: you can meet or exceed them. The goal in designing and formatting your book is to make it reader friendly. Remember, anyone reading your book has read a book before, and has an idea of what books look like. Unfortunately, most self published books look self published. It's no one thing, but lots of little things. There is nothing wrong with being self published, but you do not want to look self published.

Look at the books around you. Pick out one that you like best—be aware that some genres have slightly different overall designs—and use it as a model. In general, most of what you will see you can do with your book using CS as your printer. If there are problems, only the inside margin will possibly have to be different from your model.

You could not only measure the model pages, but try to duplicate one or more, using the text from those pages. This will help you make all the selections you need.

You do not need expensive programs to build your book with: OpenOffice/LibreOffice, is free. If you want more control, Scribus is a full-feature desktop publishing program, also free. With planning and patience, you can build a book in virtually any program that handles text and can be converted to a PDF.

If you choose to design and format your book, make PDFs often. It will get you comfortable with the process and you can view your book in book spreads, something you cannot do in Word (in Reader, *View > Page Display > Two Page View* with *Show Cover in Two Page View* selected).

If you have images in your book, or are worried about your cover, you can create a 24-page test book. Use a throwaway title (you can have the same title, but it's too easy to get confused, use a free ISBN, and for around ten dollars, you'll get great idea of what to expect.

Most of my clients get nervous when they upload their PDFs. Accepted or rejected, you're not be graded. If you have to redo something, it's not something to worry about. Until you accept the proof (preferably, always a printed proof) and enable distribution, no one will see your book except you.

If I have misstated something, or if you have a question, contact me at:  
walton@12on14.us

Walton Mendelson



# CreateSpace Guidelines

Periodically, CS changes its submission guidelines. It is highly recommended that you check what is current before formatting your book. The basis for the annotations, text in gray boxes, is based on working on books printed through BookSurge and later CreateSpace since 2003, on several years of giving active support in the CS forum, and working with clients designing, formatting, and submitting books and covers to CS. Some things also came from conversations and email communications with Tech and Customer Support people.

## COVER\*

Note: All covers are printed in full color—B&W covers are printed on color presses—and are included in the per book cost. All covers are laminated.

### ❶ Calculate the spine width of your book

The spine width is based on the number of pages in your book:

#### **For black and white-interior books:**

White paper: multiply page count by 0.002252

Cream paper: multiply page count by 0.0025

**Example** of spine width calculation for a 60-page black and white book printed on white paper:  $60 \times 0.002252 = 0.135''$

#### **For color-interior books:**

Multiply page count by 0.002347

**Example** of spine width calculation for a 60-page color book:  $60 \times 0.002347 = 0.141''$

### ❷ Set up your document

Your cover must be a single PDF that includes the back cover, spine, and front cover as one image.

You can submit your cover on any size page as long as the printable area is:

- Measured exactly to your book's trim size, spine width, and .125" bleed
- Centered horizontally and vertically†

**Minimum Cover Width:** Bleed + Back Cover Trim Size + Spine Width + Front Cover Trim Size + Bleed

**Example** calculation at 6" x 9" cover with 60 B&W pages on white paper:

$$0.125'' + 6'' + 0.135'' + 6'' + .125'' = 12.385''$$

**Minimum Cover Height:** Bleed + Book Height Trim Size + Bleed

\* Emphasis (e.g. bold), spacing, and bulleting has been changed to make these pages clearer in print.

† This is not correct: see pages 30-31; also <http://bookow.com/resources.php>

**Example** calculation: 6" x 9":  $0.125" + 9" + .125" = 9.25"$

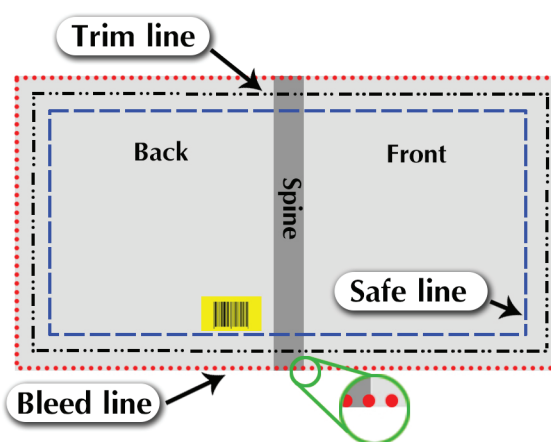
**Get a head start with one of our cover templates:** Our templates make it easier for you to quickly create print-ready files in Adobe Photoshop®, Adobe InDesign®, or any software that will allow you to open a .png or PDF file and save a PDF file. These templates contain the proper dimensions, layout, and bleed for the trim size and page count you select. Download Cover Templates: <https://www.createspace.com/Help/Book/Artwork.do>

### ③ Design your cover\*

Note: All covers are presumed to bleed. The cover art must extend to at least 0.125" beyond the trim line on all four sides—even if it is white.

**Safe Zone:** Text and images must be at least .125" inside the trim lines to ensure that no live elements are cut during the bookmaking process.

**Title and Author Name:** Your book's title must match exactly to what was entered during our title setup process. You are not required to include the title name on the front cover as long as it is written in full on the spine of your book. If your book does not meet the minimum page count of 101 for spine text, you will be required to add your book's title in full to your front cover page.



The author's name is required to appear in the interior of your book, either a full name or initials only. Please make sure the initials match the full name you entered during our setup process, and vice versa.

**Images:** Images may be CMYK or RGB color. All images should be sized at 100%, flattened to one layer and placed in your document at a minimum resolution of 300 DPI.

**The spine of your book:** Every book will vary slightly when bound. Allow for 0.0625" variance on either side of the fold lines for your cover. For example, if your spine width is 1", your text should be no wider than 0.875". Because of this variance, avoid hard edges or lines that end on the fold line.

For books with 130 pages or less, we strongly recommend a blank spine. Blank spines are required for books with less than 101 pages.

**Barcode:**<sup>†</sup> When your files go through the review process, our system will place your ISBN barcode in a 2" by 1.2" white box in the lower right-hand corner of your book's back cover. Our standard trim size templates will show you exact barcode placement.

Images or text in the barcode location will be covered when the book is printed. Make sure no important elements appear where the barcode will be placed.

\* I redrew this diagram for this book. The original is vague regarding what things are and how they are to be interpreted or used.

<sup>†</sup> See page 48.

If you choose to provide and place your own barcode, be sure it is a high-resolution image. The barcode can be located on the back or front cover of your book, at a recommended size of 2” wide by 1.2” tall. You are welcome to add an additional UPC barcode for distribution purposes if applicable.

#### 4 Prepare for Printing

1. The printable area of your document must be the right size, including bleed.
2. Make sure the printable area is centered within your document.
3. Make sure all live elements are inside the safe zone.
4. Export your file (<https://www.createspace.com/en/community/docs/DOC-1331>) as a print-ready PDF. Be sure fonts are embedded.
5. The maximum accepted file size for your book cover is 40 MB.
6. Download the CreateSpace Submission Specifications in one document.  
<<https://www.createspace.com/Products/Book/CoverPDF.jsp>>

## INTERIOR

### 1 Set up your Document

One text-page per PDF-page; One PDF-page per page number. Your document’s dimensions will be the book’s final trim size, plus bleed (optional) with margins.

Note: Each sheet of hinged paper in a book is called a leaf. Each leaf has two sides, and each side is a page—regardless of whether the page is numbered or not.

**Trim Size** This is the final cut-size of your book in width by height. Learn more about choosing a trim size [see next page]

### Margins

**Gutter margins** are by the book’s binding. You’ll want a wider margin for longer (thicker) books. See the table for what to set your inside margins to.

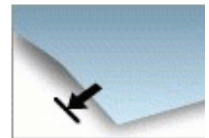
**Outside margins** are the page edges opposite of the binding, and the top and bottom margins. All

live text and images must have an outside margin of at least .25”—but we recommend an outside margin of at least .5”

Page Count	Inside Margin	Outside Margins
24 to 150 pages	.375”	at least .25”
151 to 300 pages	.5”	at least .25”
301 to 500 pages	.625”	at least .25”
501 to 700 pages	.75”	at least .25”
701 to 828 pages	.875”	at least .25”

### Does your book contain images?\*

If you want your images to bleed to the edges of your book, ensure that they extend at least .125” beyond the final trim size from the top, bottom and outer edges and submit your PDF .25” higher and .125” wider than your selected trim size to accommodate the full bleed area.



You are welcome to include background design with text in the gutter area, and to bleed outside

\* See page 15 & 48 for tips on working with images.

the edge of the page as long as it meets bleed requirements. Keep in mind that body text must still comply with our margin specifications.

Note: if your art is on a white background, the edge of the white background must be 0.25" away from the trim lines, or it must bleed. It cannot end in the out-of-live margin.

## ② Design and format your content

**Title and Author Name:** Your book's title must match exactly to what was entered during our title setup process.

The author's name is required to appear in the interior of your book, either a full name or initials only. Please make sure the initials match the full name you entered during our setup process, and vice versa.

**Images:** Images may be CMYK or RGB color. All images should be sized at 100%, flattened to one layer and placed in your document at a minimum resolution of 300 DPI.

## ③ Checklist: Prepare for Printing

1. Make sure the dimensions of your document match your trim size (including bleed if applicable).
2. Make sure all live elements are within the proper margins or safe zone.
3. Export your file as a print-ready PDF. Be sure fonts are embedded.
4. The maximum accepted file size for your book interior is 400 MB
5. Download the CreateSpace Submission Specifications in one document.  
<<https://www.createspace.com/Products/Book/CoverPDF.jsp>>

## Additional Notes\*

An additional page with a manufacturing-related barcode is added to the back of all books. Books may also have blank pages at the end. Neither the barcode nor the additional pages may be eliminated.

## BLEED

Bleed refers to how images are positioned within your book.

- If you do not want a margin around the outside edge of each page with an image, you'll need to format your images with extra variance and select the bleed option:
- Make sure that all images extend at least .125" from each top, bottom, and outer edge beyond the final trim size.
- Submit your PDF .25" higher and .125" wider than your selected trim size to accommodate the full bleed area.
- Account for variance by keeping all live elements (essential text and images that should not be trimmed) at least .25" away from the trim lines.
- Images cannot bleed across the middle of the book without a small white line in the book's gutter.

\* On the web page, there is a link to interior templates. These are not consistently good, and some people have more troubles with them than they are worth. They do make reasonably good models to follow to set up your own files, but I cannot recommend them.

- If all your images are placed within a margin of at least .25" on every page, do not select the bleed option.

## TRIM

### Choose a Trim Size

Remember to consider Expanded Distribution channels before selecting a trim size.

Learn more about trim size requirements for each Expanded Distribution channel.

Information about industry standard trim sizes for black and white and full color books is included in the tables below.

Note: CS can print any books size between:

B&W: 4" x 6" to 8.5" x 11.69" Color: 4" x 6" to 8.5" x 11"

The minimum height is 6" and the maximum width is 8.5". Thus, for books with the binding on the left, square to landscape to square could be within:

6" x 6" to 8.5" x 8.5"

### Black and White Books

Trim Size	White Ppr Pg Count	Exp. Dist.	Cream Ppr Pge Count	Exp. Dist.	Industry Standard.
5 x 8 inches 12.7 x 20.32 cm	24 - 828	✓	24 - 740	✓	✓
5.06 x 7.81 inches 12.9 x 19.8 cm	24 - 828	✓	24 - 740		✓
5.25 x 8 inches 13.335 x 20.32 cm	24 - 828	✓	24 - 740	✓	✓
5.5 x 8.5 inches 13.97 x 21.59 cm	24 - 828	✓	24 - 740	✓	✓
6 x 9 inches 15.24 x 22.86 cm	24 - 828	✓	24 - 740	✓	✓
6.14 x 9.21 inches 15.6 x 23.4 cm	24 - 828	✓	24 - 740		✓
6.69 x 9.61 inches 17 x 24.4 cm	24 - 828	✓	24 - 740		✓
7 x 10 inches 17.78 x 25.4 cm	24 - 828	✓	24 - 740		✓
7.44 x 9.69 inches 18.9 x 24.6 cm	24 - 828	✓	24 - 740		✓
7.5 x 9.25 inches 19.1 x 23.5 cm	24 - 828	✓	24 - 740		✓
8 x 10 inches 20.32 x 25.4 cm	24 - 440	✓	24-400		✓

8.25 x 6 inches 20.955 x 15.24 cm	24-220		24-200	
8.25 x 8.25 inches 20.955 x 20.955 cm	24-220		24-200	
8.5 x 8.5 inches 21.59 x 21.59 cm	24-630		24-570	
8.5 x 11 inches 21.59 x 27.94 cm	24-630	✓	24-570	✓

### Want to create your own custom trim size?

“Enter my own size” trim sizes can be sold on Amazon.com and your eStore, but are ineligible for the Bookstores and Online Retailers channel within Expanded Distribution.

### Full-Color Books

Trim Size	White Ppr Pg Count	Exp. Dist.	Industry Standard.
5 x 8 inches 12.7 x 20.32 cms	24 - 480		
5.06 x 7.81 inches 12.9 x 19.8 cm	24 - 480		
5.25 x 8 inches 13.335 x 20.32 cm	24 - 480		
5.5 x 8.5 inches 13.97 x 21.59 cm	24 - 480	✓	✓
6 x 9 inches 15.24 x 22.86 cm	24 - 480	✓	✓
6.14 x 9.21 inches 15.6 x 23.4 cms	24 - 480	✓	✓
6.69 x 9.61 inches 17 x 24.4 cm	24 - 480		
7 x 10 inches 17.78 x 25.4 cm	24 - 480	✓	✓
7.44 x 9.69 inches 18.9 x 24.6 cm	24 - 480		
7.5 x 9.25 inches 19.1 x 23.5 cm	24 - 480		
8 x 10 inches 20.32 x 25.4 cm	24 - 480	✓	✓
8.25 x 6 inches 20.955 x 15.24 cm	24-212		
8.25 x 8.25 inches 20.955 x 20.955 cm	24-212		

8.5 x 8.5 inches 21.59 x 21.59 cm	24 - 480	✓	✓
8.5 x 11 inches 21.59 x 27.94 cm	24 - 480	✓	✓

Note: In addition to the specifications above regarding industry standard sizes and Expanded Distribution options, the choice of ISBN (all books must have an ISBN) also effects these choices (see “What are My ISBN options?” below).

### ISBN

**What’s an ISBN?** An ISBN, or International Standard Book Number, is a unique 10- or 13-digit number assigned to every published book. An ISBN identifies a title’s edition, publisher, and physical properties such as trim size, page count, and binding type.

**How are ISBNs used?** Bookstores, retailers, and libraries identify books by their ISBNs. We print an ISBN barcode on the lower back right corner of every book we manufacture.

**What are my ISBN options?** You have three ISBN options: you can either use a CreateSpace-Assigned ISBN, a Custom Universal ISBN\*, or you can use your own ISBN. Custom ISBN option is offered through an agreement with Bowker®.

	Price	Imprint	Distributors
CreateSpace-Assigned ISBN	Free	CreateSpace Independent Publishing Platform	CreateSpace
Custom Universal ISBN*	\$99	You choose	You choose
Provide Your Own ISBN	Existing ISBN Required	You choose	You choose

#### CreateSpace-Assigned ISBN :

- CreateSpace Independent Publishing Platform is your book’s imprint of record. If you select Amazon.com or Amazon’s European websites as distribution channels, this imprint will be reflected on your book’s detail page.
- You can sell your book through Amazon.com, Amazon’s European websites, a CreateSpace eStore, and all Expanded Distribution channels.
- This ISBN can only be used with the CreateSpace Independent Publishing Platform.
- Your book’s ISBN information will be registered with BooksInPrint.com®

#### \$99 Custom Universal ISBN\*

- You can use this ISBN with any publisher.
- You choose your book’s imprint of record. If you select Amazon.com or Amazon’s European websites as distribution channels, this imprint will be reflected on your book’s detail page.
- You can sell your book through Amazon.com, Amazon’s European websites, a CreateSpace eStore,

and some<sup>†</sup> Expanded Distribution channels.

- Your book's ISBN information will be registered with BooksInPrint.com®

### **Provide Your Own ISBN**

- You can purchase your own ISBN from Bowker or through your local ISBN agency.
- If you are reprinting your book, the title, author name, and binding type must remain the same. A new edition requires a new ISBN.
- Your book's imprint must match what's on file with your ISBN.
- You can sell your book through Amazon.com, Amazon's European websites, an eStore, and some<sup>†</sup> Expanded Distribution channels..

Note: 1) While the CS Free ISBN offers the most distribution channels, the effectiveness of these additional channels is arguable. In most on-line discussions, most CS members say they get few if any sales through them; however, there are a few members who sell a lot through them. It is most likely that their effectiveness is related to the author/publisher's marketing approach. 2) Many members simply prefer to have their own imprint—narrowing the choices. 3) If you intend to use other printers then you need to use the Custom Universal ISBN or provide your own (in the US, purchasing a block of ten ISBNs from Bowker is cost effective). 4) Books do not have to be made available commercially: many people publish books only for family, business, etc., and do not enable any of the distribution channels.

### **PAPER**

Color Books: 60# smooth bright white off-set

Black and White:

White paper: 60# off-set

Off-white paper: 60# cream off-set

Cover stock: 10pt C1S

60# off-set is the equivalent of 24# bond paper most of us use to print with at home. "Offset paper" is a descriptive label meaning that it is appropriate for offset printing. The paper for color printing is probably coated (not like art books, not clay or cast coated) to print color images significantly better than the other papers CS offers. The cover is the equivalent of 65# bond paper. Covers only print one side (no printing on the inside covers), and are laminated.

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<sup>†</sup> Not eligible for distribution through the Libraries and Academic Institutions channel.



# PDF Submission Specification<sup>\*</sup>

[11.01.16 Edition; Less Illustrations—see pages 37–91]

What is Metadata [PDF page 9—Illustration of Project Homepage/Setup screen]

Metadata is information that describes your book such as title, subtitle, author name, volume number, page count, paper color, trim size, description, publication date, and more.

You will enter most of your book's metadata directly within your account on your Project Homepage (title, subtitle, author name, trim size, description, paper color, etc.) Some of your book's metadata, like page count, will auto-populate when your files are submitted.

Title [PDF page 10—Title Information screen]

- Information entered on the Project Homepage accepts Latin 1 characters
- The entire title must appear in the account and on the front cover
- The cover, interior, and Title Information/Metadata must match exactly
- Cannot include URLs<sup>†</sup>
- Cannot be entered in all uppercase letters in the Title Information section in your account
- Title cannot be changed once the book is Available in the account

Subtitle [PDF page 11—example of Subtitle]

- Information entered on the Project Homepage accepts Latin 1 characters
- Does not have to appear on the cover or interior
- If you choose to include the subtitle on the cover and interior, they must match what appears in the Title Information section of the account
- Can be changed after a book is Available, only if it's not considered a different edition of the book
- Cannot include URLs
- Cannot be entered in all uppercase letters in the Title Information section in your account
- In order for the full subtitle to appear on your distribution channel listings, the title and subtitle together with a colon have to be 200 characters or less (includes spaces)
- Subtitle will be joined to the Title with a colon on the Amazon Detail Pages ex: Title: Subtitle

Subtitle [PDF page 12—screen shots of CreateSpace Title Setup screen & Amazon Detail Page]

Author [PDF page 13—Title Information/Primary Author screen]

- Information entered on the Project Homepage accepts Latin 1 characters
- Does not have to appear on the cover or interior. If you choose to include the author name on the cover and interior, it must match what appears in the Title Information section of the account
  - Cannot substitute nicknames
  - Cannot substitute initials
  - Can substitute a collective term for a group of multiple contributors (such as “Various Authors” or similar language)
- Cannot be changed after a book is Available
- Cannot include URLs

<sup>\*</sup> <https://www.createspace.com/ServicesWorkflow/ResourceDownload.do?id=1583>, this link downloads the PDF to your Download Folder. It does not always work. A copy can be opened and downloaded from: [http://www.12on14.us/dpi/pdf\\_submission\\_specification\\_11-16.pdf](http://www.12on14.us/dpi/pdf_submission_specification_11-16.pdf). Although the text has been quoted verbatim, the actual specifications may have been changed since the date of publication. You should confirm that you are relying on the most current guidelines.

<sup>†</sup> URLs can appear on the cover (front and back), on the title page, etc.

- Cannot be entered in all uppercase letters in the Title Information section of the account
- Four (4) character limit for prefixes
- Six (6) character limit for suffixes

Volume Number [PDF page 14]

- Any book with a volume number higher than one (1), should include the volume number in the interior and on the cover
- If the volume number is entered in your account, then it must appear on the cover and in the interior files

Publication Date [PDF page 14]

- Must be either a current or prior date, cannot be a date in the future
- If the Publication Date field is left blank in the Title Information, the date the book is approved will be the Publication Date automatically
- If your book was previously published, enter the previous publication date in the Title Information
- The publication date cannot be changed once the book has been approved and Available

ISBN [PDF page 15]

**What is an ISBN?** An ISBN, or International Standard Book Number, is a unique 10 or 13-digit number assigned to every published book. A 10-digit and 13-digit ISBN will be assigned to your book. An ISBN identifies a book's edition, publisher, and physical properties such as trim size, page count, and binding type.

**How are ISBNs used?** Bookstores, retailers, and libraries identify books by their ISBNs. We print an ISBN barcode on the lower back right corner of every book we manufacture.

**What are your ISBN options?** You have four ISBN options: you can use a CreateSpace-assigned ISBN, a Custom ISBN, a Custom Universal ISBN, or you can use your own ISBN. Both custom ISBN options are offered through an agreement with Bowker. Learn more about each option.

This is incorrect. You have only three three ISBN options with CS: 1) the free CreateSpace-assigned ISBN; 2) Custom Universal ISBN; 3: use your own ISBN.

What are the ISBN requirements [PDF 15]

- Does not have to appear on the cover or interior file, but it will appear on the barcode on the back cover
- If there is a blank spot on the interior intended for the ISBN, we will attempt to add the ISBN, but we cannot guarantee this will be done or be consistent with the rest of the file
- If using your own ISBN, we verify the accuracy of the Imprint Name and binding type
- If additional ISBNs are referenced on the cover and/or interior, you must specify the format or title of each to avoid misunderstanding

These are CS's ISBN requirements, however they are misleading and incorrect regarding ISBN usage according to the *ISBN User's Manual*. Correct usage does not conflict with CS's guidelines: ISBN is explained at the end of this book.

ISBN on the Project Homepage [PDF 16—ISBN link on Setup]

ISBN in the Title Setup [PDF 16—ISBN Panel]

Why are There Metadata Restrictions [PDF page 17]

We strive for the best end-customer experience. The restrictions on the metadata provide

consistency for customers who review and purchase books through various distribution outlets.

Additionally, several distribution channels have limitations on metadata and these restrictions ensure your book will be accepted through all the distribution outlets CreateSpace provides.

**\*\*We want to provide the best buying experience possible for our customers. If the title or metadata for your book is found to be misleading to customers or does not accurately describe the contents of your book, we reserve the right to update the metadata represented without prior notice or approval.\*\***

If both files match, and the title, subtitle, or author name is not available, we will update these fields in the account to match files during the file review process.

\*Please note, the title and author name in the Title Setup cannot be changed once the book has been approved and is Available. If you would like to change the title you must create a new Title ID with a new ISBN.

You can have any number of books with identical titles. Because the ISBNs and Title IDs are different, CS has no trouble identifying them; although you might when you see two or more identical titles on your My Projects panel.

#### Interior [PDF 18—section title page]

##### Embedded Fonts [PDF page 19]

All fonts on the cover and interior should be embedded in the native program before submitting. We will attempt to embed any unembedded fonts through the Interior Reviewer or during the file review process. If we are unable to embed the fonts, the book will be rejected during the file review process.

**Why is embedding fonts important?** All fonts on the cover and interior should be embedded before submitting, to ensure the book is printed as intended. Unembedded fonts may cause errors during printing or may fail to print at all.

Sometimes, CS will embed the fonts if you don't. Your formatting will probably be thrown off: different operating systems handle fonts differently, even if it is the identical font. Often different versions of a font can be quite different. Creating your own PDF and embedding fonts is the most reliable method to ensure accurate printing. Open your file in Acrobat Reader, then *File > Properties > Fonts* if your font(s) is listed (subsetting is okay), it is embedded.

##### Placeholder Text [PDF page 19]

- We will reject any files with placeholder text, such as Lorem Ipsum. Placeholder text may appear as an error in the file when sent to the printers.

CS templates contain placeholder text,. This must be removed.

##### Unrecognized Characters [PDF page 19]

Certain characters can appear as unrecognized fonts or font conversion errors. Symbols or text resembling squares or rectangles cannot be included as text, as these may be interpreted as an error in the file or manufacturing.

Books with mathematical formulas, some kinds of word art, multiple fonts can be rejected, with something like “The text in this book is either corrupted or too complex to print.” Or, if CS prints the book, it contains squares and rectangles in place of text. Using PDF/X-1a as the PDF format can often fix this sort of issue (Adobe Acrobat (not Reader) contains other repair tools that can help). Another solution is to convert all text to outline (this converts live, editable text to images, which cannot be edited); this can be done in Acrobat Pro.

#### Crop Marks/Trim Marks [PDF page 20—example of crop marks]

Crop or trim marks are placed in a document to define where the artwork is trimmed after it is printed. We do not recommend including crop marks as they could appear on the printed book.

Do not use any printer’s marks, crop, registration, color bars, etc. Interior files are submitted set to the exact trim size, or include a bleed (three sides). Although covers can be submitted on larger canvases, do not include marks of any kind. However: the downloadable PDF proof from CS includes crop marks.

#### Annotations [PDF page 20]

An annotation is information added to a PDF but it is not intended to print. Examples can include mark-ups, sticky notes, comments, etc.

As annotations are not intended to print, they will be removed in the Interior Reviewer or during the file review process, possibly causing a visible change to the book.

All content intended to be visible in print should be included within the Safe Zone or margins.

#### [PDF page 21—an example of cut off text]

- We cannot accept partial text in an interior or cover file. This frequently happens with page numbers, where it appears as though the text box is too small for the actual text. This results in incomplete or cut-off text.

Some fonts in Word may *appear* cut-off: the descenders, or more, will be missing, even with one or two points of leading. If you see this in your Word file, print out a page and examine it carefully—it may just be a display problem, not a printing problem. It can also happen when the spacing between lines is smaller than the font size, or when text has been up or down relative to the baseline. Examine your PDF very carefully.

#### Overlapping Text [PDF page 21—example of overlapping text]

- Sometimes text overlaps intentionally as a part of your work’s design. As long as the body text is still readable, that will be accepted. If a file is not accepted due to overlapping text, it is because the overlapping text looks unintentional.

This is usually caused by using “negative” leading: e.g. 10/6.

PDF Creation Logo [PDF page 22—example of a PDF creation logo]

- Watermarks and PDF creation logos can be intentional or remnants of a software or service used to create a PDF.
- A document containing watermarks is propriety to the company that created it. We are unable to accept any files containing watermarks or PDF creation logos.

Watermarks and logos are often used on review files and sample images prior to paying typesetters, formatters, designers, artists, etc. By rejecting files with these marks, CS protects the rights of these people. Other watermarks, e.g. *This page is intentionally blank*, or *Proof Copy*, are permissible.

Security Encrypted File [PDF page 22]

- Security encrypted or locked files prevent us from completing our file review process. All security should be removed from a file before submitting.

Transparency/Layers [PDF page 23]

Transparencies, or layers, are created in the native file either to create a visual effect or sometimes, unintentionally. When a file is converted to PDF, transparencies do not always flatten as they should.

Creating PDFs using the PDF/X-1a, PDF/X-3, or PDF/A presets remove transparency and embed fonts (PDF/X is more appropriate for commercial printing than PDF/A). The “gold standard” for PDF creation, managing, and editing is Adobe Acrobat. However PDF/X-1a is available in InDesign (\$\$\$), Serif’s PagePlus (\$) and Scribus (free); Word and OpenOffice use a form of PDF/A.

- We recommend flattening all transparent objects in the native file before submitting for review
- Transparencies can cause the file to fail at the printer or cause the file to print with missing content
- We will attempt to flatten transparencies in the review process and reject if unsuccessful
- Flattening transparencies in the review process can cause a color shift or a change of appearance in the content of the file

The color shift also occurs when flattening multi-layered files in Photoshop, GIMP, PaintShopPro, etc. It is generally quite subtle. JPGs, for example, do not support transparency, and have only 1 layer. Editable text, requires transparency, CS *does not* intend that it be rasterized.

Resolution [PDF page 23]

For optimal printing, we suggest that all images for both the cover and interior are at least 300 DPI.

This is for raster (aka bitmapped) images (continuous tone art, e.g. painting, photographs, etc.), not line art (1-bit, black and white (no grays) art). While 300 dpi (dots per inch, or more accurately ppi, pixels per inch) is the standard for most commercial printing, some images print acceptably at lower resolutions, e.g. 200 dpi. Only seeing a printed proof will determine if a lower resolution works. Resolutions higher than 300 dpi do not improve the quality.

Line art (e.g. black and white with no grays) should be 600 dpi or greater. I lean towards 800 dpi, but anything higher does not seem to improve the image.

- **Identifying Low Resolution Images** Images that are less than 200 DPI will be flagged in the Interior Reviewer and during the file review process so you have the option to resubmit updated images.
- We will not reject a file for low resolution images unless there is text within the image that is blurry and illegible.

Blurred text that is unavoidable (e.g. reproducing a large chart or photocopies of documents that are blurred) will stop a project. Printing a warning, e.g. *The text in the original is blurred* is often the only way to get such work approved.

- If the cover and/or interior files are submitted at the wrong size and they need to be scaled, this can affect the resolution of the images within the file. When an image is scaled up in size, its resolution proportionately decreases.
- In order to determine if you are satisfied with the quality of the images in print, we suggest you order a physical proof copy of your book before approving it for sale.
- If the cover and/or interior files are submitted at the wrong size and they need to be scaled, this can affect the resolution of the images within the file. When an image is scaled up in size, its resolution proportionately decreases.
- In order to determine if you are satisfied with the quality of the images in print, we suggest you order a physical proof copy of your book before approving it for sale.

Some or all images should be printed before uploading to CS. Most monitors are notoriously too bright and out of calibration. Without testing, many people are disappointed when they see images that are too dark and muddy or have significant shifts in color. Always order a printed proof of your book: always.

Resolution (continued) [PDF page 24—examples of an image at 300 dpi, 160 dpi, 72 dpi]

References in files [PDF page 25]

### CreateSpace References

CreateSpace is the printer of your book and as such cannot be listed as the publisher.

#### Can Include

Printed by Createspace

eStore address (i.e. [www.CreateSpace.com/](http://www.CreateSpace.com/)  
TITLEID

Printed by CreateSpace, An Amazon.com  
Company

CreateSpace, Charleston, SC

CreateSpace

#### Cannot Include

Published by CreateSpace

Published through CreateSpace

Printed by CreateSpace Publishing

CreateSpace, LLC

CreateSpace Edition

the CreateSpace Logo

This includes bibliographies. If a book is cited that was printed by CreateSpace and uses the free CS ISBN (the publisher of record will be “CreateSpace Independent Publishing Platform”). However, the citation should read (in the format appropriate for your work): Doe, John. *My Book*. Charleston, printed by CreateSpace, 2012.

## Amazon References

### Can Include

Printed by CreateSpace, An Amazon.com Company  
Available from Amazon.com and other retail outlets  
Available from Amazon.com and other online stores  
Available from Amazon.com and other book stores  
Available from Amazon.com, CreateSpace.com, and other retail outlets  
A reference to an Amazon review  
Available on Kindle and other devices  
Available on Kindle and other retail outlets  
Available on Kindle and other book stores  
Available on Kindle and online stores

Reference in Files (continued) [PDF page 25]

### Bundle References

Your manuscript and cover files should not imply that your paper back is part of a bundled set (such as a box set or disc set).

If you include a reference to supplemental media in your files or paperback description, you must specify the location and accessibility of the referenced media. For example, you can provide a specific URL for a disc or a link to a digital download.

If you want to bundle a book and CD/DVD, or several books combined/boxed, use Amazon Advantage, shipping the bundled items to Amazon to be sold from their inventory. You will still have to observe CS's requirements for your book.

Genre-Specific Requirements [PDF page 26]

### Companion Books

Companion guides are based on an original work (examples might include summaries, study guides, or analyses). To ensure that customers don't confuse your work with the original version, we ask that all companion guides meet the following criteria:

- The title begins with Summary, Study guide, or Analysis (for example, Summary and Analysis: *Pride and Prejudice*)
- The cover image prominently indicates the content is a summary, study guide, or analysis before title of the original book in a font size that is at least as large as the rest of the title
- The contributor(s) of the original book do not appear in the contributor field
- The content is categorized in a Study Aid or Literary Criticism category that best reflects the work (for example, Study Aid | Book Notes)

If your book contains a facsimile, or in some cases is one, you will have problems if there are two pagination schemes: the facsimile's page numbers (even if clearly different (font, size, location), part of a scanned image, etc.) your book's (e.g. if you've added front or back matter). Both systems must be made the same/contiguous (e.g. use the facsimile's system, then put all of the



additional matter at the end, picking up from the last facsimile page, count any blank pages: every page must be accounted for in the page numbering).

**Joke books** Joke or gag books with repeated content or an intentional absence of content can be published as long as they are clearly labeled as such in the product description and they meet all other specification requirements. Books meant to contain empty pages should include some type of content such as lines, headers, or “notes” to indicate the pages are intended to be blank.

**Journals/Notebooks** Journals or notebooks can be published as long as they are clearly labeled as such and meet all other specification requirements. Journals and notebooks should include some type of content such as lines, headers, boxes to draw in, or an area for “notes” in order to indicate that the pages are intended to be blank.

**Interior Set-up—Basic PDF Requirements** [with example of single PDF page containing a single book page, and a single PDF page containing two book pages]

If you are uploading a PDF, we require that you submit a Single Page PDF, as opposed to a Spread or 2-Up. You can format your file in various programs such as Word or InDesign and export to PDF.

**What is a PDF?** PDF stands for Portable Document Format and is an open source file format that houses all the information (such as text, fonts, graphics, etc.) needed in a document to go to print.

**What is a Spread Format and why can't it be submitted?** Spread is when a document appears as 2 pages, but is actually a single page. Generally a spread format appears as a book would when opened.

A page can contain text in multiple columns. Note: the downloadable PDF proof displays the page in spreads (one two-page spread per PDF page) and the pages will have crop marks.

**Interior Type—Black & White vs. Full Color** [PDF page 28—illustration of black and white interior]

You are welcome to choose Black & White or Full Color as your Interior Type. If your book contains any photographs or color images that you would wish to print in color, then a Full Color Interior Type is required.

Separate printing machines and paper types are used to create Black & White interiors versus Full Color interiors. The interior type selected will affect the manufacturing cost of printing. For more information on manufacturing costs visit the Order Calculator on our website.

(Full Color interior Type) [PDF page 29—examples of color interiors]

**Paper Color—White vs. Cream** [PDF page 30—example of white and cream paper stocks]

- Books with black & white interiors may choose white or cream-colored paper.
- Books with full color interiors may only be printed on white paper as we only offer one paper color and type for Full Color books.

A simple visual comparison made of thirty-six books printed on cream stock from various publishers would place CS's cream paper in the middle, light to dark.

**What is a Trim Size** [PDF page 31]

The final size of your book after it is printed, bound, and trimmed is called the trim size. Trim sizes are always indicated as width by height, and are measured in inches, unless noted otherwise. For example, a trim size of 6 x 9” means the printed book will be six inches wide and nine inches tall.



We offer trim sizes between 4" x 6" and 8.5" x 11.69" for black and white interior books, and trim sizes between 4" x 6" and 8.5" x 11" for full-color interior books.

Many common industry standard and custom trim sizes are provided when you are choosing the trim size for your book. You'll be able to select or change your trim size during the "Setup" phase of the title setup.

**Why is Trim Size Important?** There are additional trim size requirements if you would like to make your book Available through Expanded Distribution. For more information about Expanded Distribution trim size requirements please visit the Expanded Distribution Eligibility Requirements on our website. [see below]

What is the difference among Standard, Custom, and "Enter my own size"? [PDF page 31]

**Industry Standard** Industry standard trim sizes can be sold on Amazon.com and your eStore, and are eligible for all distribution outlets within the Expanded Distribution Channel (EDC).

**Custom Trim Sizes** Custom trim sizes can be sold on Amazon.com and your eStore, but are ineligible for the Bookstores and Online Retailers distribution outlet within the EDC.

**Enter My Own Size** "Enter my own size" trim sizes can be sold on Amazon.com and your eStore, but are ineligible for the Bookstores and Online Retailers distribution outlet within the EDC.

#### Expanded Distribution

[<https://wwwcreatespace.com/Products/Book/ExpandedDistribution.jsp>]

Expanded Distribution offers you the opportunity to access a larger audience through more online retailers, bookstores, libraries, academic institutions, and distributors within the United States. Expanded Distribution will also improve discoverability of your book across all the channels. Regardless of whether or not you include your title in Expanded Distribution, all CreateSpace titles can be distributed through the Amazon.com, Amazon Europe and eStore channels.

Most online retailers, bookstores, and libraries find books through purchasing relationships with large distributors. If your book is not listed with these distributors, some retailers may not be able to buy your book, even if a customer specifically requests your title. Through Expanded Distribution you can distribute and make your title available for order (this does not guarantee that your book will actually be ordered) through the following channels:

- **Bookstores and Online Retailers** - make your book available to online and offline retailers such as Barnes & Noble and to distributors such as Ingram and NACSCORP.
- **Libraries and Academic Institutions** - make your book available through Baker & Taylor to libraries and academic institutions.
- **CreateSpace Direct** - make your book available to certified resellers through our wholesale website.

CreateSpace is always looking for ways to improve the distribution opportunities for our members so, from time to time, we may add or change the channels available through Expanded Distribution. What are the eligibility requirements?

To maximize the number of distribution opportunities available, please consult the following table for

eligibility requirements by distribution channels. For your reference, this table also includes the eligibility requirements for the Amazon.com, Amazon Europe and eStore channels.

ISBN		Trim Size
Expanded Distribution		
CreateSpace Direct*	Can have either your own ISBN or a CreateSpace-Assigned ISBN	Industry standard or custom trim size
Bookstores and Online Retailers	Can have either your own ISBN or a CreateSpace-Assigned ISBN	Must use an industry standard trim size**
Library and Academic Institutions	Must have a CreateSpace-Assigned ISBN	Industry standard or custom trim size
Standard Distribution		
Amazon.com	Can have either your own ISBN or a CreateSpace-Assigned ISBN	Industry standard or custom trim size
Amazon Europe	Can have either your own ISBN or a CreateSpace-Assigned ISBN	Industry standard or custom trim size
eStore	Can have either your own ISBN or a CreateSpace-Assigned ISBN	Industry standard or custom trim size

\* CreateSpace Direct is a distribution channel within Expanded Distribution that enables qualified resellers to order books at wholesale prices.

\*\* For cream paper, only 5" x 8", 5.25" x 8", 5.5" x 8.5" and 6" x 9" are permitted.

#### Trim Size Options [PDF page 32]

##### Black & White Books—Industry Standard Trim-Sizes

5" x 8" (12.7 x 20.32 cm)  
 5.06" x 7.81" (12.9 x 19.8 cm)  
 5.25" x 8" (13.335 x 20.32 cm)  
 5.5" x 8.5" (13.97 x 21.59 cm)  
 6" x 9" (15.24 x 22.86 cm)  
 6.14" x 9.21" (15.6 x 23.4 cm)  
 6.69" x 9.61" (17 x 24.4 cm)  
 7" x 10" (17.78 x 25.4 cm)  
 7.44" x 9.69" (18.9 x 24.6 cm)  
 7.5" x 9.25" (19.1 x 23.5 cm)  
 8" x 10" (20.32 x 25.4 cm)  
 8.5" x 11" (21.59 x 27.94 cm)

##### Full-Color Books—Industry Standard Trim-Sizes

5.5" x 8.5" (13.97 x 21.59 cm)  
 6" x 9" (15.24 x 22.86 cm)  
 6.14" x 9.21" (15.6 x 23.4 cm)  
 7" x 10" (17.78 x 25.4 cm)  
 8" x 10" (20.32 x 25.4 cm)  
 8.5" x 8.5" (21.59 x 21.59 cm)  
 8.5" x 11" (21.59 x 27.94 cm)

##### Custom Trim Sizes

8.25" x 6" (20.955 x 15.24 cm)  
 8.25" x 8.25" (20.955 x 20.955 cm)  
 8.5" x 8.5" (21.59 x 21.59 cm)

## “Enter My Own Trim Size” Dimensions

I

Interior Trim Widths	B&W	Color
Min. Trim Width	4"	4"
Max. Trim Width	8.5"	8.5"
Min. Trim Height	6"	6"
Max. Trim Height	11.69"	11"

## Trim Size Options and Expanded Distribution [PDF page 33]

Eligible for Expanded Distribution? (Bookstores and Online Retailers)			
Trim Size (in inches)	White Paper (B&W Interior)	Cream Paper (B&W Interior)	Color Interior
5 x 8	✓	✓	
5.06 x 7.81	✓		
5.25 x 8	✓	✓	
5.5 x 8.5	✓	✓	✓
6 x 9	✓	✓	✓
6.14 x 9.61	✓		✓
6.69 x 9.61	✓		
7 x 10	✓		✓
7.44 x 9.69	✓		
7.5 x 9.25	✓		
8 x 10	✓		✓
8.5 x 8.5			✓
8.5 x 11	✓		✓

## What is Expanded Distribution? [PDF page 33]

Expanded Distribution offers you the opportunity to access a larger audience through more online retailers, bookstores, libraries, academic institutions, and distributors within the United States. Expanded Distribution may also improve discoverability of your book in all channels. Regardless of whether or not you include your book in Expanded Distribution, all CreateSpace books can be distributed through the Amazon.com, Amazon Europe and eStore channels.

For more information visit the Expanded Distribution Eligibility Requirements on our website.[see above, pgs 21-22]

## Bleed—What is Bleed? [PDF page 35—example of bleed]

Bleed is defined as any image on a page (whether in interior or cover files) that touches the edge of the page. An image that bleeds extends beyond the trim edge, so there is no white space. The trim edge is the final size of a printed page or cover when the excess is cut off. The excess is the additional 0.125” we require on all sides of covers and full-bleed interiors.

All pages of interior files must include the bleed margin (an additional 0.125" on the top, bottom, and outside edges) even if there is only one page with a bleed. Images and graphics do not have to bleed on all sides: an image can bleed on one or more edges, and images can bleed to or across the inside edge to the opposite page.

**Why does CreateSpace require bleed?** Requiring bleed ensures that when the book is trimmed at the final stage of creating your book, there will be no excess white along the edge. When the cover file has sufficient bleed, print variance will not affect the final print quality of your book.

Setting your Page Size (without bleed) [PDF page 35]

**For books without bleed:** The Page Size is the actual size of the pages in the interior file. In the program you are using to create your Interior PDF, set the page size to your selected trim size in width by height (inches).

- For example, if your selected trim size is 8.5" x 11", you will set the page size to 8.5 inches wide by 11 inches high.

**For books with bleed:** If you want your images to bleed to the edges of your book, ensure that they extend at least 0.125" beyond the final trim size from the top, bottom, and outer edges and submit your PDF 0.25" higher and 0.125" wider than your selected trim size to accommodate the full bleed area.

- For example, if your selected trim size is 8.5" x 11", you will set the page size to 8.625" wide by 11.25" high.

Keep in mind all live elements must be at least 0.25" away from the trim lines, so if your file is formatted to be full bleed all live elements should be 0.375" away from the edge of the page. The book will be cut to your final Trim Size, but the bleed ensures your images will still extend to the edges of the page.

CS defines Live Element as: **Live Elements/Graphics** are the content that is placed within the viewable area (or safe zone) of a page that is always seen. Ensuring all elements are contained within this area safeguards that no essential elements are cut during the bookmaking process. Not only is text a live element, but some images may contain "live elements": e.g. a person's hat or head, the head of a flower, even, alas even just the edge of an abstract painting. The Review Process is not infallible: if you disagree with the validity of a "blocking issue," i.e. an issue that blocks the approval of your PDF, you should contest it: be polite, concise, and precise, include title, title ID, description of the problem, and use scans, photographs, or PDF pages showing the problem—be aware that CS has a size limit.

Margins [PDF page 39]

In a book, margins are the part of a page that is above, below, or to the side of the printed area. CreateSpace's margin requirements ensure that your content is not cut on the outside edge and is not lost in the inside edge (or "gutter").

**Gutter margins** The gutter margin is the blank space on the inside of the page nearest the binding of the book. The gutter margin stops text from extending into the binding. The number of PDF pages in your book's interior determines the minimum required gutter margin. See below for CreateSpace's minimum margin requirements.

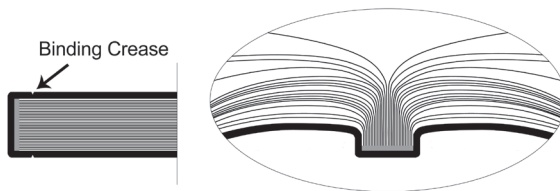
In printing, the gutter refers to the combined inside margins of two facing pages. However, there can be other gutters: column gutters, head gutters, foot gutters. Originally, the gutter was the uninterrupted space along which the cleaning fluids used to clean metal type of ink drained (as in down the gutter). Word also has created a “gutter” setting. In both instances it is better to think of these as Inside Margins.

**Outside margins** Outside margins are the blank space at the top, bottom, and outside of the page. We require at least 0.25” outside margins. The outside margin stops text from entering the trim area on the top, bottom, and sides that can be cut off during the printing process. While the minimum outside margin requirements for text and live elements are listed below, we recommend at least 0.5”.

Books with bleed will have a larger outside margin requirement to account for the 0.25” trim area and 0.125” bleed added to your interior’s page size (See Setting Your Page Size with Bleed).

Based on your book’s page count and interior type, the minimum margin requirements are below:

Page Count	Inside Margin	Outside Margins
24 to 150 pages	.375”	at least .25”
151 to 300 pages	.5”	at least .25”
301 to 500 pages	.625”	at least .25”
501 to 700 pages	.75”	at least .25”
701 to 828 pages	.875”	at least .25”



CS uses a tight binding, which keeps books from opening flat. 0.25” of the inside edge is lost in the binding. However, more importantly, the reader cannot open the book fully

or comfortably. Having a wide inside margin is important (arguably all margins should be wider: with exceptions, narrow margins are often a hallmark of self-published books. I do not like going below .75”, and prefer .875” to 1.25”.

[PDF page 37—captioned illustrations of three bleed images with text]

The caption for the lower right image on page 37 is misleading. The problem is *not* that “the margin for the text is 0.25” away from the trim,” but that the image does not extend beyond the trim 0.125”.

Live Graphics—What are Live graphics? [PDF page 38]

CreateSpace considers “Live graphics” to be any text or important information that is intended to be read and that should not be cut off when the physical book is trimmed. Ensuring that no live graphics appear in the margin areas safeguards that no essential elements are cut off during the bookmaking process.

Text that appears in the background or other text that does not appear to be intended to be read can appear

within the margin areas, with the understanding that the information could be trimmed from view when manufactured. As such, if the text is important to the reader, it should not extend outside of the “safe zone” (the viewable area of the page surrounded by the margins).

Text that appears within images that span across two pages of the book (such as in maps or in design text) can appear within the gutter margin, with the understanding that the information could be lost from view within the binding when manufactured. As such, if the text or elements are important to the reader, they should not extend into the gutter margin area. Additionally, during manufacturing, approximately 0.125” of white space is added to the gutter of color books with full-bleed in order to accommodate the binding process.

Due to our unique printing model, we cannot guarantee that any elements that fall outside of the “safe zone” will appear within the printed version of the book.

See the note on Live Elements, page 24.

#### Pagination [PDF page 39—examples of page numbers]

All page numbers should be ordered logically and sequentially where the even numbers are located on the left page and the odd numbers are located on the right page. A skip or change in page numbers could indicate pages are missing or ordered incorrectly causing production issues or customer confusion.

Any gap in the pagination should still account each individual page so that all pages are accounted for as if there was no gap. The following example indicates how a book might be numbered where the x's equal unnumbered pages: 1,2,3,4, x, x, x, 8,9,10...

Roman numerals may also be used as long as they indicate the correct page number. After the use of Roman numerals, you must begin with standard numeration to indicate the beginning of the interior. The following two examples show acceptable uses of Roman numerals: i, ii, iii, 4, 5, 6... or i, ii, iii, 1, 2, 3...

This has been misinterpreted by CS reviewers to mean that front matter pages must be numbered (using roman numerals)—that is, printed numbers (folios) as opposed to unprinted numbers (blind folios). Despite “After the use of Roman numerals,” back matter is often numbered using roman numerals; they must pick up with the appropriate page number, accounting for any gaps. See note on pages 18-19 regarding facsimile pagination.

#### Blank Pages [PDF page 40]

There should not be more than two (2) consecutive blank pages at the start or middle of an interior file, and/or 10 consecutive blank pages at the end of an interior file. Excessive blank pages can look like printing mistakes which may cause delays in book production.

If you wish to use more than the allowed number of blank pages, the pages must contain some type of content to indicate that the page is intended to be blank and/or the book's title must indicate that the book is a notebook, journal or sketchbook. For example, you may use lines running across the page or boxes to signify a place for writing, drawing, or note taking. A header or footer indicating “Notes,” “Intentionally Left Blank,” or a row of asterisks are also acceptable, as would be repeated text (as in joke or gag books).

At the time of this writing, this has been interpreted literally: you may not simply say “Blank” on a blank page, because “the blank pages must display ‘Intentionally Left Blank.’” The reason “is due to the notion that just the word ‘Blank’ could be misconstrued for template text.” However, the phrase *Intentionally Left Blank* can be in German or Spanish, it can be a gray watermark or in the header or footer, and it can be 8pt type.

#### Page Orientation [PDF page 41]

- All pages and content must be oriented the same way; otherwise, this looks like a mistake during the printing process.
- Pages can contain some text that is upside down as long as the rest of the page’s contents are right-side up (for example, a book of riddles with the answer printed upside down on the page). A page containing only upside down text or content would appear to be an error and will result in rejection during file review.

Content such as images, tables, charts, etc. may be turned, for example, so that they read from bottom to top.

#### Calendar or Landscape Style [PDF page 42—examples of text orientation on pages]

##### **If the book is intended to print as a calendar style:**

- The interior PDF still needs to be sized at the trim size in width by height
- All text and images within the interior PDF should be rotated 90 degrees counterclockwise
- The binding will be on the top of the content (or long edge)

Please note: the thumbnail image that will display on your distribution channel listings (Amazon, CreateSpace eStore, Expanded Distribution) will be oriented counterclockwise and cannot be adjusted.

- Margins for the book’s page count and interior type should meet the same requirements. Please see Margins section for more information

##### **If the book is intended to print landscape style:**

- The interior PDF still needs to be sized at the trim size in width by height
- The trim size should be entered in the metadata with the width larger than the height

Please note: we only offer one landscape style Custom Trim Size, 8.25” x 6” (20.955 x 15.24 cm). Otherwise you should choose to enter your own trim size during the title setup. Landscape options are not eligible for Expanded Distribution.



This has been a subject of some confusion. Members have been told by Customer Service they could do landscape books this way and the binding would be on the left when the book is right-reading (misunderstanding the word “top” as used above). This description is confusing: any book wider than 8.5" must be in calendar format and the binding will be along the top edge of the book when it is right reading. See larger version pages 82-83.



Right-to-Left reading [PDF page 43—example of R2L cover]

CreateSpace does accommodate books that are formatted to be read from Right to Left (RTL), a common format of books in foreign languages. When formatting a Right to Left-read book, the interior PDF will need to be created with the last page appearing as the first PDF page. Additionally, the cover PDF must be formatted with the front cover placed to the left of the spine and the back cover to the right. Please see the Cover section for more information regarding covers.

RTL books will automatically include a barcode and the printing location on the first page. This page is necessary for our unique print-on-demand model and appears on every book we manufacture. It is not possible to remove this page. In addition, a barcode will be placed on the front cover as this is the default location in our printing process. However, you may submit your PDF cover with an existing barcode (or a white box sized at 2" x 1.2") to indicate the desired barcode placement. Please see Barcodes section for more information.

Cover Specification [PDF page 44]

Embedded fonts [PDF page 45]

see

Placeholder Text [PDF page 45]

see

Unrecognized Characters [PDF page 45]

see

PDF Creation Logo [PDF page 46]

see

Security Encrypted Files [PDF page 46]

see

Transparency/Layers [PDF page 47]

see [21]

Crop Marks/Trim Marks [PDF page 48]

see [22]

Annotations [PDF page 48]

see [23]

Resolution [PDF page 49]

see [53]

Resolution [PDF page 50]

References in Files [PDF page 51]

see [

References (continued) [PDF page 52]

Genre-specific Requirements [PDF page 52]

Cover Overview [PDF page 53—Diagram of cover elements]

Your cover must be a single PDF formatted to the trim size of your book, which includes the back cover, spine, and front cover as one image. You can submit your cover on any size page as long as the printable area is:

- Measured exactly to your book's trim size, spine width, and 0.125" bleed on all sides
- Centered horizontally and vertically
- If only a front cover image is submitted, we will attempt to construct a full cover by adding a solid white back cover and spine.



- If only a back cover and/or spine image is submitted, we will not be able to construct a full cover and the file will be rejected.
- Every book will vary slightly when bound. Allow for 0.0625" variance on either side of the fold lines for your cover. For example, if your spine width is 1", your spine text or logos should be no wider than 0.875". Because of this variance, cover designs with spines that have hard edges or lines that end on the fold line may experience some wrapping to the front or back cover.

The CS cover templates *do not* follow this layout/admonition. They place the cover template centered horizontally but flush with the bottom edge of the canvas. CS will, of course, accept covers made this way.

#### Cover Size Requirements [PDF page 54]

Your cover must be a single PDF, formatted to the trim size of your book, which includes the back cover, spine, and front cover as one image.

#### Spine Calculation:

To format your cover you will first want to calculate the spine width of your book. To do so, multiply the total page count with the spine multiplier associated with your book's paper type below:

##### For black and white-interior books:

- White paper: multiply page count by 0.002252"
- Cream paper: multiply page count by 0.0025"

##### For color-interior books:

- Multiply page count by 0.002347"

#### Example Calculation:

A 60-page black and white book printed on white paper will be created using the following formula:

$$60 (\text{pages}) \times 0.002252'' (\text{spine multiplier}) = 0.135'' (\text{spine width})$$

Once you have your spine width you can calculate the fully formatted cover size. You will calculate the fully formatted cover size using the spine width calculation, the trim size width and height, and our 0.125" bleed requirement using the following equations:

- Cover Width = Bleed + Back Cover Width + Spine Width + Front Cover Width + Bleed
- Cover Height = Bleed + Trim Height + Bleed

#### Example Calculation:

6" x 9" trim size with 60 B&W pages on white paper:

$$\text{Cover Width} = 0.125'' + 6'' + 0.135'' + 6'' + 0.125'' = 12.385''$$

$$\text{Cover Height} = 0.125'' + 9'' + 0.125'' = 9.25''$$

[PDF page 55—Illustration of Cover from page 55]

#### Cover Templates [PDF page 56]

CreateSpace offers templates make it easier for you to quickly create print-ready files in Adobe Photoshop®, Adobe InDesign®, or any software that will allow you to open a .png or PDF file and save a PDF file. These templates contain the proper dimensions, layout, and bleed for the trim size and page count you select.

<https://www.createspace.com/Help/Book/Artwork.do> [CS site page for cover templates]

Templates are not available for all trim sizes and page counts.

<http://www.bookow.com/resources.php> offers free CS templates in any size between 4 x 6 and 8.5 x 11.69. Additionally, they offer ISBN hyphenation and barcodes, with or without a price code.

Templates require programs with graphics capabilities. Ideally, it should support layers, handle type well, have guidelines, rulers, and a measuring tool. Although many people build their covers in LibreOffice Draw, or even Word, graphics programs like GIMP, Elements, PaintShopPro, Photoshop and desktop publishing programs like Scribus, PagePlus, InDesign are better. The last four programs all export to PDF/X.

Live Elements or Graphics [PDF page 57—illustration showing ascenders and descenders on type]

Live Graphics is content that is placed within the viewable area (or safe zone) of a page that is always seen.

All metadata, such as the title, subtitle, author name(s), volume, etc. is considered to be live graphics and must be inside the live graphics safe zone.

Live Graphics can also include parts of images, e.g. the top of someone's head, the petals of a flower, even the edge of an abstract painting (this was contested, and CS removed it as a blocking issue).

We can allow ascenders, descenders, edges of text, and text as design elements to fully extend to the edges of the cover file as long as the text is still legible within the live graphics area. Please note that all descriptive, body, and small text still needs to be at least 0.125" away from the trim lines and 0.25" away from the bleed lines.

Although these guidelines have become much more flexible and permissive over the years, e.g. the 0.125" trim variance used to be 0.25", keeping type away from the trim line by more than 0.25" makes sense because of the binding crease (see diagram page 25).

- We will attempt to correct live graphics issues during the file review process where possible.

It is important that when you design your cover, you abide by CS's limits: It sounds good that CS will try to correct issues, but it might "correct" issues that are not wrong, or correct things in ways that you do not want. Flattening the cover art so that it cannot be "corrected" is a good policy. Also, because CS does occasionally alter things, check your printed proof very carefully.

Why do Live Graphics Matter? [PDF page 57]

See page

Examples of Live Graphics [PDF pages 58-59—examples of cover text bleeds]

These examples are difficult to understand because the effect of trimming and the "trim variance" would produce nearly identical covers: that is, the tops of the capital letters and the ascenders in lower case letters would be cut off

more or less depending on the trim variance in both the permitted and not-permitted examples. Therefore: 1) critical/metadata text can bleed if regardless of where that edge is trimmed—between the outside edge of bleed to the trim line to the inside edge of the “trim variance” margin (this goes to the length or thickness of the top portion of the letter)—the word(s) are legible and glyph complete; 2) if a letter is to bleed it must extend to the outside edge of the bleed margin (this goes to the position of the bleed element; 3) if text is not supposed to bleed then it must be positioned inside the page before the “trim variance” margin (i.e. at least 0.125 " inside the trim line).

Cover Bleed—What is Cover Bleed [PDF page 60—illustration of cover on cover template]

Bleed is the part of an image that extends beyond the edge of the printed page to accommodate for cutting and/or trimming tolerance to ensure there are no white lines around the edges of the page.

Bleed area should not include any Live Graphics that cannot be cut during the manufacturing process. We require all covers include 0.125" of bleed on all four sides of the fully formatted cover .

\*If the cover file is lacking bleed, we will attempt to add bleed during the file review process.

It is important that when you design your cover, you abide by CS's limits: It sounds good that CS will try to correct issues, but it might “correct” issues that are not wrong, or correct things in ways that you do not want. Flattening the cover art so that it cannot be “corrected” is a good policy. Also, because CS does occasionally alter things, check your entire printed proof very carefully.

Border Requirements on Covers [PDF page 61]

We don't recommend including borders around the cover due to our 0.125" production variance which may cause the border to be trimmed or appear uneven.

If the cover is designed with borders, we recommend the border extend inside the trim area by at least 0.25" to ensure the best outcome in print.

Avoid borders: if a book is trimmed at the limit of what is permissible, the width of one or two sides could be off by almost  $\pm 0.125$ ", which would draw attention to the problem. “Production variance” is inconsistent: the current template shows the text on the spine with a 0.0625" out-of-live margin: therefore, the presumed “production variance” would be 0.0625".

Spine Text and Image Requirements [PDF page 62]

Books must have more than 100 pages to include spine text.

This is due to potential print variance and spine requirements. Any book with less than 101 pages with 0.0625" of space on either side of the text would be too small to be easily read.

We strongly recommend not including spine text on books with fewer than 131 pages due to the potential for print variance.

Spine text and spine logos must have 0.0625" of space on either side. This includes letters with ascenders

and/or descenders like ‘y,’ ‘g,’ or ‘d’ where the letter extends below the baseline or above the mean line of a font.

We will attempt to adjust spine text or spine logos issues to meet our requirements during the review process.

These requirements are to ensure the text always prints on the spine during the bookmaking process.

**Text Direction**—in the US and UK, most books have the text on the spine right reading from top to bottom (when the book is laying flat, front cover up, the text on the spine is right reading).

**Largest fonts**—text set in caps can be bigger than text in upper and lower case, because there are no descenders.

**Warning**— CS will attempt to adjust text on the spine: there is the chance it will adjust things that are correct, or will make changes that you do not want. Do not give them a chance to do this: get your cover right, and make sure it is in one layer (e.g. JPG converted to PDF).

#### Barcode Size [PDF page 63—illustration of book jacket with ISBN Barcode]

For manufacturing and distribution reasons, your book’s back cover must include a valid ISBN barcode.

- High Resolution (at least 300 DPI)
- Measures at least 2” x 1.2” (2” width by 1.2” height)
- Barcode must be black and in the center of a white box. The bar code cannot extend to the edges of the white box, there must be some surrounding white space.
- The barcode cannot be blurry or pixelated in any way, this includes both the bars and the numbers

#### No Barcode? No Problem

If your artwork does not include a bar code, we will automatically add one in the lower right hand corner of your book’s back cover, free of charge.

- Our system will place the ISBN bar code in a space 2” wide and 1.2” tall
- The bottom of this bar code is located 0.25” up from the bottom trim line of the cover
- The right side of the bar code is located 0.25” to the left of the spine
- If you want the bar code to be placed in a specific area or orientation, indicate that with a white box at 2” wide and 1.2” tall
- Please ensure that you don’t have any important images or text in the bar code location

The illustration on this page is misleading. The *ISBN Manual* requires that the human readable ISBN, along the top of the barcode, be hyphenated or spaced out.

<http://www.bookow.com/resources.php> has an ISBN hyphenator and a bar-code generator.

#### Barcode Placement [PDF page 64—illustration of an ISBN Barcode]

You can also refer to our Artwork Templates for the exact size and position of the ISBN barcode on your final cover. We allow the inclusion of a QR Code or UPC barcode in addition to your barcode, and they may appear on the front or back covers.

If there is not enough room in the standard location, at the standard size, then we will attempt to place the bar code where possible. If there's no room at all, then your cover file will be rejected.

As this is a functional element and not a design element, replacing the bar codes is necessary if they cannot be scanned.

**What will cause my barcode to be replaced?**

- Low resolution barcode was provided (or blurriness or pixelation of any kind)
- ISBN-13/EAN barcode provided in the file is incorrect
- Barcode is not black
- Barcode is not on a white background
- Not enough white space surrounding the bar code
- Barcode is too small
- Barcode is unable to be scanned (for any reason)

**Does CreateSpace add a price to the bar code?**

No. We do not automatically add or embed the list price to the cover or bar code. You can embed a price in the bar code that is included on the fully formatted cover, however if you later decide to change the list price the files will need to be resubmitted to reflect that new list price.

The illustration on this page is misleading. The *ISBN Manual* requires that the human readable ISBN, along the top of the barcode, be hyphenated. <http://www.bookow.com/resources.php> has an ISBN hyphenator and a bar-code generator.

## What should I be aware of when formatting my book files?

<[https://wwwcreatespace.com/Help/Index.jsp?orgId=00D300000001Sh9&id=50170000000ImN8AAK&retURL=sol/public/search.jsp?orgId=00D300000001Sh9&siteSearch\\_query=what%20should%20I%20be%20aware%20of&siteSearch\\_type=SITE](https://wwwcreatespace.com/Help/Index.jsp?orgId=00D300000001Sh9&id=50170000000ImN8AAK&retURL=sol/public/search.jsp?orgId=00D300000001Sh9&siteSearch_query=what%20should%20I%20be%20aware%20of&siteSearch_type=SITE)>

We review the interior and cover files for your book during the file review submission process as well as during the proof printing process. While we make every effort to identify potential printing problems during the submission process, some issues not obvious during submission may arise during the printing process. Our production staff performs periodic proof checks during routine manufacturing to ensure that the files are printing according to our specifications.

Due to our unique printing model, common issues that may cause book file rejections and/or delays during the printing process include:

### **Minimum and Maximum Page Counts**

The minimum page count for all books is 24 pages. The maximum page count is based on the book's trim width, paper choice and distribution channels. Complete details can be found [here](#).

### **Author/Title Names Must Match**

The author name(s) and book title you enter in the title setup must match the exact author name(s) and book title displayed on the cover file, interior file and spine (if applicable).

### **Pagination**

The interior file should be submitted as a single PDF with one book page per PDF page with appropriate pagination. Please keep in mind that PDF page one will print as a right facing page. We therefore recommend adjusting the pagination so that the text begins on a right facing page.

If you would like to include numbered pages in the interior file they must be sequential. You may leave pages unnumbered, however, the numbered pages must begin and/or resume again at the next logical page number.

### **Live Elements**

Due to our unique printing model, we are unable to accept files that have text bleeding off the page. All text and images that appear to be intended to be read must be within .25" from the trim lines.

### **Intentional Blank Pages**

We cannot accommodate more than two consecutive blank pages in the interior file. There must be some content on each page, such as lines (for example, notebook paper) or the addition of a "notes" header.

### **ISBN/Imprint Match**

If you select the option to provide your own, previously unused ISBN, prior to approving a proof and making your title available we will verify the accuracy of the ISBN. The Imprint Name you enter through your Member Account must match exactly the Imprint Name registered to that particular ISBN.

### **Unreadable Text**

Text which is low resolution, very light, or has scanner marks may appear unreadable in print. We require that all text which appears to be read is visible to the customer once printed.

### **Fonts and Images**

All fonts and images must be embedded in your PDF file prior to submission.

### **Missing Bleed**

Cover files must have at least .125" bleed on all sides. We recommend reviewing our submission requirements for additional information.

Interior files that have images which are meant to bleed off of the page or through the gutter margin must also be set up for bleed. Full bleed images must extend at least .125" beyond the book's trim size from the top, bottom and outside edges. All live elements must be at least .25" away from the final book's trim lines. The interior PDF should be .25" higher and .125" wider than the book's trim size to accommodate the full bleed area. For example, the interior PDF for an 8" x 10" book should be formatted at 8.125" x 10.25."

When an interior file is formatted for bleed, the margins for live text must also be adjusted. For example with a book of up to 150 pages we require .25" outside margins and .375" inside margins for all live text. Therefore, an interior file submitted at bleed size must have outside margins which measure .375" (.25" + .125") since the file is submitted .125" larger to accommodate the bleeding images.

### **Pages Upside Down**

The pages in the interior file must be right side up to match the format of the cover file. We are unable to accommodate inconsistent orientation of book pages such as with a flip book.

### **Inconsistent Headers**

When formatting headers on the interior pages of your book, please ensure they are consistent throughout the entire book meaning that headers should be placed in the same location throughout the entire book.

### **Dust Jacket**

We cannot accommodate a dust jacket. The cover file must be submitted as one continuous image with a spine, the front cover on the right side of the page and the back cover on the left.

### **PDF Creation Logo**

We do not accept files which contain a PDF Creation Logo, please remove them prior to submission.

### **References to CD/DVD inclusion**

CreateSpace ships books, CDs, and DVDs separately. We do not currently have an option for a CD and/or DVD inclusion within a book. To ensure we provide accurate information to all of our customers, please do not include such references within the interior files and/or description for your book.

### **Image Resolution**

We recommend all images have a resolution of at least 300 DPI.

### **Encryption**

We cannot accept any locked or encrypted PDFs.

### **Crop Marks**

Crop marks or other printer's marks should not be used on any files.

### **Layers and Transparencies**

Layers and transparencies should be flattened in the native file. Transparencies included in the PDF will be manually flattened during our processing and may cause a color shift.

It is preferable that your PDF does not contain any bookmarks, comments, invisible objects, or metadata. These elements may increase the size of the PDF and cause issues during the printing process.



# Warnings

Always have a copy of your file/book/cover in as pristine a file as possible. Keep it safe. Work with copies. Develop a good naming system.

All pages in a book must be the same size and orientation (portrait or landscape); however, some content could be either—if the minimum margins are honored.

Because CS prints from PDFs, it is best if you create your PDF rather than rely on a CS conversion. Although Adobe Acrobat is the gold standard, and PDF/X-1a the preferred preset, most books can be converted successfully using a free PDF conversion programs, e.g. OpenOffice, doPDF, primoPDF, cutePDF, PDF995, etc. Be aware:

Most PDF conversion programs default to 8.5 x 11. You may have to set the paper/trim/output size to what you want, rather than expect it to be automatically set.

Examine your PDF very carefully, page by page. View the file in reader's spreads (*View > Page Display > Two Page View* with *Show Cover in Two Page View* selected).

If you upload a Word file, it is preferable to have it in Word 95–2003 (doc), than in the newer docx format. CS will convert the file to a PDF. Check it very carefully, line by line, page by page.

When sending a Word file to someone for formatting, either send it as a zip file or use a file transfer site/service: there is a kind of file corruption that can happen to Word files when sent as email attachments. This is not common, but Acrobat has an error message about it.

The ideal image resolution is 300 dpi,\* higher resolution does nothing unless you are applying it to 1-bit art (black and white line art, where 600 dpi to 800 dpi is best).

Use insert or place to put images into your document.

Images should be the exact size (length x width @300 dpi) needed before inserting them.

Keep a folder just for the images sized as you need them; keep a separate folder of the images in their original state.

Multilayered images should not be flattened, but saved in their native format with all layers intact. Flatten a copy of the image file for your book.

If you use images in Word files, be aware that Word defaults to “compress” images. “Compress” is Microsoft's word, it is not compression, rather it is downsizing: 300dpi images will be downsized to 200dpi or less (I've seen Word downsize images to 96dpi).

If you use Word, and you will have images in your book:

- Disable image compression before inserting images and before saving the file:

- Do not drag and drop images into the file: your images could downsize.

- Do not resize the images inside your file: your images will downsize.

- Do not use Word's Save as PDF feature: it will downsize your images to 200dpi.

Give your uploads, especially revisions, discrete names: you want to be able to identify them by name in case there is a database problem.

CS reviewers might overlook a potential blocking issue and approve your project, but when you make a simple correction elsewhere, the next reviewer might catch the existing blocking issue. “But it passed before” can usually be ascribed to this.

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\* Dpi, dots per inch, is more correctly stated for image resolution as ppi, pixels per inch. Inasmuch as most people use dpi, I will use dpi rather than ppi and then having keep footnoting it with an explanation.



CS reviewers sometimes fix nonexistent problems—check your printed proof very carefully.

When you upload a revised file, interior and/or cover, the revised file replaces the existing file.

However, I know of four instances where either the previous file remained in the system, or both files were in the system (one of those instances happened to me). CustomerSupport will deny the possibility, but it can happen. Have good file naming practices, so it is easier to determine what file is in the system, and, most importantly, always order a printed proof.

Until you enable distribution, you can buy copies, but no one else can, in fact, your book will be invisible to the world.

If you revise your book after you have enabled distribution, e.g. Amazon.com, your book will show as being currently unavailable, until you have approved the new proof. If you are willing to accept the risks, you can often revise a book and have it available in 12 hours (not during holiday season or a hurricane). If you try this, have a few examples of the revisions so that you can find them easily. When the file is approved, check both the DigitalProofer and the downloadable PDF proof.

Some books will have cover curl. There isn't much we can do about that, and it is not an issue where CS will replace the book(s).

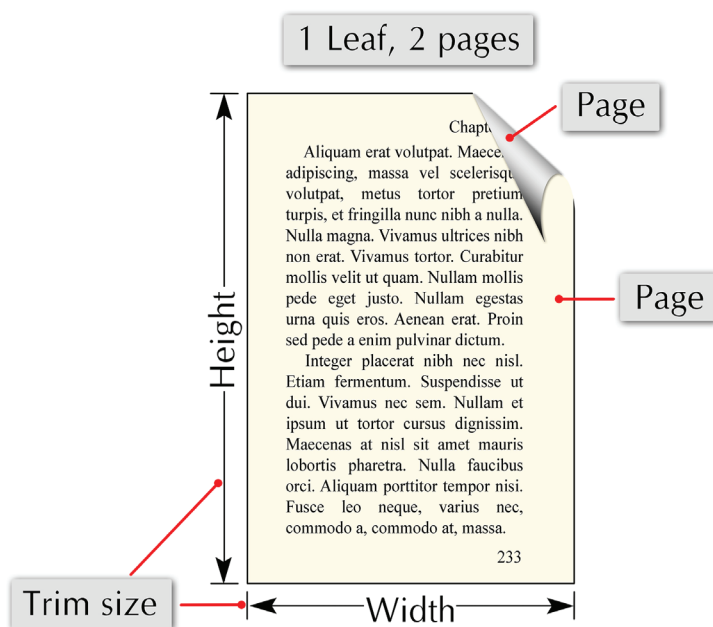
If you need books by a certain date: order as early as possible; order more copies than you need; examine each copy when you get them; break up large orders (e.g. 200 copies in four orders of 50). I figure about 1-2% rejects—this is not unique to CS.

CS has a great warranty (<https://wwwcreatespace.com/Special/Help/Rights/Guarantee.jsp>), which they are good about honoring. Scans and photos of the problems with a concise and polite explanation will help things along.

If you have problems, CustomerSupport is great for site related issues. The CS forum is great for dealing with process problems. The forum is one of CS's best assets.

# Pages

The trim size of a book is the same as the paper size or output size of your file. CS will not resize your book: when you create the project, the trim size you enter is expected to be the trim size of the book.



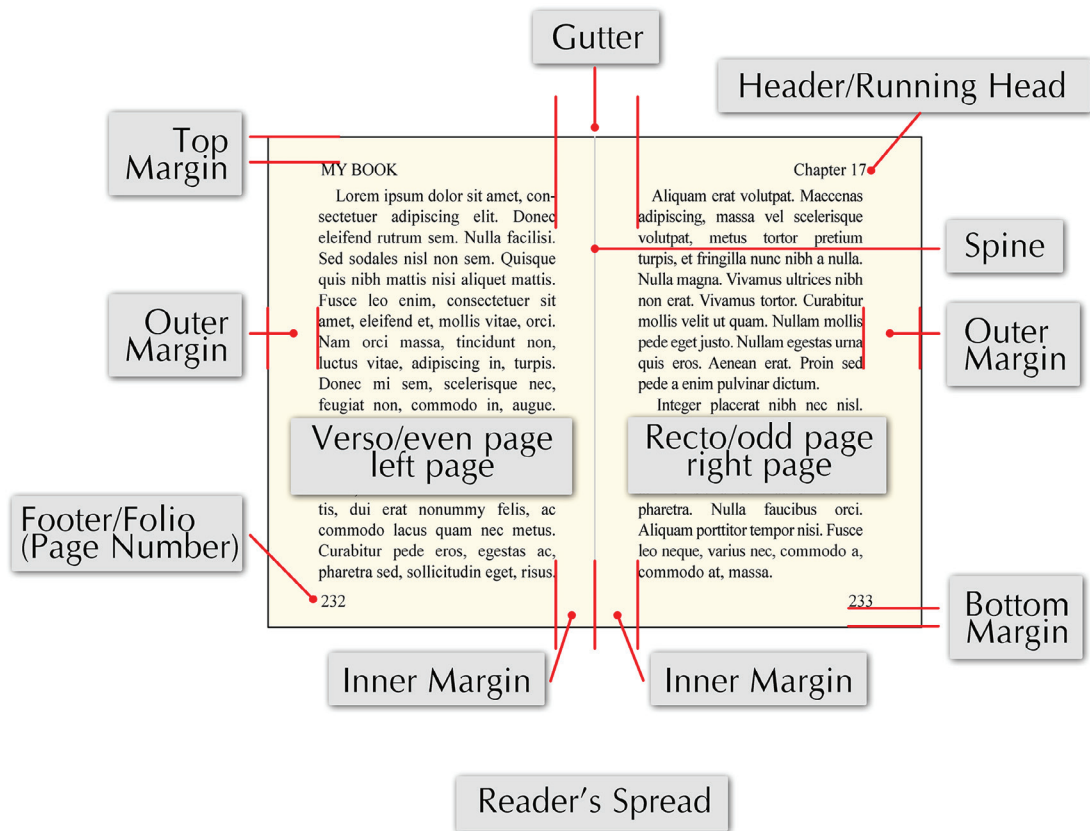
Customarily the width is given before the height: e.g. 6 x 9 denotes a book that trims to 6 inches wide by 9 inches high.

As noted earlier, when determining the minimum inside margin or the width of the spine, CS asks for the total page count, every page in the book is counted, regardless of whether it is numbered or not.\*

The following illustration shows a spread—the left and right hand pages. It is labeled “Reader’s Spread” because this is how a book spread looks, finished, in a book, to the reader; and to distinguish it from other sorts of spreads. In printing, printer’s spreads show the relations of pages as they print, after which they are folded, gathered, and trimmed: they often do not show consecutive pages as a reader would see them. In Word, for example, files start with the first page on the left, with the second page on the right: thus these spreads are reversed, having the odd pages on the left and the right. (OpenOffice/LibreOffice has a book view that does show files in reader’s spreads.

To achieve margins suitable for books, some programs, like Word, have to have the margins mirrored. Instead of left and right margins, there is an outside and an inside margin on each page, each relative to the spine of the book.

\* However, when the page count for a book is given in its bibliographic details, it often excludes some of the front matter. Such a count might start with the full title page, or the copyright page, etc.



Where most word processors and desktop publishing programs define the top and the bottom margins as the top and bottom of the text block itself, CS defines the top and bottom margins as the distance to any text or image: here it is the distance from the edge of the page to the top of the running heads or the bottom of the folios.

Some programs have a setting for gutter as well as for the inside margin. If you want a 1" inner margin you could set the gutter to 0.2" and the inside margin to 0.8", but this seems silly at best: set the gutter to 0" and the inside margin to 1.0" and it is clear and obvious what you will get.

Note that the CS minimum margins are just that: *minimum* margins. Your margins must meet or exceed them. Most books have significantly bigger margins than the CS minimums, with the exception of the inner margins which are sometimes larger than average. CS uses a tight binding, see page 22, which causes 0.25" to be lost in the spine edge of the gutter, so the larger inner margins are helpful to the reader. Assume that you will visually, if not physically, lose 0.25".

In assessing your margins, print out your pages, and, ideally, you'll create spreads that are trimmed to size. Monitors are not reliable—there is too much clutter around the pages.

# Bleeds & Margins

**Cover Templates:** As of fall, 2016, the CS cover templates changed. They now show both the bleed and the no-live element zone\* in red. The no-live element zone has also changed from 0.25" to 0.125"; however, this is for covers only—the interior pages still require a 0.25" margin.

Note: the new templates, bottom right, have no white canvas. This has been the most effective style template, especially since CS has taken to fixing problems: The intent and design of covers without a white canvas is often more obvious and less likely to be misunderstood during the review process.

The guidelines still talk about centering the cover art on the white background, which is unnecessary with these templates. I still recommend downloading a free template from <http://www.bookow.com/resources.php> (where you can also get your ISBN hyphenated, if need be, and an ISBN barcode).

Note: the drop shadow is only a device used here to set off the background. Do not add a drop shadow.

Do not use any printer's marks, e.g. registration or crop marks. CS will reject any print-ready file with them.

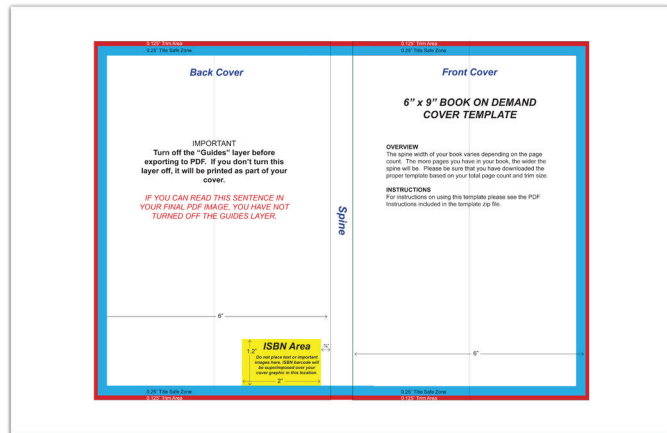
CS Templates are generated in increments of ten pages. For example, if you download a:  
296 pg template it will fit a 291–300 page book, and, it will have “300” in the file title.  
302 pg template it will fit a 301–310 page book, and, it will have “310” in the file title.  
318 pg template it will fit a 311–320 page book, and, it will have “320” in the file title.

Bookow templates are created to the size you actually require, and in any trim sizes.

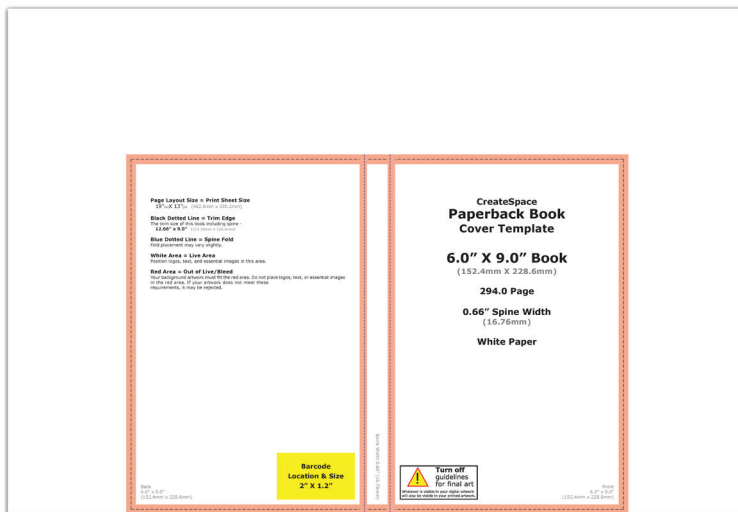
CS also has a CoverCreator: <https://www.createpace.com/Tools/CoverCreator.jsp> This is a easy to use, by templates and selections. You will get a competent—but it looks likes everyone else's—cover. Unfortunately, most of the templates are fairly inflexible. By all reports, Palm is the most flexible. But if you want to change this and that: make your own cover.

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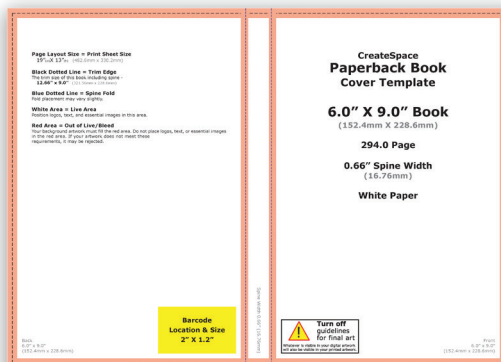
\* This out-of-live zone or margin has had several names: trim variance, save zone, title-safe, no-live element, out-of-live, no-text. “**Live Elements/Graphics** are the content that is placed within the viewable area (or safe zone) of a page that is always seen. Ensuring all elements are contained within this area safeguards that no essential elements are cut during the bookmaking process,” Glossary of CreateSpace™ Terms.



Old, pre-Summer, 2011: 17 x 11 background



New, 2011: 19 x 13 background



New, 2016: no white canvas

**Cover Templates:** The CS cover templates now show both the bleed and the out-of-live zone\* in red. The out-of-live zone has also changed from 0.25" to 0.125"; however, this is for covers only—the interior pages still require a 0.25" margin.

This new template† also shows that text on the spine:

- may only be used on books over 101 pages
- is recommended for books over 130 pages
- must have a 0.0625" clearance or variance (no part of any glyph) to each fold line: no text or part of a glyph goes inside the colored margins

Some of following illustrations use the old cover template colors: red for the bleed/trim zone, and blue for the out-of-live zone. Most of those pages illustrate interior pages, where the out-of-live zone remains 0.25" and the need to see the two different zones is important.

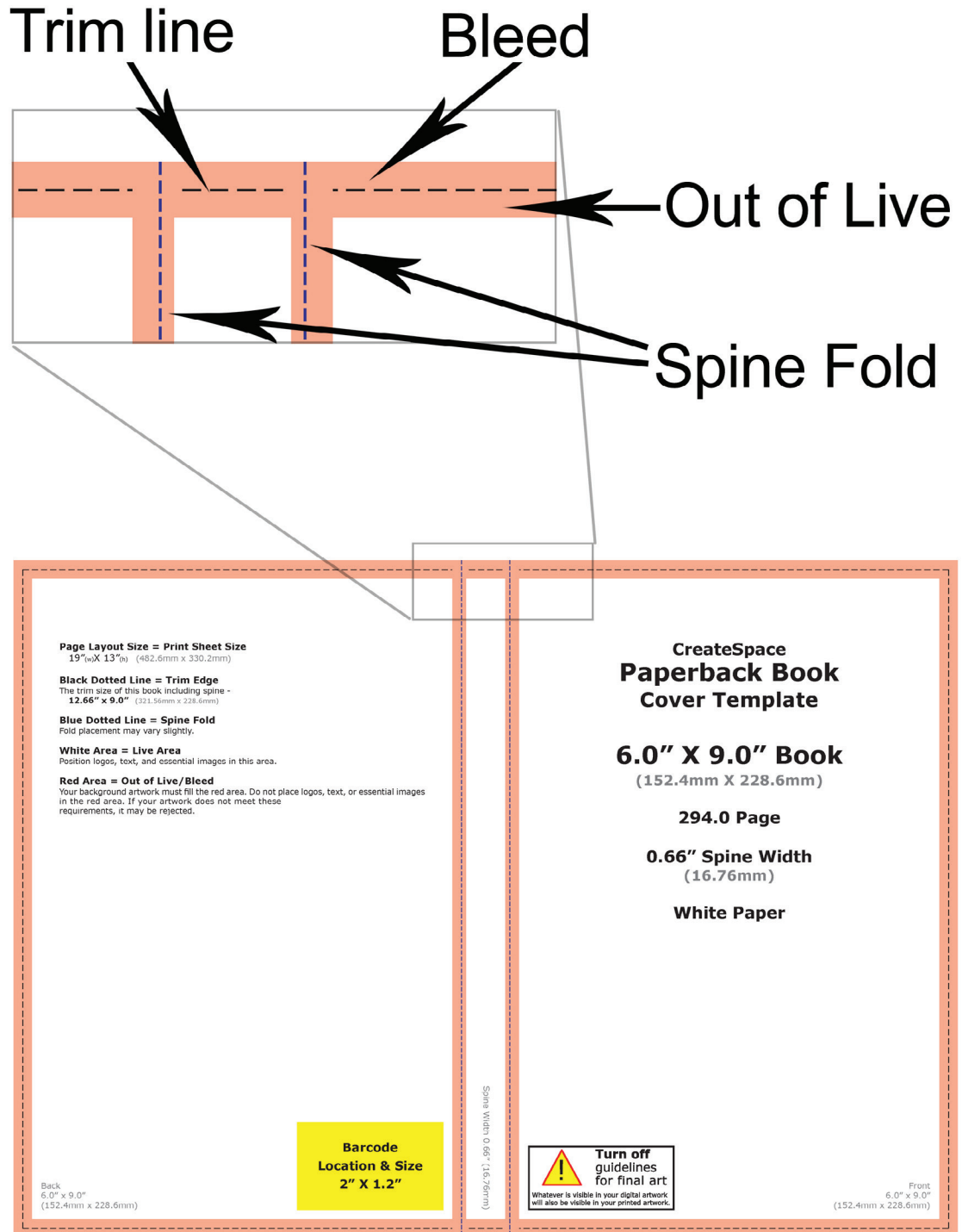
CS's Interior Templates, set in Word, do not show the out-of-live zone, and are not designed for bleed images—although they can be used for them. Other than the specific differences between covers and interior pages (the physical differences, all covers bleed four sides, and the size of the out-of-live zone), how to have elements bleed or not bleed and what CS will accept or reject are basically the same. The do's and don'ts in the following pages would apply to cover and interior files; the only exceptions are two-page, interior, images which have their own issues.

Note: CS will add 1 or 2 leaves (2 or 4 pages) at the end of each book. The last page will include a barcode, with date and place of manufacture.

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\* This inner zone has had several names: title-safe zone, no-live element zone, out-of-live zone, and I call it the out-of-live zone. Given CS's idiosyncratic definition of "live element," no-live element zone is probably best.

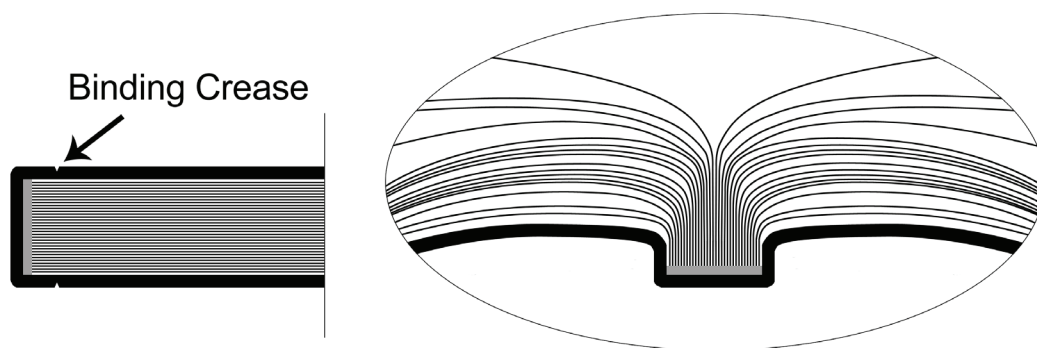
† Each CS template is designed to fit your total page count plus or minus within a ten-page range: for example, the ranges are 161-170 pages, 291-300 pages, 311-320 pages . . . The download file name will be, for example, *BookCover6x9\_Color\_300.zip*; that is, CS uses the same zip file for 292 to 300 page interiors. The actual template will say, in this case, "294.0 page".



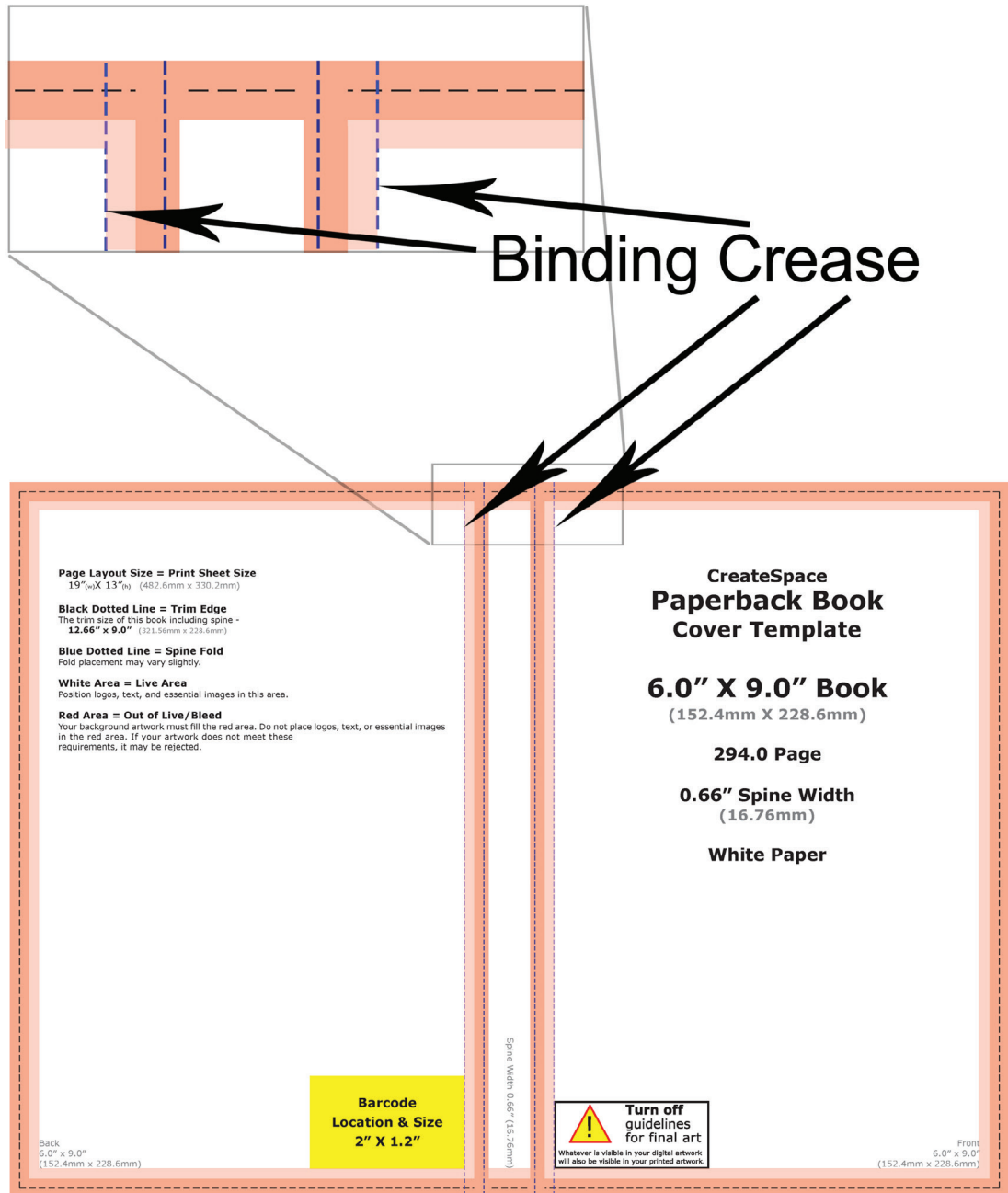
**Recommended Cover Margins:** This is the same basic template as on the previous page, but with one big difference—the creases left during binding are indicated. On some books there are no marks, but on most books the marks are quite obvious. I believe the crease is a bruise left by the clamping device used to affix the cover during binding. It is parallel to the edge of the spine, and is approximately 0.25" in from it. See below.

Although you can use the 0.125", if your text is too close to the spine, the crease will run through the letters. If this happens it looks like poor design.

For safety and design consideration, I would recommend staying at least inside the trim line by a 0.25": along the spine to avoid the crease, and for symmetry as well as safety along the outside, top, and bottom edges.





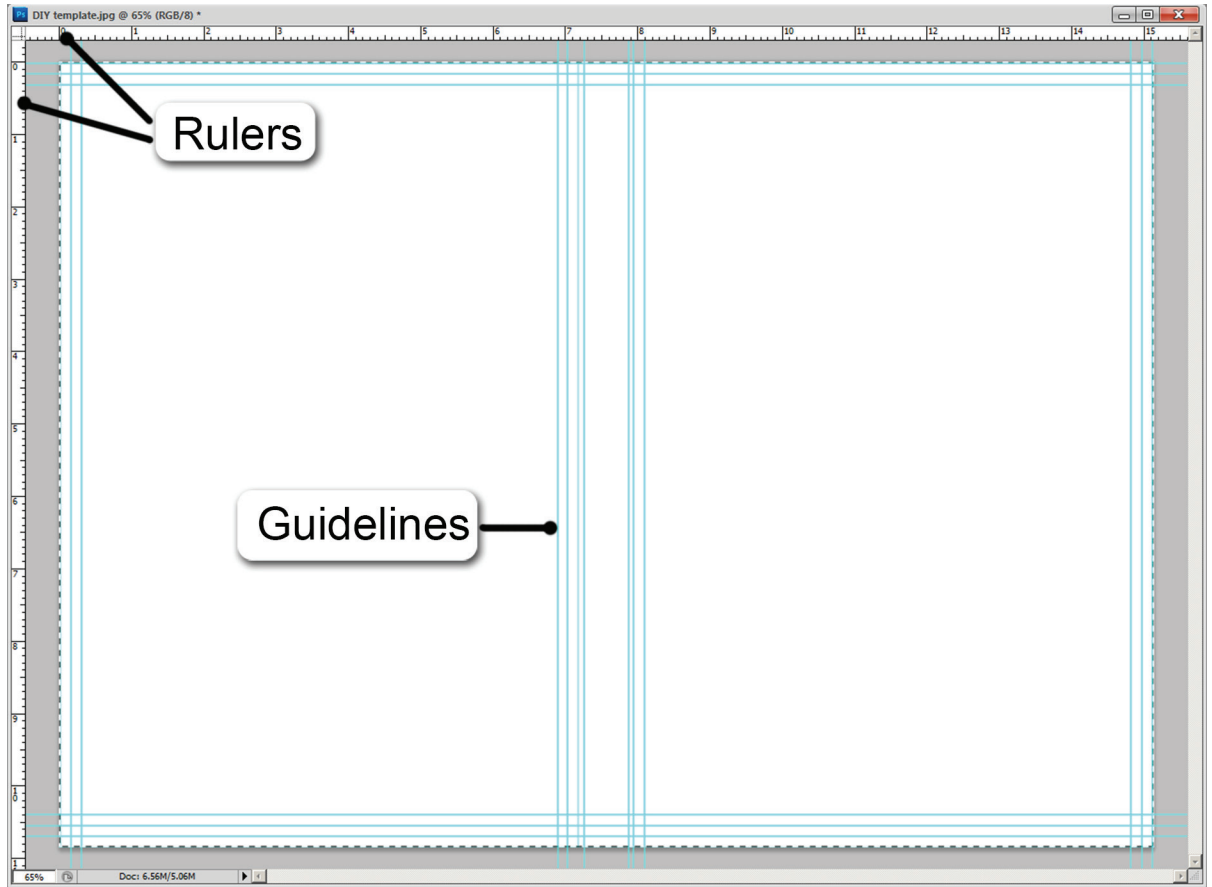


**Cover Templates & backgrounds—DIY:** Cover templates only come in certain sizes from CS. If your trim size is non-standard, you can download a Bookow template, <http://www.bookow.com/resources.php>, or build your own book cover template.

Most graphics programs have rulers, a measuring tool, and guidelines that can be dragged into place. Calculate the overall size of the cover plus bleed. Create a new file at that size and at 300 dpi. Indicate the bleed, the out-of-live margins, spine, etc, with guidelines. Your template should resemble the following page, or with guidelines. The dotted line indicates the outside dimensions of the cover along the very edge of the bleed.

You will build your cover from the bottom up, using separate layers.

In every graphics program I have worked with, the guidelines are non-printing: so you do not have to worry about them showing up on your cover.



**Cover Templates:** The following example shows a cover being assembled using seven layers, with the an old style template.

The least number of layers would be one: if you did not use a template, and simply put put text over white, as in a word processor. Most word processors will let you place an image or background and put text directly over it. Although these are not called layers, they are in effect two layers, text and image.\*

This cover shows transparency (the checkerboard backgrounds seen in the layers palette). When this cover is finished, a good workflow would be to save it so that all the layers are preserved: generally in the programs native format. Then a copy would be flattened (all the layers merged into one layer and any invisible layers thrown out. This could be saved as a JPG or a TIFF file.

TIFF files are larger and are a little more accurate. Some people complain that JPGs soften the ISBN barcode too much. My experience is that it doesn't have to, but it is not difficult to examine the barcode under magnification.

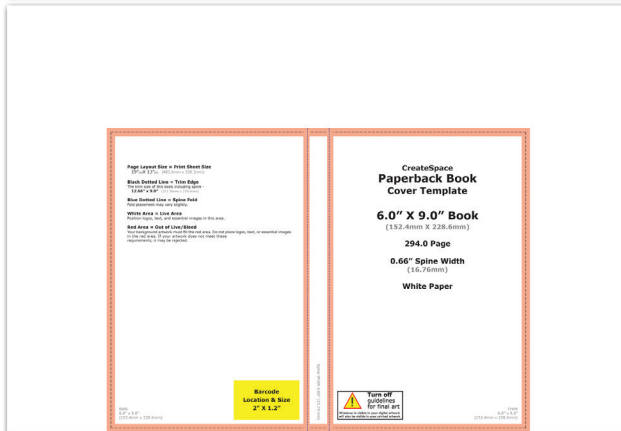
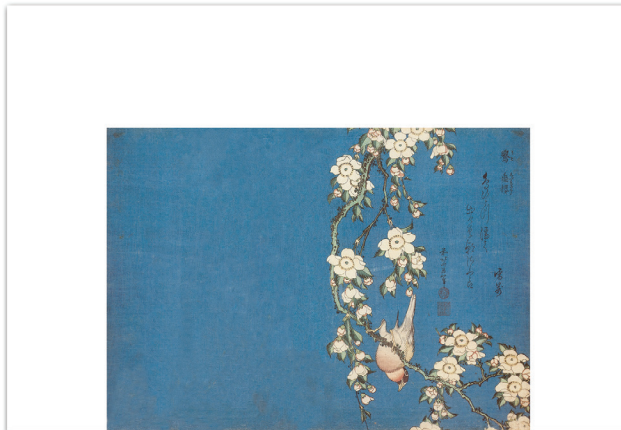
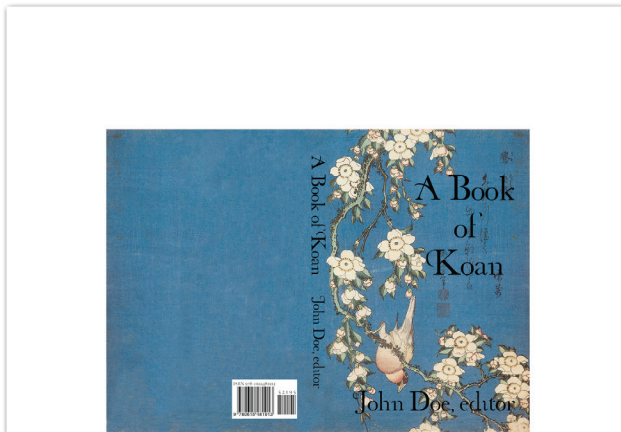
If the PDF converts to JPG (PDFs save images as JPGs or TIFFs), which is a typical default setting even for PDF/X-1a, then make sure the barcode is sharp. Some programs accept vector images, which are like type in that they are “infinitely” scalable. A standard format for vector barcodes is EPS.

- Bottom image is the Template only.
- The middle image is the Cover Art and the Template, which is partially hidden by the Cover Art, only the white background shows.
- The top image shows all the text, Barcode white, and ISBN Barcodes layers on.

Note: In the top image, none of the colored part of the template is showing. If any of it showed, the cover art would be incorrect.

---

\* Word, for example, uses layers (background, text, images, etc.), but they are not accessed as layers as they are in most graphics programs, nor is there as much control over them.



LAYERSCHANNELSPATHS

Normal

Opacity: 100%

Lock:

Fill: 100%

ISBN Barcode

Barcode white

T

A Book of Koan ..

T

JohnDoe, Editor

T

A Book of Koan

Cover Art

Template

fx

49

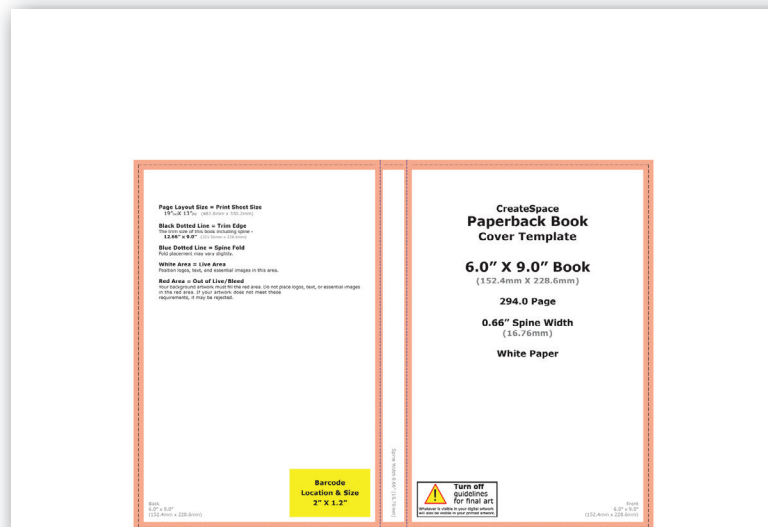
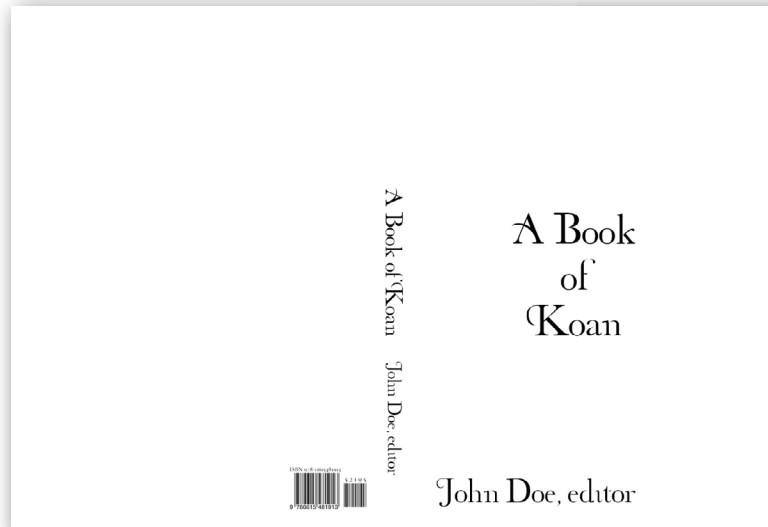
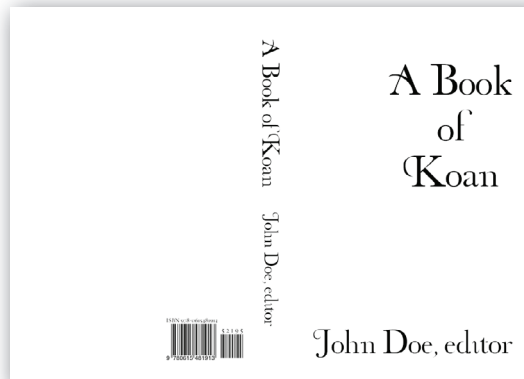
**Cover Templates:** when a cover is white and has no crop marks, it is difficult to assess if the art is sized correctly without measuring

The middle example could be misjudged and changed by CS, which has happened recently to several members who submitted white covers on the full template background.

To avoid the cover being changed, I recommend cropping it exactly to size, which includes the bleed area (top).

A drop shadow has been added to assist in seeing the white template and cover: do not add a drop shadow to your cover art.

This illustrates why for years the bookow template was superior to CSs.



**Page Margins:** Aside from the inner margin, the minimum size of which depends on the book's page count, [see page 9](#), every page has two margins that must be observed. These margins are the same regardless of the page or trim size. Using CS's names:

*Title Safe Zone* (on cover), *Trim variance*, or *Out-of-Live Zone*—this is a 0.25" margin.\* No text may encroach it. No image may be partially in it. Early templates show this as blue.

*Trim area* (bleed)—this is a minimum 0.125" area that extends beyond the trim line.

*Covers*—all covers print in color, and all covers are presumed to bleed, even if they don't.

That is, the dimensions must include a bleed, even if no image or background color actually bleeds. Text cannot bleed.

*Interior pages*—if one side of one page has a bleed, the book interior is listed as a bleed. Thus if your trim size is 6" x 9" the actual page size of your PDF (all pages) must be 6.125" x 9.25".

If you use a cover template, it may use these colors if it is old and the inner title-safe zone will be shown 0.25", or just red if it is new and the title-safe zone will be shown as 0.125". Normally, the template is disposable. The colors are a convenience.

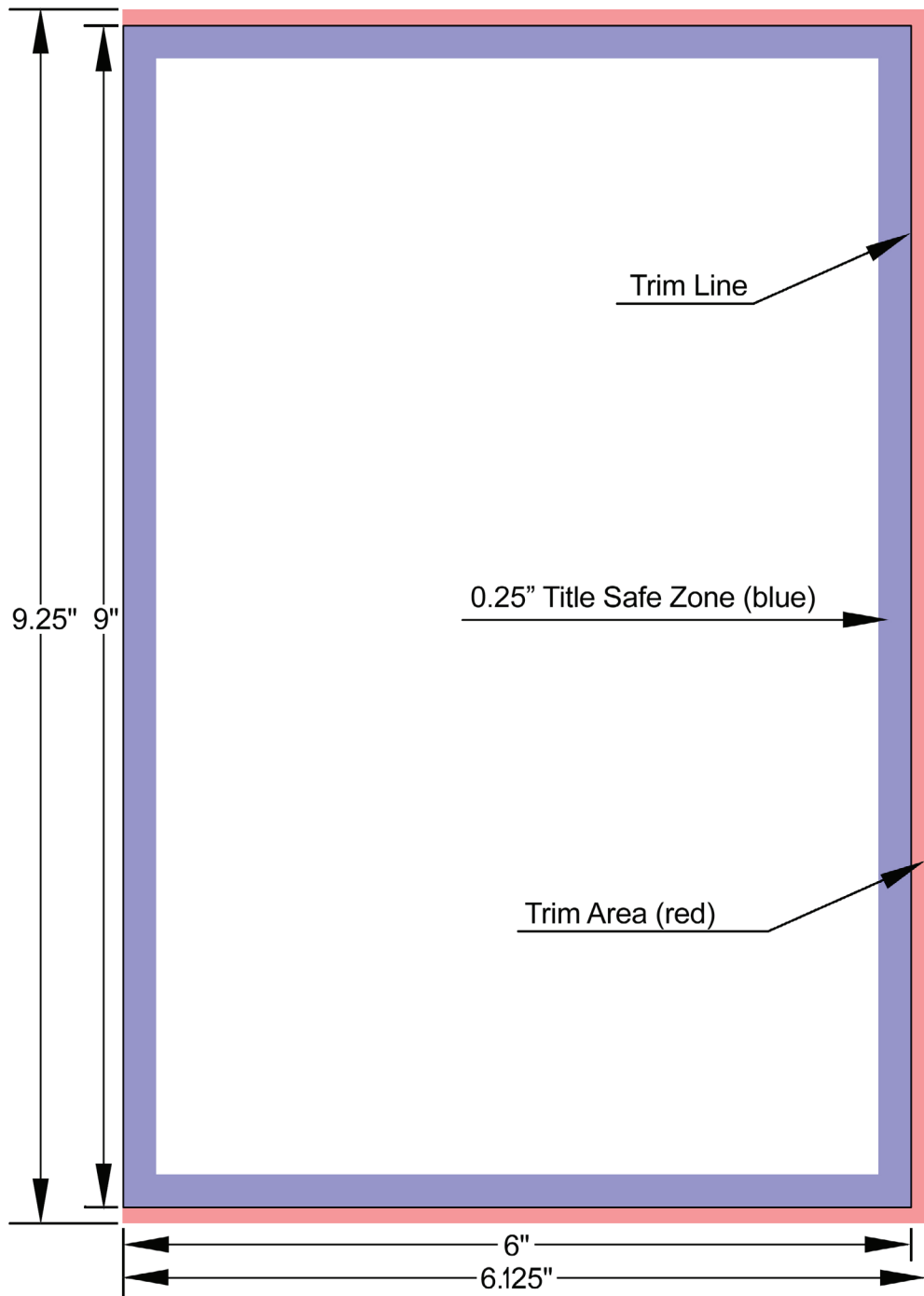
*This is an odd, facing right, recto page. Note that there is no bleed margin (trim area) along the inside edge. If this were an even, facing left, verso page, it would be flopped.*

---

\* As noted on the previous pages, this margin has changed for covers: 0.625" on the spine, 0.125" along the outside edges of the front and back covers.



## 6" x 9" Page



**Bleeds—single page images:** Ignoring the inner margin, if you want an image or background color to extend to the very edge of the paper, which has to be trimmed, the image must extend beyond the edge. The image must bleed.

An image does not have to bleed on all sides, it could bleed just off the top, or bottom, or outside.

A single-page picture that appears to bleed off the inside edge can either be constructed with a bleed on the inside edge or without: see pages 61-64 for illustrations of 2-page images. It is unclear what specific policies or procedures CS uses for this. I would create the book as a bleed just to be safe. My preference is to have the image end flush with the inside edge of the page: and like the 2-page image, this leaves a white strip, which is basically invisible.

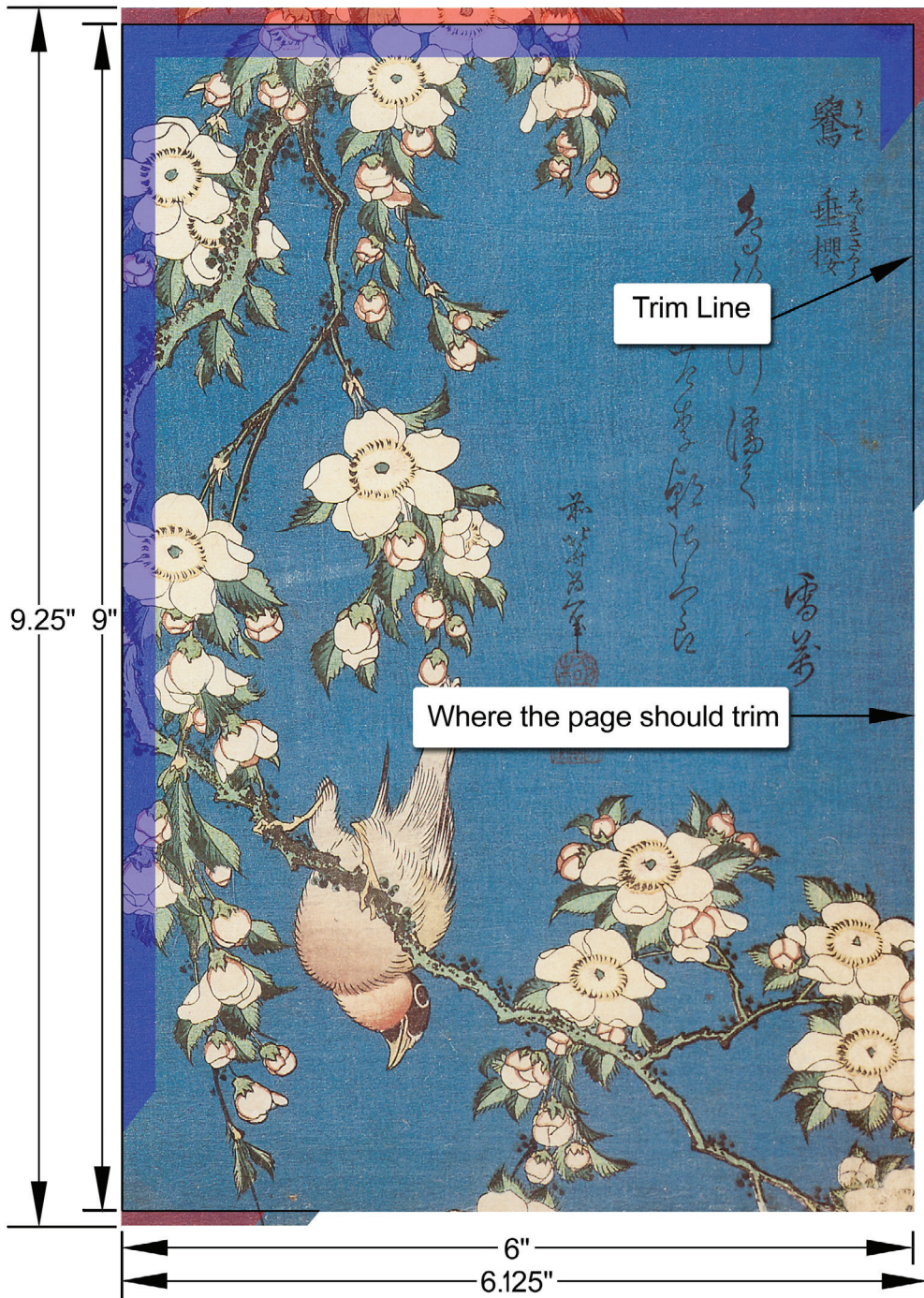
The Trim Line is the edge of the sheet where it is trimmed. If all goes right, it will look like the following example (lower right corner). When the book's pages are gathered they must be jogged, the spine of the cover is glued to the spine edge of the interior page, it is clamped, folded and trimmed. The bleed or trim area is insurance that if things are off a little there won't be a sliver of white, unprinted, paper showing along an edge. Printers typically ask for a bleed of 0.125" to 0.25".

The following image bleeds four sides (4S), however, the actual bleed margin is only three sides (3S).

Note: When a the bleed is added to the trim, it is add to the top, bottom, and outside: there is no bleed added to the inside. For a 6 x 9 book that bleeds 1S to 4S it would measure 6.125 x 9.25. And, all pages must have a bleed margin add to them, even if only 1 image or graphic bleeds 1S.

*This is an odd, facing right, recto page. Note that there is no bleed margin (trim area) along the inside edge. If this were an even, facing left, verso page, it would be flopped.*

## 6" x 9" Page



**Bleeds:** Whether it's an image, a background, or a graphic element, if it bleeds it must extend all the way through the 0.25" no-text zone, across the trim line, and at least to the outer edge of the trim area.

Here it is two decorative lines under the header that bleed.

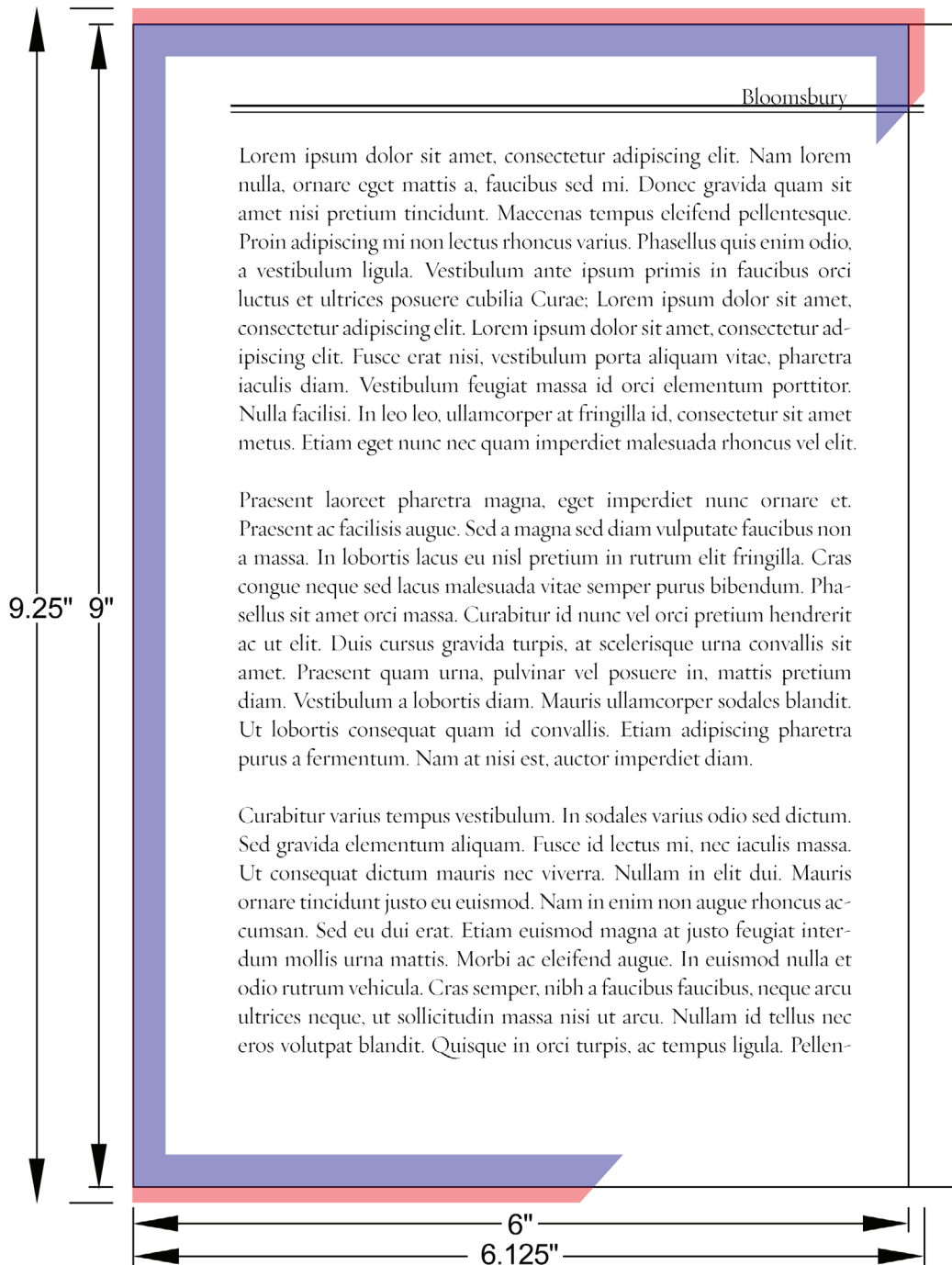
This page bleeds on one side (1S), and even if this were the only bleed, you must add 0.125" to the top and bottom as well as the bleed side. (See instructions on previous spread.)

Material can bleed on any side.

Note: if there were nothing that bleed, the trim size (6 x 9) and the page size (6 x 9), would be the same and there would be no bleed area.

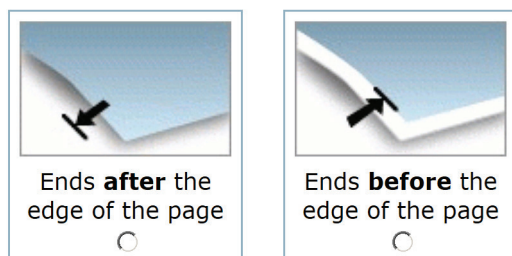
*This is an odd, facing right, recto page. Note that there is no bleed margin (trim area) along the inside edge. If this were an even, facing left, verso page, it would be flopped.*

## 6" x 9" Page



**Bleeds:** (Excluding the inner margin, which doesn't exist here) nothing on this either bleeds or violates the margins.\* If all the pages in the interior are like this, do not select Bleed when uploading your book: it would not bleed.

In the interior upload window, you must select whether the book bleeds or not. If nothing bleeds, select *Ends **before** the edge of the page*; however, even if only one thing bleeds, then the entire book is set as a bleed—select *Ends **after** the edge of the page*.



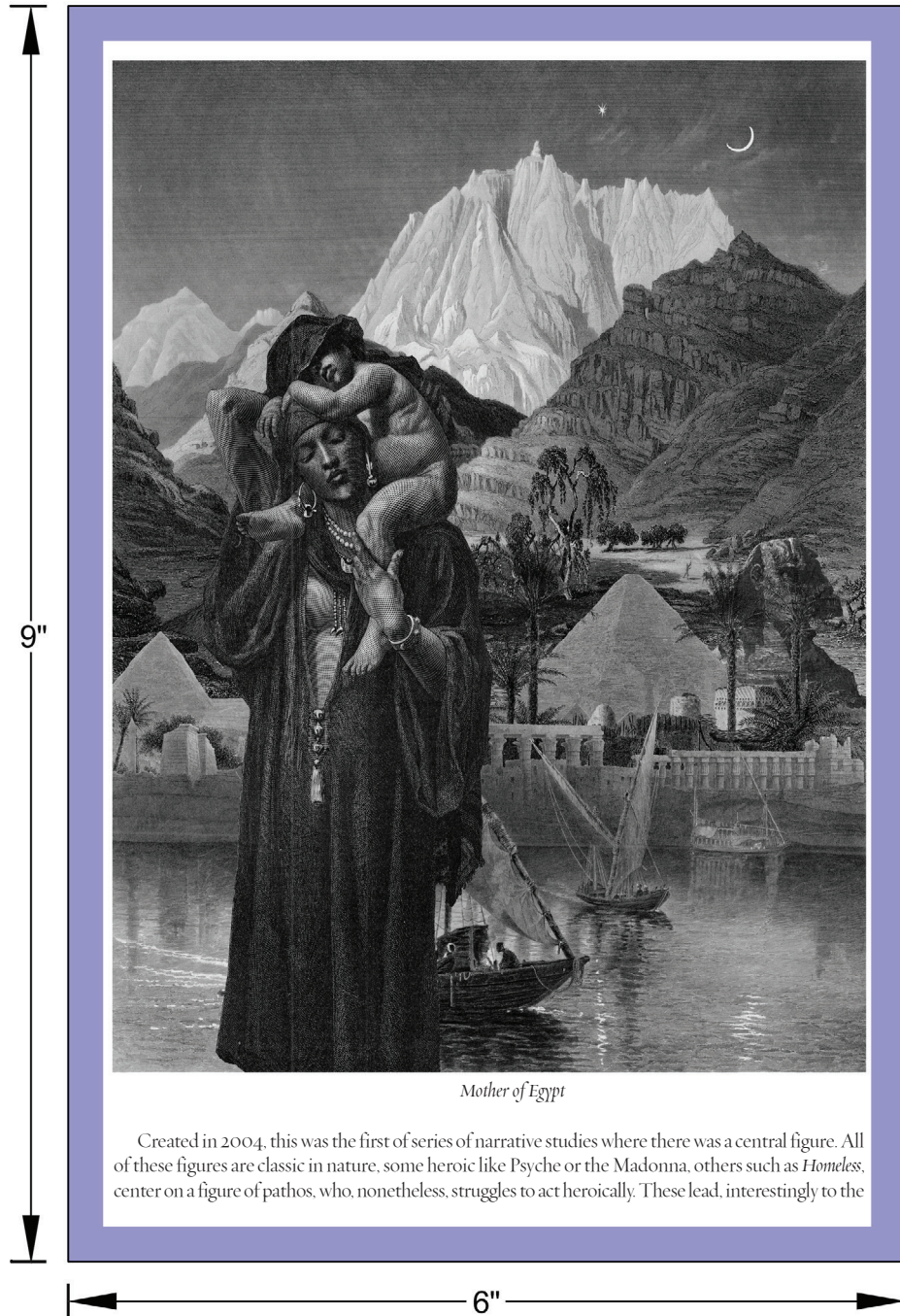
Right: *Mother of Egypt*, by Walton Mendelson

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\* In practice, however, there would be a minimum inner margin (see chart on page 9), based on the page count of the book. Of course, the margins can be bigger than the minimums.



6" x 9" Page



*Mother of Egypt*

Created in 2004, this was the first of series of narrative studies where there was a central figure. All of these figures are classic in nature, some heroic like Psyche or the Madonna, others such as *Homeless*, center on a figure of pathos, who, nonetheless, struggles to act heroically. These lead, interestingly to the

**2-Page Images:** Here the image appears to “bleed” across the spine. Done this way, the image is split in half, positioned carefully, so that it would line up exactly from one page to the next.

Note, if you cannot work in spreads because your program does not show them correctly, remember that the left hand pages is the even numbered page (verso), and the right hand page is the odd numbered page (recto).

The image is exactly split in half. (If you wanted an asymmetrical bleed, more on one page than the other, your workflow would be the same.)

When these pages print, CS will insert a white strip of up to 0.125” wide on the inside edge on each page. I did a 42 page art book in which every page was completely black. Formatted this way, although there was a white strip, it was not visible unless the books were mashed down, breaking the binding, and even then it was barely noticeable.

When working in a desktop publishing program, e.g. InDesign, PagePlus, Scribus, the image is placed whole and intact in position on the facing pages. When the image is converted to PDF, the program splits the image.

*In this example, where the image does not bleed top, outside, or bottom, the PDF pages must be sized as if there is a bleed, therefore the PDF page size must be 6.125” by 9.25”.\**

Note:

This is for interiors only.

This 2-page image does not actually bleed in the sense that the image does not extend past the edge of inside edge of the pages. However, for CS to process this, the book must be set up as a bleed. According to Technical Support, this is an issue with color but not black and white books. However, it is advisable to treat black and white books the same way:

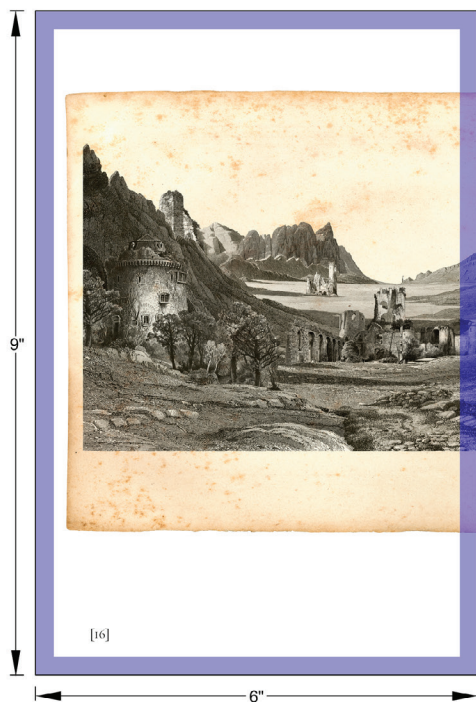
- set them up as bleeds
- apply a bleed (adding 0.125” to the top, outside, and bottom) of the trim size.

Right: *Monument Valley* by Walton Mendelson

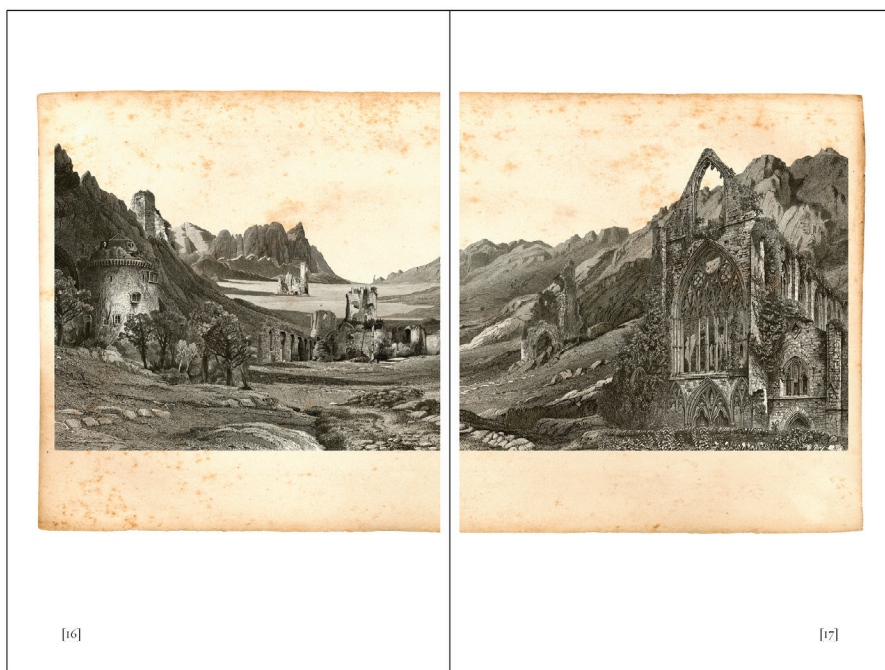
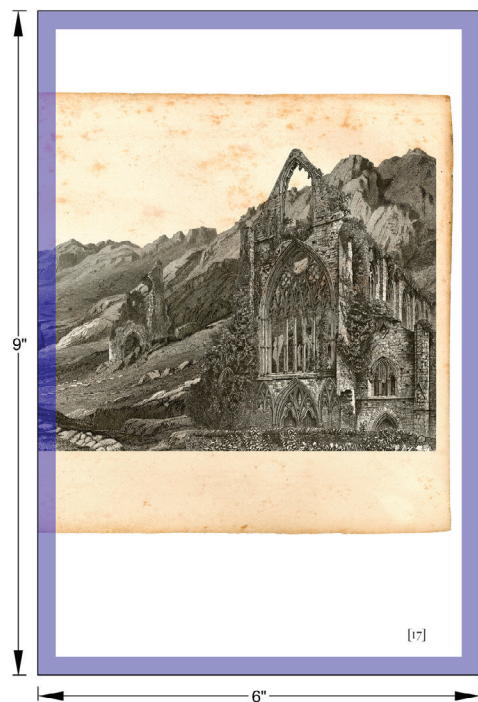
\* Technical Support said that, given this example, if the book were B&W, it would not have to be a bleed, only for color books. However, they felt that to be safe both black and white books and color books should be submitted at bleeds—just to be safe.



6" x 9" Page



6" x 9" Page

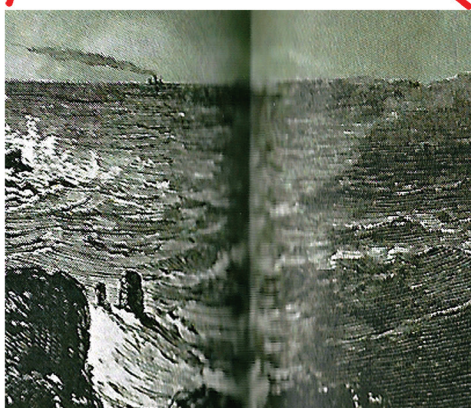
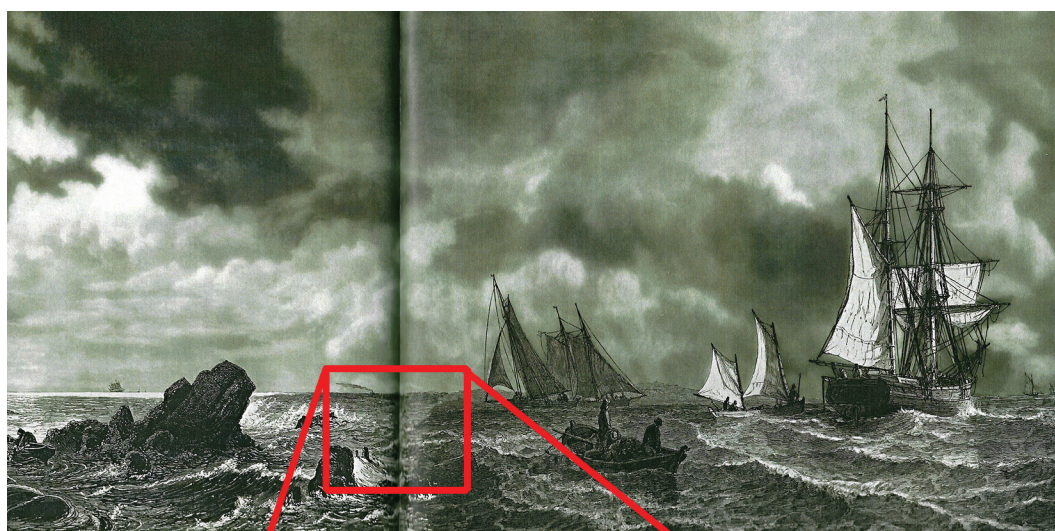


**2-Page Images:** This image was scanned from a 54 page book, with a ten pound weight pressing the book flat, which also had been mashed open prior to scanning. The shadow and highlight caused by the binding, is clearly shown: the blurred area is due to the scanning, it is sharp in the printed pages.

There is no evidence of the two 0.125” white strips CS puts along the inside edge of the pages. Also the pages appear to line up perfectly.

This is what you should expect from correctly placed spread images.

Right: *The Sound* by Walton Mendelson



**2-Page Images:** Here the image bleeds across the spine. However, unlike the preceding example, this is a bleed, and the book interior will bleed. (A single page image can be treated this way.)

The image is split in half plus 0.125". (If you wanted an asymmetrical bleed, more on one page than the other, your workflow would be the same.) Thus the trim areas overlap from one side to the other. When the book is trimmed, this overlapping excess is trimmed away. The examples I've seen have a slight jump between the two sections: but this isn't noticeable in the actual book, just as the white strip in the preceding example is rarely noticeable.

If you cannot work in spreads because your program does not show them correctly, remember that the left hand pages are the even numbered pages (verso), and the right hand pages are the odd numbered pages (recto).

This method is used by Michelle Lovi, <http://www.odysseybooks.com.au>: She works with InDesign, a desktop publishing program, which lets her place the image—whole and in one piece—in position while working in spreads (facing pages). InDesign honors the mirrored margins, and when the PDF is created and the bleeds are applied, it automatically splits the image.

(If camera ready work were submitted to a traditional non-digital offset printer for an image that bleeds across the spine, this is how it would be handled by the prep department: they would split the image with an overlapping bleed, which, when printed and trimmed, would ideally line up the two sections seamlessly as one single image.)

CS accepts and prints pages configured this way. *Note: as of this fall, however, Michelle Lovi, Odyssey Books, has had clients' books altered when 2-page images were created this way. This does not appear to be a change in policy, only that some CS people think this is incorrect and take it upon themselves to fix it*

Note: these instructions are being left here because other printers might prefer this method.

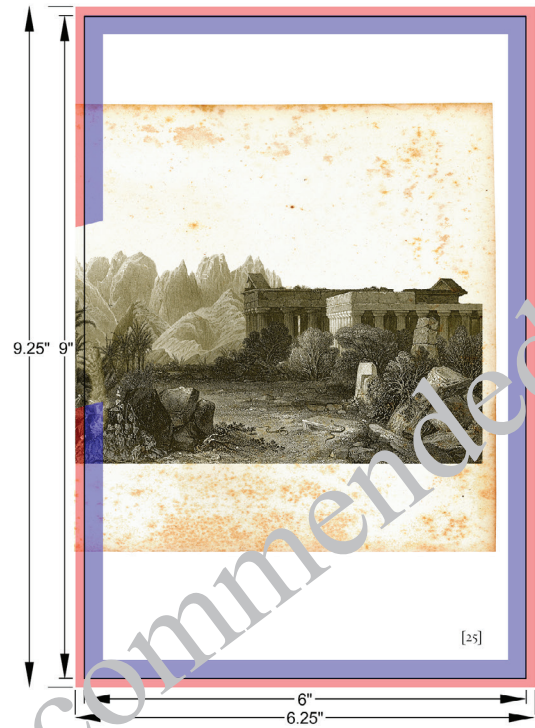
Right: *Faithful Apostles* by Walton Mendelson



6" x 9" Page



6" x 9" Page



**Text in the out-of-live margins:** In the upper example text drifts into the outside margin (top paragraph) and into the inside margin (bottom paragraph). These are blocking issues: i.e. they will block your project until they are fixed.

In the lower example, both paragraphs have been pulled inside.

As noted elsewhere, these represent minimum margins. Most books use significantly larger margins, which is aesthetically more pleasing and is easier to handle and read.

Note: CS could block your book if, for example, the first letter on the left margin is an italic *f*, where the descender actually extends over the edge of the margin. This also holds true for hanging punctuation, where punctuation that falls at the inside or outside margins actually extends outside the margin.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum."

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum."

**Text in the out-of-live margins:** Although a cartoon book does not have text blocks, the design and layout must take into consideration text in the margins.

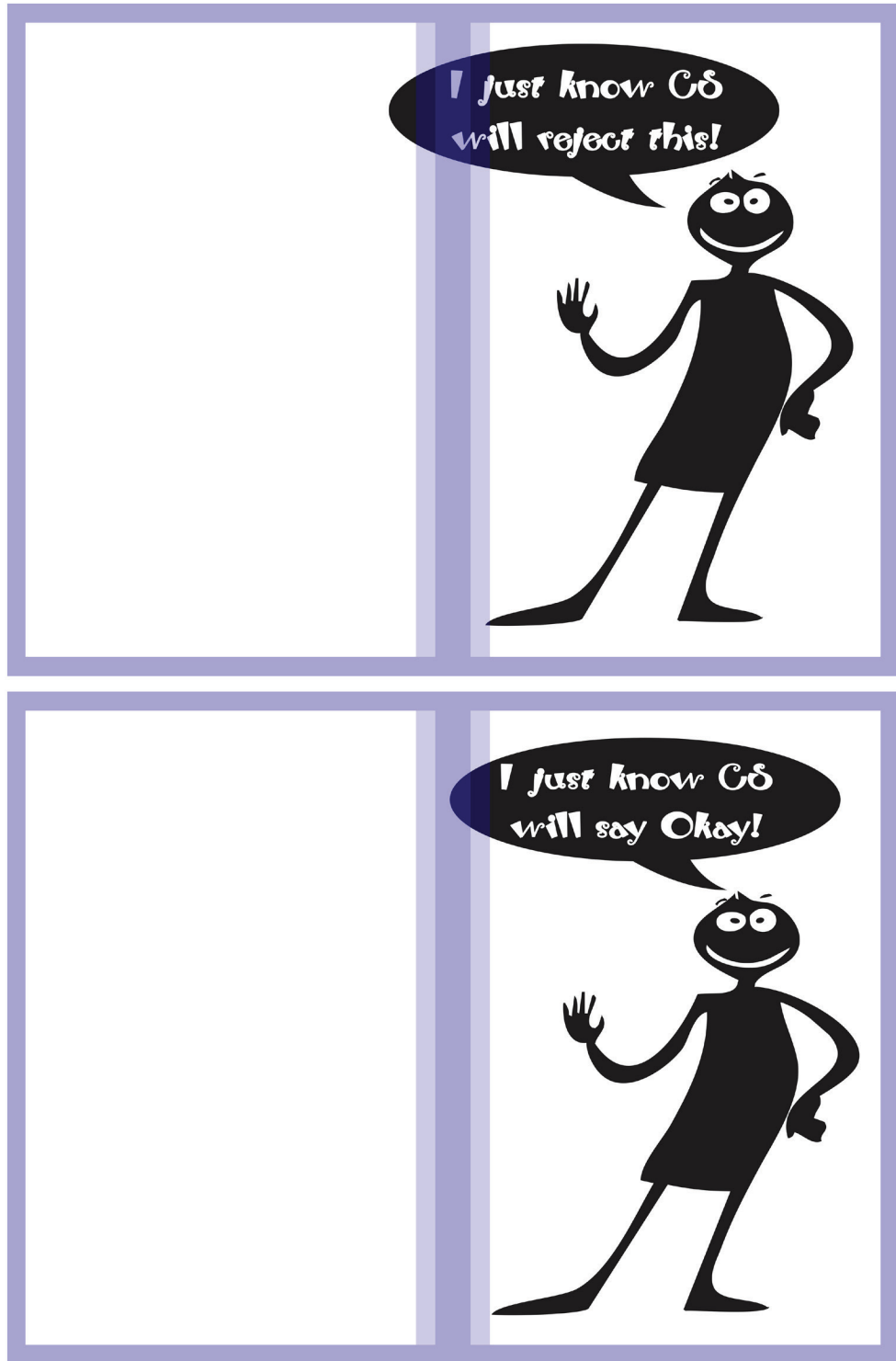
There might be some question about the bubble itself. If CS does not consider it essential, it should pass, if, however, the reviewer feels it is critical to the page, it will be rejected. My reading of the guidelines suggests it would pass.

It has been my experience that CS will not simply answer whether or not something is a problem—even if you upload a sample page. Their position has been that we need to upload a book and in the review process the reviewer will determine if something is problematic.

Remember you can contact CustomerSupport about blocking issues with a particular project, and they will, if necessary send the question on to their Technical Support people.

Bubble aside, be careful of important text.





**Blocking Text Issues:** A) Cut off text. This is usually due to insufficient leading. Now and again certain fonts may display like this, but print okay. If you find this in your book, print out a few pages to see if this is a printing problem. Some fonts are poorly designed and could do this. Check the leading before panicking. B) Overlapping text. This is usually due to negative leading. There are fonts, usually scripts, which have glyphs that will overlap, without repositioning. A possible exception is a decorative initial (think of the first letter of a chapter). C) Placeholder text can be a problem. The most common placeholder text is Lorem Ipsum. It is used to imitate the appearance of English text without having the actual copy. D) Placeholder text from a template. This is probably the more common of the two with CS.

## My Book

This is the story of my w  
days of want overwhelme  
He would often say, “Thi

## My Book

This is the story of my w  
days of want overwhelme  
He would often say, “Thi

This is the story of my w  
days of want overwhelme  
He would often say, “Thi  
in the other hand, keepin  
faith with those with who

This is the story of my w  
days of want overwhelme  
He would often say, “Thi  
in the other hand, keepin  
faith with those with who

## Lorem Ipsum

Lorem ipsum dolor sit amet,  
consectetur adipiscing elit, s  
lo eiusmod tempor incididunt  
abore et dolore magna aliqu

## My Book

This is the story of my w  
days of want overwhelm  
He would often say, “Th

## 1 CHAPTER NAME

r one text here. Insert chapter one tex  
r one text here. Insert chapter one tex  
r one text here. Insert chapter one tex  
r one text here. Insert chapter one tex  
r one text here. Insert chapter one tex

## My Book

This is the story of my w  
days of want overwhelm  
He would often say, “Th

**Cover Text Bleed:** A1) Approved position text bleed on cover. A2) Trimmed effect. The text is still legible. B1) Blocked issue with text: The text itself does not completely bleed, it ends before the outside edge of the bleed. B2) Trimmed effect. The text is still legible.

It appears that the blocking issue is not the ultimate effect when the book and cover are trimmed (A2 & B2—these are virtually the same), but the fact that the art/text did not extend completely to the edge of the bleed margin—a quality of the art to be printed.

C) Ascenders and descenders are the most obvious elements of text that can be made to bleed without altering the legibility of the text.

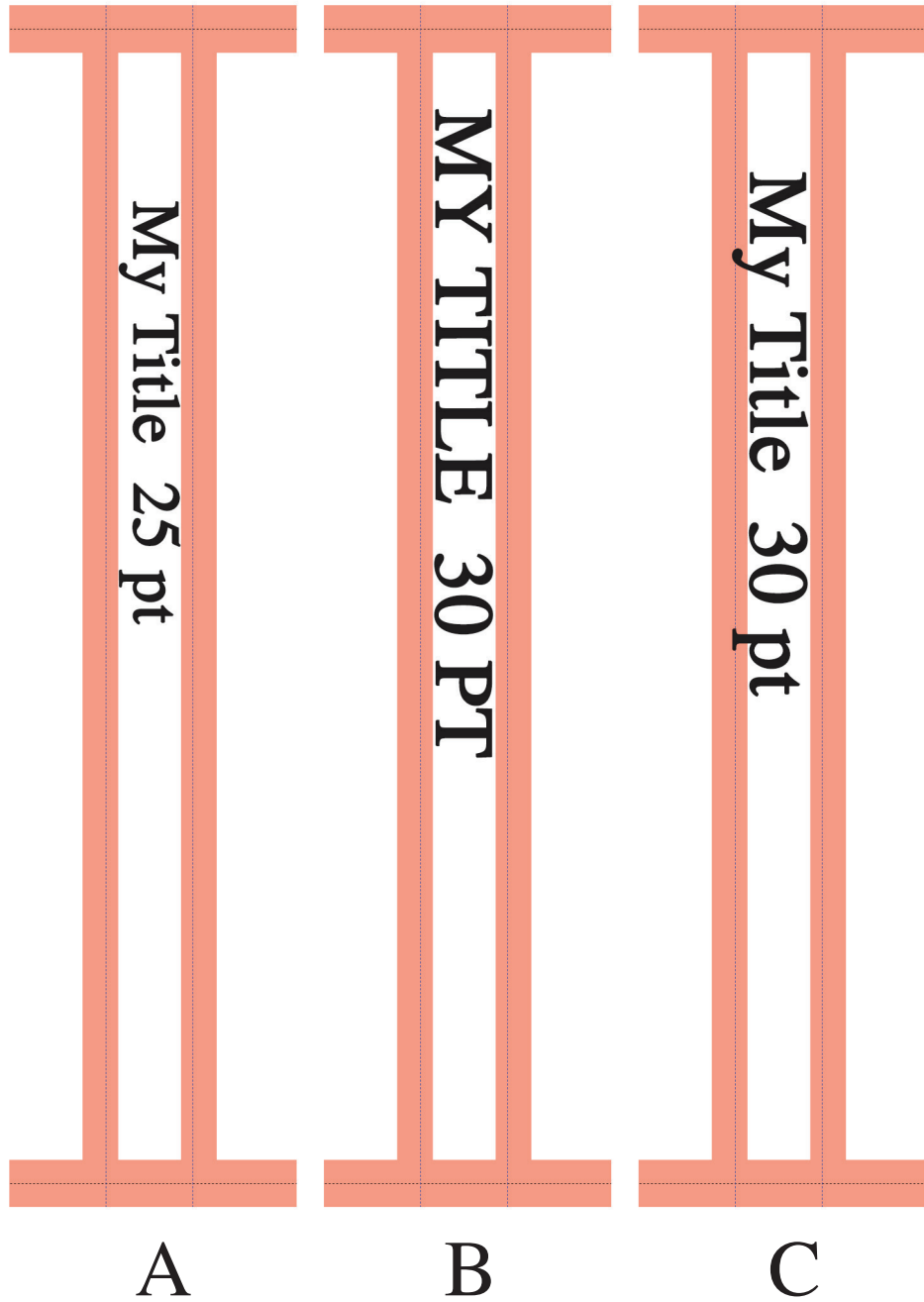
s



**Titles/text on Spine:** A) Using upper and lower case letters, the maximum font size, here, is 25 pt. B) The same title in upper case only (or upper case and small caps) is 30 pt. The text can be significantly larger if there are no descenders to contend with.

C) Using upper and lower case at the larger size, 30 pt, would be automatically blocked.

Note: In North America and the UK, makes the spine text read from top to bottom—if the book is laying flat, with the front cover up, the text on the spine is right reading.(left to right).



**Position of Images Relative to Margins:** A & C would block the book. A is inside the out-of-live margin; C is inside the bleed margin. Whereas, B & D are correct. B does not enter the out-of-live margin; D extends to the outside edge of the bleed margin.

If the image has a white border, F, the project will be blocked if the white border may not end in the out-of-live margin, or inside the bleed margin, as in E. The white margin must either not enter the out-of-live margin, or it must extend all the way to the outside edge of the bleed margin: however, this could also be blocked, if the content of the image does not either end before the out-of-live margin or bleed. In this situation, the best solution is to trim off the white border before placing the image in your document.





A



B



C



D



E



F

**Text that Bleeds:** As of last year, CS recognizes that glyphs and even words can be non-critical and are permitted to bleed. Here, it's a group of nonsense words; but it could also be a photograph or painting, for example, that contains text in the form of a stop sign, a product name on a package, etc.

This is an area that could easily be misunderstood by both the author/designer as well as the reviewer.

D B CAQZDKI iwa gip.  
 ξ ζικφου dkj qo DOI ejo234,  
 sdk is! Ildkfjit ei **İDSΦÉ**,  
 e. Ha! **Mqak** die **licz E** dkjoiec,  
 DW idf qops zxkjwui ritok iw, EIRU  
 tu. **ΠΟ!** Wiox, OP *op op*,  
**WIOAE.** Jqkz SDOI vsz, **ΕΙΤ**  
 ruoiu. *Ha! Ho!*

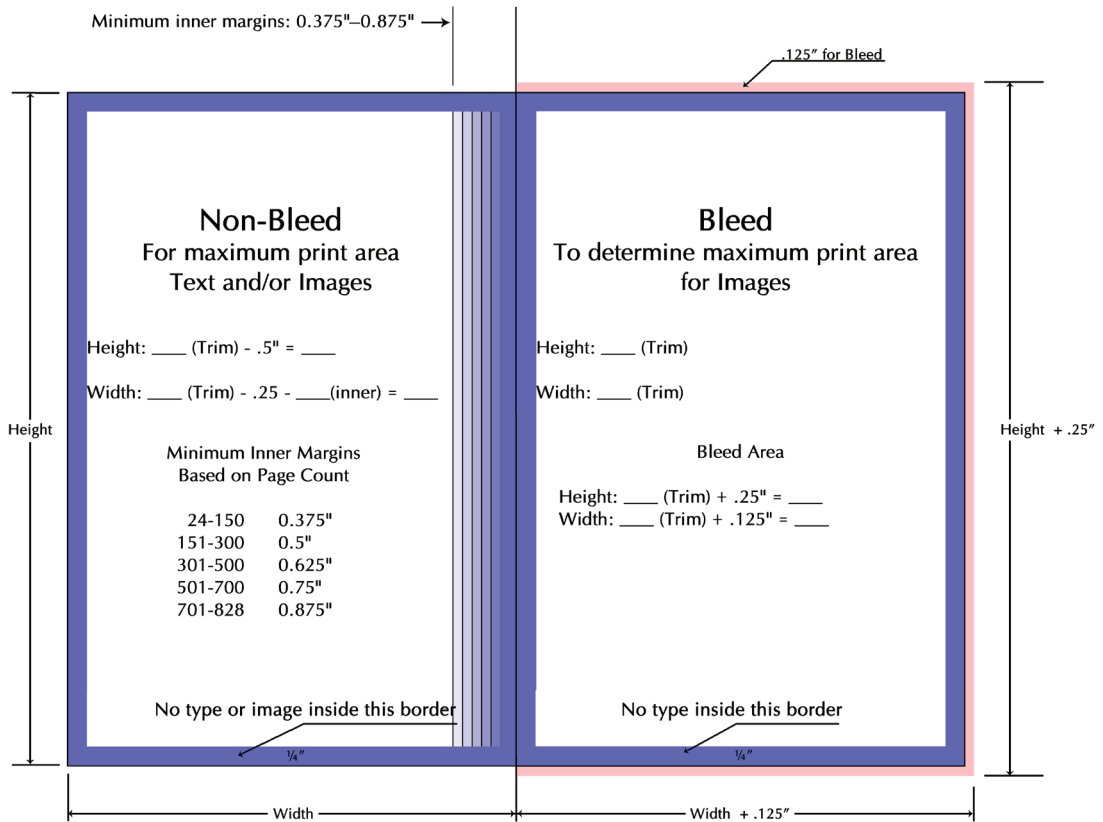
**Margins:** these are very easy to understand as long as there are no pictures that bleed.

Because the binding is tight, CS requires that the inner margins be increased depending on the number of pages in the book. To accommodate the tightness, these margins get larger. Many self-publishing authors think these are too large, when, in fact, they should be considerably larger.

The visual effect of the tight binding is a loss of about 0.25", so a 0.75" inner margin will look more like a 0.5" margin. However, precisely because the binding is so tight, the books don't open enough to be read comfortably. I find larger margins better: I do not like going below .75", and prefer .875" to 1.25"—regardless of the page count.

Although CS insists on a minimum margin of 0.25" on the top, bottom, and outside, and recommends 0.5", these are minimums, and for most books, somewhat wider margins create an attractive, more open page.

There is no "correct" set of margins. The best way to judge the effectiveness of your choices is to print out pages, especially in spreads, which often means trimming the pages and taping them together.



# Landscape Format

**Landscape Books:** with the spine/binding on the left, are limited to:

- minimum height 6"
- maximum width: 8.5"

No non-portrait size, except the square 8.5" x 8.5" in color, is an Industry Standard.

CS does offer a landscape format using what is often called calender binding: the book is right reading when held horizontally, but the pages turn from bottom to top, with the binding along the top, not the side. Next page: Scenic Calendar and Landscape Book (top)

The contents of the PDF have to be turned 90° CCW, and the PDF oriented as a book in portrait format. The binding will be done along the long, vertical left hand edge of the book, in this orientation. Next page: Front Cover and Interior (bottom).

When the book is then printed, bound, and trimmed and then held right reading, the binding will be at the top of the closed book. When this procedure was developed, CS asked that customers contact Customer Support and notify them that the book was to be *top bound*. I would recommend notifying Customer Support, even though the last time I did it, the Customer Support person had no idea why I was calling, "We can tell from the PDF what you want." Call to be safe.

The minimum inner margins, out-of-live area, page counts, etc. are the same as those previously described when the book is viewed as it will be printed, PDF Orientation.

Right: *Still Life No. 1*, *The Death of Arthur*, *Plutus Contemplates Abundance*, and *Zorand*, by Walton Mendelson





Scenic Calendar



Landscape Book: Top Bound

## Reader's Spreads



Front Cover



Interior

## PDF Orientation

# Miscellaneous

## COLOR

Most digital art is produced in sRGB, but CS and most other printers print in CMYK. CS prints well from RGB work, converting it to CMYK. Most full color scenes will look perceptually correct: all the colors will be modified to maintain their relationships to each other.

CS uses non-traditional process colors (redder magenta, stronger cyan, richer black) and proprietary profiles, to better emulate sRGB color.

Although bright, saturated colors in RGB will be dull and flat in CMYK, they will be perceptually correct in relation to other colors, so they should not stand out. However, if your work has large areas of these colors (called out-of-gamut colors), then you need to be aware of that and possibly adjust your work accordingly.



Some people avoid this problem by working in CMYK or with CMYK colors from the start, but not all graphics programs permit this (e.g. Photoshop and Corel Painter do—GIMP, Elements, and PaintShopPro do not). Other people, if the work is critical, will convert sRGB to CMYK themselves and color correct for print.

The ideal and requested image resolution (the number of image pixels per inch) is 300—commonly stated as 300 dpi (dots per inch), although ppi would be more correct.

CS can print 400% total ink coverage (TIC)—that is, 100% of each color.

Most monitors are too bright, print out some or all your images on matte photo paper.

Your desktop inkjet printer is CMYK. Print out all or at least some of your images. They will have been converted to CMYK and they will not be as bright as your monitor. *Printing your images will answer a lot of questions.*

If you are particularly worried about printing images, make a test book: 24 page minimum, free ISBN, throw-away title, simple white cover with text (unless you are testing the cover too) put in images with descriptive text so you know what you've done. Delivered in the US, this will cost less than \$10.



# ISBN

## General

All references, e.g. [7.1], are to *The ISBN Users' Manual*, 10 April 2013 <[www.isbn.org/standards/home/isbn/international/html/usmcop.htm](http://www.isbn.org/standards/home/isbn/international/html/usmcop.htm)>.

The ISBN, International Standard Book Number, is ten digit identification number, e.g. ISBN 1-4909-3737-4. It is more commonly used in a thirteen digit form, often referred to as Bookland ISBN (the addition of a three-digit Unique Country Code (UCC), currently 978 or 979 standing for the fictitious country name Bookland), thus: 978-1-4909-3737-3. Here are the ten-digit and thirteen-digit ISBN's with their respective, machine readable, barcodes:



The basic 9 digits—group identifier, publisher prefix, and title identifier—are identical for each the 10- or 13- digit ISBN. The check sum number will be different.

The ISBN is mandatory for books and pamphlets in print and as e-books [3.A, 3.B, 6] (except publishing through Amazon Kindle Direct or Barnes & Nobel Pubit (Nook).

Mandatory [7.4]:

ISBN in 9 point or larger (interior)

ISBN Bookland EAN in barcode (back cover)

ISBN Bookland EAN in human readable numbers (back cover)

Optional [7.4]:

Five-digit add-on price barcode—human and machine readable.

“The magnification can range from 80% to 200% for a Bookland EAN code. The largest size used is typically a 100% code, although 92% is standard. The standard 92% symbol needs a total area of **2.00" x 1.25"**. The smaller ISBN Bookland EAN symbol is an 80%, which needs a total area of **1.75" x 1.0"**.” <<http://www.isbn.org/standards/home/isbn/us/barcodeFAQ.asp>>

The ISBN links the publisher, author, title, and edition together.

A separate ISBN must be assigned to every title, or edition of a title by each publisher. Revised editions require a new ISBN. Changes of the format (paper, hardbound, large print, etc.) require a new ISBN. A price change does not call for a new ISBN. [5.1]

An ISBN may never be reused. [5.13]

The letters ISBN must precede the numbers. [4]

The number of digits used to indicate the group, publisher, and title may vary in length. [4]

The numbers must be separated by hyphens or spaces. [4] The hyphenation must be based on the hyphenation algorithm. [7.4]

The ISBN with barcode (see examples above) must appear on the lower section of the outside back cover. [7.1]

The ISBN must appear on the copyright (full title verso) page. [7.1]

## Optional Price Code

Generally, the five-digit add-on price code (see example above) is considered optional. Although it is mandatory in the US. [7.3], it is often omitted.

The five digit add-on code should not be used for European countries. Contact the EAN organization. [7.3]

It consists of both a human readable code and a bar code.

The currency digit,\* 0 for UK pounds sterling,† 5 for US dollars, 6 for Canadian dollars; some other references cite 3 for Australia, and 4 for New Zealand, however this is not clear. The remaining four digits are the price up to 99.99. Typically, 90000 indicates that the price is not encoded; but this complies with the mandate, at least in the US, to include a price code. 99999 is generally used to indicate a price in excess of \$100.



## Colors

### Not for CreateSpace & Probably Not For Any P-O-D

By far the most common color for the barcode is black on a white field. CreateSpace requires black on white only. However other colors are permissible elsewhere. All non-black/white color combinations should be tested—have a friendly bookstore scan the barcode with one or more scanners—even the ones shown below as scannable color combinations: in no small part because these are not control colors, rather they would be colors made up of CMYK color values.

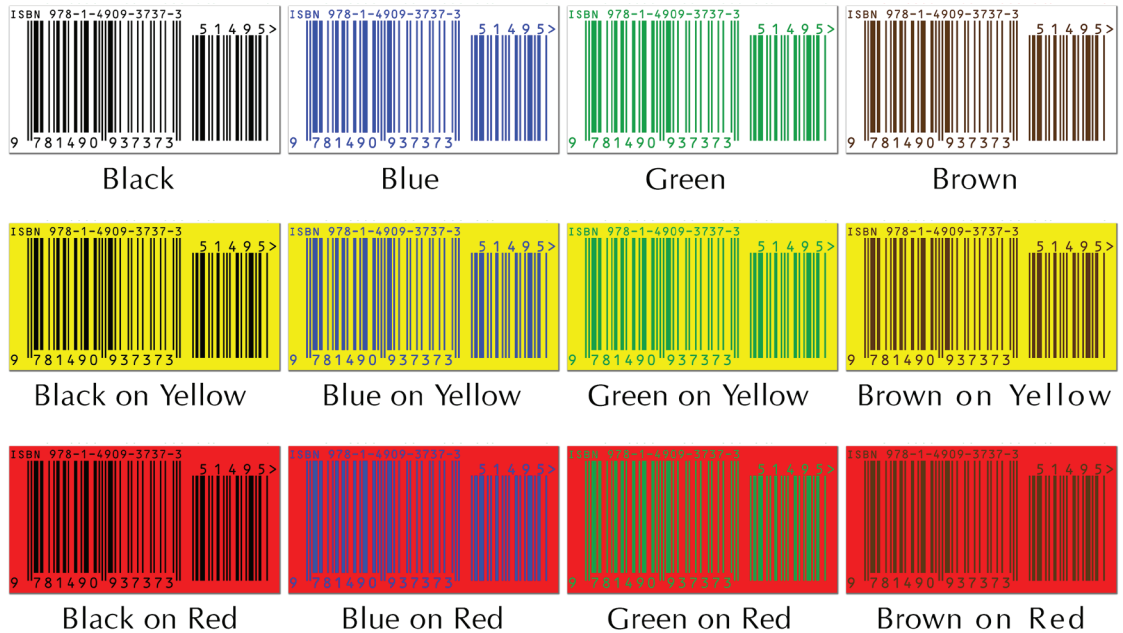
Although black and dark blue on white are the best combinations, as starting point try warm colors for the background and cold colors for the dark bars.

\* According to BISG, the Book Industry Study Group < <http://www.bisg.org/what-we-do-cat-22-barcodes-labels.php>>, specifically: 10 July 2013 < [http://www.bisg.org/docs/Price\\_Increase\\_in\\_Add-on.pdf](http://www.bisg.org/docs/Price_Increase_in_Add-on.pdf)>

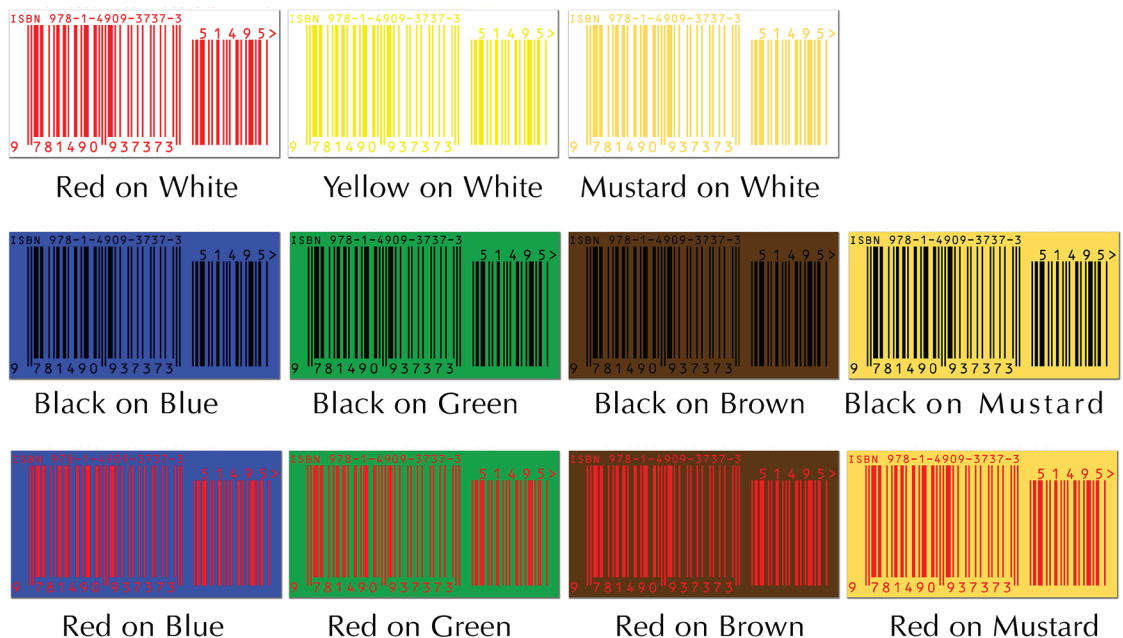
† The digit 1 is also allocated to the UK, but apparently it is rarely used.

Two good resources, both found on Bar Code Graphics, Inc.'s website: Color Selection for Barcode Symbols, 10 July 2014 <<http://www.barcode-us.com/upc/upcColorChart.html>>, and a detailed PDF listing *Guide to Color Selection*, 10 July, 2013 <<http://www.barcode-us.com/sites/default/files/bcgcolorguide.pdf>>

### Examples of Scannable Color Combinations



### Examples of Non-scannable Color Combinations



Note: both of these examples are based on the Bar Code Graphics information. Other than Black on white, they should not be relied on without testing.

## CreateSpace

CreateSpace requires that each book have an ISBN, and that the ISBN and barcode be on the back of the book. Although CS does not require that the ISBN appear on the copyright page, it must be included there by ISBN policy. Using the examples above, it must appear like one of these:

ISBN-13: 978-1-4909-2727-3

ISBN 978-1-4909-2727-3

ISBN-10: 1-4909-3737-4

ISBN 1-4909-3737-4

Generally this appears somewhere beneath the copyright notice and related text. Some books show both the 10- and 13-digit versions. Most show only the 13-digit version:

ISBN 978-1-4909-2727-3

CS will place the barcode in the lower right hand corner of the cover in a 2 "x 1.2" white box. CS *will not* include the price code.

CS offers three ISBN options:

	Free CS ISBN	Custom Universal ISBN	Your Own ISBN
<b>Price</b>	free	\$99	—
<b>Availability:</b>			
World wide availability	✓		✓
US based authors and publishers only	✓	✓	✓
<b>Imprint</b>			
CreateSpace Independent Publishing Platform	✓		
Your choice		✓	✓
<b>Distribution</b>			
Standard Distribution			
Amazon.com	✓	✓	✓

Amazon.com European sites	✓	✓	✓
CreateSpace e-Store	✓	✓	✓
Expanded Distribution			
Bookstores & Online Retailers*	✓	✓	✓
CreateSpace Direct	✓	✓	✓
Libraries & Academic Institutions	✓		

\* Your ISBN must not have been submitted for distribution through another service. The book with cream paper and can only have one of these trim sizes: 5" x 8", 5.25" x 8", 5.5" x 8.5", 6" x 9"

	Pros	Cons
Free ISBN	No cost. Has access to CS complete expanded distribution channels.	CreateSpace imprint. Cannot be used with any other printer.
Custom Universal ISBN	According to ISBN Agency this offers the same features your own ISBN, cost is \$26 less than individual ISBN cost. Portable: can be used with multiple printers.*	A block of 10 ISBNs from Bowker is \$250 = \$25/ISBN
Provide Your Own ISBN	\$25-\$125 Portable: can be used with multiple printers.*	More expensive than Custom ISBN

\* While you can have multiple printers, you might have serious problems with distribution.

In the US, be wary of companies selling low cost ISBNs. Bowker is the only ISBN agency in the US. Unless you know that the choice of imprints is yours, as in the case of both CS's Custom ISBNs, many bury the information as to what the imprint is . . . and it rarely is your choice.

You can find the ISBN agencies for other countries at: <http://isbn-international.org/agency>.

If you choose to add the barcode to your cover, which gives you more control over your book—you can place it where you want, although the lower right corner is preferred, use a different size, perhaps not least of all, you give less reason for CS to make adjustments to your cover file—you do not have to pay for barcodes.

CS does not hyphenate the ISBN correctly. In the previous example, CS would list this ISBN as: 978-1490927273. Not only is this wrong, but CS may, in fact, block a project if you use it in this format!

There are several no cost solutions to both the barcode and ISBN hyphenation issues:

Perhaps the easiest and most comprehensive service can be found at [www.bookow.com](http://www.bookow.com) click on Resources, to get to this page:

# bookow

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## Resources

We've created several tools that assist in creating PDFs, covers, barcodes, etc. Eventually, we'll place them all here for you to use, for free.

### ISBN-13 Bookland Barcode Generator

Create a vector PDF file or a high-res PNG file

This tool creates a barcode image as a .PDF file, or as a high-res .PNG file ready for printing. The barcode can optionally include the price supplement.

ISBN-13 e.g.  
978-3-16-148410-0

Price, in \$US e.g. 24.95 or 10.00  
(If \$100 or more, use 99.99)  
Leave blank if not required  
Or 90000 for no set price  
Or any five digits


DPI

☒ 300 ☐ 600

☐ 1200 ☐ 2400

Percentage scale, a number between 80 and 200  
Leave blank for no scaling (100%)

ISBN 978-3-16-148410-0



9 783161 484100 >

### ISBN-13 Hyphenator

Puts hyphens in the proper place in your ISBN

Were you provided an ISBN with no hyphens, or perhaps just one hyphen? ISBN13s should have four hyphens, but the placement is not the same for every ISBN. This tool determines where they should go.

ISBN-13 e.g. 9783161484100 or 978-3161484100

### CreateSpace Cover Template Generator

Create an SVG file and a PNG file

This tool creates an SVG file for Inkscape or other vector programs, such as Illustrator, and a PNG file for Photoshop.

The files conform to the CreateSpace cover requirements.

Just choose your trim size, number of pages, and paper type.

Width e.g. 8.5

Height e.g. 11

Page count

Paper type

☒ white ☐ cream ☐ colour



Contact us for information about typesetting and formatting services.  
[steve@bookow.com](mailto:steve@bookow.com)

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Use the Hyphenator to get the correct hyphenation: be sure to copy and paste this to a file where you can find it for the ISBN on the copyright page. Then use it to create the barcode, again so that the hyphenation is correct. If you enter a price, both barcodes will be generated together. The file will download with the ISBN and price code as part of the file name.

You could also use the ISBN-13 Online Converter at [www.isbn.org/converterpub.asp](http://www.isbn.org/converterpub.asp):

The image shows two side-by-side screenshots of the ISBN-13 Online Converter website. Both screenshots have a header with the 'isbn san' logo and a navigation bar. On the left side of each page is a 'Bowker' logo with the text 'EAN-13 Bar Codes for Publishers with ISBNs -- Click Here --'. The main content area is titled 'ISBN-13 Online Converter' and 'Convert your ISBN:'. Below this are two input fields: 'Complete 10-digit ISBN' and 'Complete 13-digit ISBN'. In the left screenshot, the 10-digit field contains '1490937374' and the 13-digit field is empty. In the right screenshot, the 10-digit field contains '1-4909-3737-4' and the 13-digit field contains '978-1-4909-3737-3'. A red 'SUBMIT' button is located at the bottom right of each form.

This will create the correct hyphenation for both the 10-digit ISBN, which you enter in as shown above left. It will create the correct 13-digit ISBN, and it will hyphenate both the 10- and 13-digit ISBNs.

You can use the 13-digit, hyphenated, ISBN at Bookow, a site like Terry Burton's <http://www.terryburton.co.uk/barcodewriter/generator/>, which can generate 81 different kinds of barcodes, in EPS, PNG, and JPG.