

Submission Requirements for Authors

To print your book with Bookshop Santa Cruz, you'll need to submit two print-ready PDFs - one for the cover and one for the bookblock (interior pages) of your book. Print-ready means that all of your **writing, editing, and formatting is finished, and the PDFs can be printed as-is.**

Bookblock (Interior)

The bookblock consists of your book's interior pages. Your bookblock PDF should contain *everything* you want to include in your book – front matter, core text, back matter, blank pages, etc. – all in one PDF

Bookblock Look and Feel Suggestions:

Using the following industry standards will help insure your book has a professional look and feel.

- 10 or 12 pt. font size
- Serif fonts for body text – San serif for header and titles
- No less than .5" margins on all sides
- For books over 200 pages it is recommended to add .25" of gutter to your inner margins (side closest to the spine of the book) and to select the mirrored margins setting. This will ensure only your inner margins are wider.

Bookblock Physical Requirements:

- One PDF page is one side of a sheet of paper. Your page size should be the exact size of your book's page dimensions (i.e. 6x9" or 7x10") and have no additional margins or borders.

- There are no paper-folding /signatures involved in our binding process.

Page Length

Minimum: 20 pages (Books under 40 pages will be saddle stitched)
Maximum: 740 pages

Determining your Page Count:

Your bookblock PDF should be laid out accordingly – no double-page spreads or signatures.

Your final page count will be the total number of pages in your PDF document – your page count will not be limited to the paginated section of your book, but rather will include everything in the document (blank pages, dedications, about the author pages, etc.)

Trim Size (width x height in inches)

Minimum 4.25" x 6.87"
Maximum 8.27" x 11.69"

Because of the way the book is bound, the maximum trim size for a book changes depending on the page length. If your book is longer than 300 pages, refer to the list below to find the maximum trim size.

Page Length	Max trim width x height
Up to 300 pages	8" x 10.5" 20.32 cm x 26.67 cm
Up to 400 pages	7.875" x 10.5" 20.00 cm x 26.67 cm
Up to 500 pages	7.75" x 10.5" 19.69 cm x 26.67 cm
Up to 600 pages	7.6" x 10.5" 19.30 cm x 26.67 cm
Up to 700 pages	7.5" x 10.5" 19.05 cm x 26.67 cm
Up to 800 pages	7.4" x 10.5" 18.79 cm x 26.67 cm

Bookblock PDF Layout Requirements:

Ideally the page size of your bookblock PDF should match the intended trim size for your book. For example, if your book will be 6" x 9", then your PDF should also be 6" x 9".

We cannot take text formatted as 8.5" x 11" and shrink it down to a smaller trim size.

Do not include crop / registration marks in the PDF.

Cover File

Cover Art Look and Feel Suggestions:

Using the following industry standards will help insure your book has a professional look and feel.

- The rule of thirds is a "rule of thumb" or guideline which applies to the process of composing visual images such as designs, films, paintings, and photographs. The guideline proposes that an image should be imagined as divided into nine equal parts by two equally-spaced horizontal lines and two equally-spaced vertical lines, and that important compositional elements should be placed along these lines or their intersections. Proponents of the technique claim that aligning a subject with these points creates more tension, energy and interest in the composition than simply centering the subject would.
- If you choose to use a decorative font for your book title, avoid using effects like drop shadows or outlining the text. Although you'll want to grab the readers' attention you also want to keep information legible and easy to read.
- Don't place important art work or text within .25" of the edge of your cover. Most printers have a small amount of wiggle room from left to right, this will ensure no important content is accidentally left out.

Cover Physical Requirements:

- For layout purposes, your cover is the back + spine + front of your book, laid out as a single landscape-oriented image.
- Your cover art should have 1/8" of bleed on each side (i.e. your cover art should extend 1/8th of an inch beyond your books final size – 6.125x9.25" for a 6x9" book.)
- Nothing can print on the interior side of the front or back cover.
- **Do not include crop/registration marks**
- CMYK is ideal, though we can print files created in RGB as well

Calculating Spine Width

Before designing your cover, you must know your spine width.

To calculate this, you'll need your page count and the PPI (Pages per Inch) of the paper you're using. You'll also need to determine whether you're using cream or white paper.

- **The PPI value for our standard 40# white or paper is 626**
- **The PPI value for our standard 60# white or cream paper is 434**
- **The PPI value for our standard 80# white paper is 382**

The formula for calculating spine width: page count ÷ PPI = spine width in inches

So the spine width for a 250 page book printed on our standard cream paper would be
 $250 \div 434 = 0.576''$

If you plan to print your book on anything other than our standard papers, please consult with us to determine the proper PPI and spine width.

Images

The higher the resolution of an image, the better it will look when printed.

For best print quality, we recommend that any images you include (inside the book or on the cover) should be at least 300 DPI (Dots per Inch) in jpeg or tiff format.

When bookblock and cover PDFs are generated, choose a format that is tied to a tight ISO spec. For best results, please submit all files in PDF/X-1a:2001 format.

If you generate PDFs using Standard conversion settings, the document fonts may not be properly embedded. We cannot be held responsible for printing errors resulting from poorly formatted PDFs.