Tovim Press
book publishing services that are simply, Tov!

18402 N 19th Ave Ste 342
Phoenix, AZ 85023-1361
262-ByTovim (262.298.6846)
TovimPress.com

Book Publishing Specifications Checklist

Tovim Press wants your publishing experience with us to go smoothly and produce the nicest book possible. There are several requirements that must be met before a book goes to print, as many issues can affect quality of the final product. If you want to create a book from scratch, you need to know exactly what you're doing before you even start creating a book. That is why most New Independent Jewish Authors (NiNJAs) prefer to use our paid services, to make sure everything is done correctly, without risk of printer rejection. If you have any questions on our system, refer to the "Publishing with Tovim Press Guide", or email ClientSupport@TovimPress.com. We can provide reasonably-priced services to get your book print-ready. In general, this is the order of events that takes place when publishing a book with us:

- When your manuscript is finished, create an account with us and fill out your author info. (It is used for publishing.)

- Purchase one or more ISBN from us, and any needed products or services. Fill out a Book Title Setup Form.

- Upload all of your pertinent files to your Author Portal. We will work closely with you to complete your project.

- Fill out and upload your W-9 form, and Tovim Press Publishing Agreement in able for us to pay you royalties.

- When done, we'll send a pdf of your book's interior and cover. (You can send out these advance copies for reviews.)

- Once approved, we submit your book for publishing and you order a physical proof copy. Choose a launch date.

- When you approve the physical proof copy, we enter your book into distribution. Your book title is now "live"!

TECHNICAL GUIDELINES FOR DIMJAs FOR THE BEST QUALITY BOOKS

E-BOOKS OVERVIEW: An E-Book can be done from a printed book or started on its own. If starting from scratch, there are programs available like Calibre that can do much of the formatting for you. Since e-Books are read on a variety of different readers and devices, text must be reflowable and not fixed, and pictures are extremely hard to deal with. A mixture of Hebrew and English is not as doable. It can be turned into a graphic, but the size should not be larger than the smallest screen will show comfortably at 300-600 pixels wide. Children's books with pictures are really an option for e-Books. Another thing to consider is that e-Books are not Shabbat-friendly. Although we do offer the option of e-Books, we encourage our authors to stick more to physical printed books, and preferably the more durable hard-cover books that will last a lifetime. If you are still set on making an E-Book, the checklist is below.

☑ Using an Existing Print Version: If you have a print version it may be usable, but e-Books are a new animal. There are no page numbers or headers. Each reading device is different, so page sizes aren't consistent. Only certain common fonts are used. Readers navigate by links in the Table of Contents.
If using Word, set the view to Web Layout. This will make it much easier to see how your text will react. Don't save it as an html file, as Word will put a lot of unwanted formatting in. (This can be done last if needed.) Strip whitespace from the beginning. You can insert page breaks to make sure a page starts at the top of the e-reader. Take out all page numbers, headers and footers. If you have a Table of Contents, strip it of all page numbers. An Index can be deleted completely unless you want to link each subject to the place where it can be found. The next step is to "Bookmark" the places where your links will be anchored. Go to "Insert Link" to add each entry to your Table of Contents.

☑ If using InDesign, open the document and go to File and "Export". Give it a filename and choose a location where you know it resides. From the "Save as Type" list choose "epub (Reflowable)" and click "Save". In the "Epub Export Options" dialog box, specify what you want and click "OK".

For all e-Books, add a cover picture, next a title page with the title, author name, a picture if desired, and at the bottom, "Published by Tovim Press, LLC". We can insert our logo on a page if you aren't working from one of our templates. After that you can put the complete copyright page with all your legal information and where to contact the author or publisher. Make sure there is a different ISBN from the print version. Each format requires its own ISBN. (This goes for different publishers and editions as well.)

<u>PRINTED BOOKS TECHNICAL OVERVIEW</u>: (Note: Our free Tovim Press Template Sets are formatted with the proper preliminary settings. It's highly recommended to use them. They all come with a Read Me file.)

☑ Size: Before starting your book, be sure the page size is set to the finished trim size of the printed book. If using "bleed" (pictures go beyond edges), final trim size is set to .0125" larger on the three outer pages.

☑ Text Margins: In "Page Setup", all margins must be set properly. Most are as follows: Gutters (inner side) should be 0.2". Set all outer edges to about 0.9". It ensures a comfortable grip for holding during reading.

☑ Formatting: Make sure pages are set for "Mirror Margins" with "Facing Pages", and "Section Start" must always be on the right side (recto) starting with an odd number. For pretty formatting, don't forget to set up the styles for your headers, footers, and page numbers. In "File Setup", you must choose for "Embed All Fonts". That way, the proper fonts transfer with the rest of your work. Send us the font file if you are unsure. Choose an easy-to-read font for the body text, preferably in 11-12 point, and choose single or space and a half (1.5) for lines. Choose the title and opening chapter fonts, and if you want drop caps or flourishes (fancy separators). All of these can produce the nice finishing touches to give your book a classier look. Our pre-formatted templates are available online with fixed styles and fonts.

☑ Pictures: If your book contains photos, drawings charts or graphics, make sure that the file setup is set for high quality *before* any pictures are put in the document. The settings must be for at least 300 ppi and check that there's "no compression". For Word 2016 users use "Insert Picture" to place graphics into the document, and be sure to send us all of the original pictures. Note: All pictures must be saved or scanned at 300 dpi for color, or 600 dpi for fine-lined drawings. Black and white must be converted to grayscale.

☑ Technicalities: The first recto page should be the title page, with the title, author name, a picture if desired, and at the bottom, "Published by Tovim Press, LLC". We insert our logo or it is already in our templates. All major opening chapters, contents and index should be on recto. An alternate "spread" format can be used– picture on the left or "verso" and the opening chapter on the recto. (See Book Layout for details.)

☑ Legalities: Either the next verso page (or a subsequent verso page) after the title page, will be the copyright page containing all the legalities. It must have the title, year of copyright with author's name, a copyright clause, any copyrights, permissions or credits for cover design or graphics, quotations or other items that are from another person or entity. Underneath this will be the ISBN number, Library of Congress Control Number (if needed), and may contain an email to contact the author. This is perhaps the most important page in the book, as it protects the author from liabilities and copyright infringement.

☑ Consistency: Above all, formatting, styles and text must be used consistently, matching throughout the book. This makes for a professional-looking printed book that you (and Tovim Press) can be proud of.

☑ Proof-Reading: A spell-check, grammar-check, and a search for extra spaces should be done. Nothing looks more unprofessional than a book full of errors and typos.

☑ Final Format: You may send us your files in various formats. If you want to create a completely Print-Ready PDF, there are several printing specifications that must be met. Do not choose "Print to PDF", it will make the pages 8.5 x 11 and won't embed fonts. Do File>Export As PDF/X or PDF/A. If you have Adobe Acrobat Pro and have graphics, test for ink saturation limits with "Output Preview" set to "240% Total Area Coverage". If any part of a picture turns fluorescent green, it has failed and the picture must be readjusted for less ink saturation. If it looks exactly the same during the test, it has passed. The final step is to put it through "Preflight". Go to Tools>Print Production>Preflight. If it passes, the book is print-ready!

<u>POPULAR FORMATS FOR VARIOUS SIZES AND GENRES:</u>
4 x 6 in Paperback, and any Ink on any Paper ("Pocket-Size"- Language, Reference, Travel or Field Guides)
4.5 x 7 in Paperback and B&W on Standard Crème Paper ("Mass Market Paperback"- Poetry Books)
6 x 9 in Hardcover or Paperback, and any Ink on Standard Paper ("Trade"- Novels, Non-Fiction, Memoirs)
6 x 9 in or 8.5 x 11 in Paperback or Hardcover, and B&W or Color on Standard White Paper (Cookbooks)
8 x 8 in or 8.5 x 8.5 in Hardcover, and Standard Color on Premium Paper (Children's Books)
8.5 x 11 in Hardcover or Paperback, and any Ink on Standard Paper (Cookbooks, Manuals and Workbooks)
11 x 8.5 in Hardcover, and Premium Color on Premium Paper (Coffee Table, Art and Photography Books)