



Utah Bookbinding Co. dba Family Heritage Publishers
Salt Lake City, UT 84123
phone: 801-685-9188
info@familyheritagepublishers.com

FAMILY HERITAGE PUBLISHERS

Family Heritage Publishers a division of Utah Bookbinding Company, is a family owned company in continuous operation since 1952. Our experience is unrivaled.

PURPOSE

*Help our clients publish well designed,
supreme-quality books.*

MISSION

*To cause our clients to be proud of the book
they have worked so hard to create.*

PROMISE

To treat your work as if it were our own.

The “technology” of a book has been around for centuries and is the safest way to preserve your work while allowing the best sharing opportunity

Using the finest digital presses with time proven binding processes allows us to create books that will last for generations.

All products and services carry our “Lifetime-of-Use Guarantee” *

*It's simple we warrant the pages will never fall out and the book will not detach from its cover.



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HELPFUL TERMS

- **Gutter:** The white space from the edge of the printed page back toward the binding edge where the pages are fastened together.
- **Hard cover binding:** Binding of a book that has a “rigid” cover. It is usually decorated with foil embossing or can be an artistic color printed cover. *Note:* Not all hard cover bindings are created equal. It is NOT the hardcover that gives the quality, but how the pages are attached to each other.
- **Margins:** The white space between the edge of the printed text or image and the edges of the page.
- **Page:** One side of a sheet of paper. One sheet of paper is two pages – one on the front and one on the back side of the same sheet. Just like how page 1 is followed by page 2 on the same sheet of paper in a novel. Our printing prices are priced per page, not per sheet.
- **Perfect binding:** (A very poor use of the word “perfect”). A very rigid and inexpensive binding process that you usually see in paperback books with a soft paper wrap-around cover. Some companies put those perfect bound pages into hard covers. We do not recommend or make our hard cover books this way.
- **PUR Binding:** A form of binding, where the pages and cover are glued together at the spine and the other three sides of the book are trimmed to



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- give them clean “perfect” edges. Polyurethane Reactive (PUR) is the most durable book binding available. This is the method we use for both hard cover and soft cover. *
- **Camera ready:** The book pages have been printed on your printer at home or created with photos pasted or taped to sheets of paper. These “camera ready” sheets are converted to print files by scanning the pages to the digital file format needed for printing. This is not the preferred format as it adds extra time and cost produces lower quality as we will be printing from a copy rather than from an original.

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GETTING YOUR BOOK READY

The books we create come to us in a variety of formats.

1. **Camera ready or hard copy.** The project is currently printed on loose sheets. We'll use these pages for scanning to create the digital printer file we need. This is done at an additional cost and reduces the quality because we are printing from scanned copies rather than originals.
2. **Digital file NOT formatted.** Your project is in a computer, but NOT in the design you would prefer. We can often help you with minor problems or recommend layout editors to help. This is done at an extra hourly cost.
3. **Your project is in a computer file and ready to be printed.** Word™ and WordPerfect™ files and many others are not as stable as they appear. Saving your file to a PDF will lock down your work and make it portable. PDF stands for Portable Document Format. With the right software you can make a PDF file from any software program. A PDF file can be viewed and printed from any computer system with the many free PDF readers available. A PDF file is truly portable and stable and ensures that your printed material will include all of your fonts, graphics, pictures, layout, and formatting just as you created it without any loss of quality. All you need to send us is just one print-quality PDF file.

Call us with any questions you may have about converting your project to PDF.

Common Errors in Preparing Files for Printing

- **Reworking all the images to look good on your computer monitor**

Unless you have a calibrated monitor, what you see on your monitor does not accurately represent how the images will print. Computer monitors can make 72 dpi images look good yet 72 dpi images printed on paper will not print well. Only rework photos that absolutely need help. If all your photos are too light or too dark it could mean your scanner settings were incorrect or your computer monitor is adjusted incorrectly. Try printing an image you've adjusted on paper and compare that to what you see on your monitor. Printed output from us will be higher quality.

- **Not scanning correctly**

When scanning, set the scanner at 300 dpi resolution. Most scanners default to a lower resolution setting. Only if you're scanning a small image that you want much larger on the printed page would you scan higher than 300dpi. There is a mathematical relationship between the original scanned image resolution and the printed page resolution as the images are resized. *Example:* taking an 8" photo scanned at 300dpi smaller to a 4" photo for printing increases the resolution to 600dpi. Just the opposite happens if we scan a 4" photo and stretch it up to 8". The 4" photo at 300dpi in the larger 8" size results in a decrease to only 150dpi! Best printing happens between 300dpi and 600dpi.

Don't scan using the "black and white" setting. This setting only sees blacks and whites – no shades of gray. This setting doesn't work for black and white (grayscale) photographs. Scan black and white photographs using the 'grayscale' setting! DON'T scan black and white images as color! It takes at least 4 times longer to scan, creates a much larger size image file, and combined can make your book file too large for some



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computers to handle. Before printing we have to strip away any “hidden color” to give you the lower grayscale (black ink only) print price.

- **Choosing the wrong PDF format**

PDF files are not necessarily the same quality. Smaller, compressed PDF's are great for computer reading but are lacking the image quality necessary for printing. Two things happen with the lower quality PDF's. First, the fonts used aren't included in the finished PDF file. This can lead to font substitutions without warning. Second, the images are reduced to a lower dpi resolution – which is undesirable.

- **Not reviewing the PDF print file before submission**

Even though creating a PDF is 99.99% accurate, if your file happens to be in that .01% some changes could happen making the PDF look very different than the original. Usually all the words and pictures are still there but maybe the last line of page 99 is now at the top of page 100. Please review the PDF with the knowledge that what you see in the PDF is exactly how the pages will print.



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OTHER USEFUL INFORMATION

Special Instructions for users of Adobe InDesign Software

InDesign is great professional software for creating a book but can cause problems when the output is sent to a commercial digital printing press like ours with improper settings. To create the proper PDF file for our needs, please follow these rules:

1. “Rich Black” is the default in InDesign. This is where the black color - even text - is enhanced with color. We don’t want this for printing or we would have to charge the higher color price for every page printed. To solve this problem go to:
Edit > Preferences > Appearance of Black
Change both the “display” and “output” to read “...all blacks accurately”.
2. The best way to get a file from InDesign is to use the “file > export” function. Then choose “save as type” as Adobe PDF. Choose [High Quality Print] instead of [Press Quality]. Choosing Press Quality tells InDesign to arbitrarily convert all of your graphics from their current state to CMYK color. This arbitrary assignment of CMYK color many times is not accurate and can cause problems. Leaving the color images “as is” and letting our printing press convert the RGB or Grayscale images to our machine specific CMYK standard creates the most accurate colors.
3. Under the compression settings, choose automatic (JPEG) compression and maximum image quality for both color and grayscale images. These



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4. compression and quality settings will leave a very manageable file size while retaining original image quality.

MARGINS

When deciding on the margins of your project, keep in mind that all book pages will be trimmed approximately 1/8" on three sides to even up the edges after the binding process. The fourth side is the binding edge and will also lose approx. .04". It's not necessary to add extra space to the binding edge of a page for the binding. Keeping your text and pictures centered with an equal margin also helps when the page is "duplexed" and printed back-to-back on one piece of paper. It's also easier for you when editing, adding, or removing pages from the document.

We suggest the following margins:

If the book is to be 6" x 9" or smaller:

Use 5/8" or greater margins all sides.

If the book is larger than 6" x 9" up to 8 1/2" x 11"

Use 3/4" or 1" or margins all sides.

(These are only suggestions and are what you'll find more commonly in printed books.)



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BEGINNING PAGES

The following is a suggestion of what pages to include in the beginning of your project. This is not a firm, fast rule. After all it is your book.

The beginning front pages are usually numbered with roman numerals.

Page i	Title page including author information
Page ii	Copyright page (back of previous page)
Page iii	Dedication
Page iv	Acknowledgements
Page v	Table of contents (as many pages as needed)
Pages continuing...	Key to charts
	List of maps
	List of photographs
	Preface
	Introduction

Then start the main text with page 1.

Commonly, odd numbered pages are on the front side and even numbered pages are on the back side of the printed sheet of paper.

ENDING PAGES

Epilogue
Appendix
Index
References and/or bibliography



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THE BODY OF THE BOOK

Use the following as a guide for the layout of the body of your project.

1. **Type size:** Use at least 12 point type so it is readable by readers of all ages. Many projects of this type benefit from 14 point type.
2. **Type Style:** It is generally good to stay away from ornate or difficult to read type styles in the text body of your project. Use something that you find easy to read and pleasing. Embellish it with the chapter headings and section titles to dress it up if necessary. Also remember that if you use an unusual font, it must be "embedded" or included with your PDF file.
3. **Columns:** It is generally accepted that the reading of shorter lines of text is easier. If you choose the 8 ½" x 11" page size you may want to consider using two columns for the body of your text. This can be set in the "page layout" section of your software.
4. **Line Spacing:** With computers the distance between lines can be varied to any setting. With a typewriter we had the choice of single space, space and a half, or double space. We suggest at least space and a quarter to space and a half. Choose what you find looks right to you.
5. **Justification:** Decide how you want the text to look between the margins. When text is justified, the left and right margins are flush and straight creating a pleasing look and readability. The alternative is left justified such as this document, where the right margin is "ragged" and uneven.



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Some fonts work better for this than others. We suggest you experiment and find the most pleasing font and justification for you.

PHOTOGRAPHS

Photographs enhance the project immensely. We highly suggest including at least a few. Keep in mind there is **no extra cost** for printing black and white or grayscale photographs on your pages. If you need color, we can easily do that too. With a little care and a scanner, or digital camera, photographs can be added to your project quickly and easily. All modern word processors, genealogy programs, etc., that we are familiar with allow including your scanned images directly in your document. This creates the highest quality printed output.

Suggestions:

1. When scanning photographs, use no more than 300 dpi unless you're planning on enlarging the size of the original in the book. This keeps the file size manageable and still produces great printed quality.
2. If the photograph is to be color in the book, scan in color. If it is to be black and white or grayscale, scan as grayscale, never "black and white".
3. Size the photos to the approximate size you want them to be before embedding them in your document while scanning if your software allows. This will give you the best quality while keeping total file size small. Minor size changes can be often managed in the document itself. *example:* If your original 8"x10" photo is only going to be 4"x5" in your book, scan it to that size before embedding.



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4. Photographs that are small or need to be cropped may need to be scanned at a higher resolution to facilitate enlarging. When resizing, be careful to keep the image proportions so that images don't get tall and thin or short and wide.

(see "Biggest Mistakes..." on page 4 for more specific scanning details)



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SENDING YOUR PROJECT TO US FOR COMPLETION

Your book pages are printed on larger 12"x18" digital press sheets. We can print just one book but multiple book orders must be in multiples of two for 8½"x11" or multiples of four if 6"x9" or smaller for the best print pricing.

PLACING AN ORDER

It's very easy to place an order. You can get a price quote including estimated shipping costs by using the "Click here for a Quote" on our webpage at:

<http://www.familyheritagepublishers.com/request-quote>

The quote sent back to you will show the cost per-book with estimated shipping charges. When you are ready to order follow these steps

1. Send your order to us from our website at:

<http://www.familyheritagepublishers.com/place-order>

Fill at the form, upload your file(s), Submit your order. You will receive a confirmation by email that we have received your order.

2. Once your order has been received and reviewed you will be emailed a link to review your files and a link for payment so your book can be sent to production. When payment has been received, you agree that you have reviewed your PDF file and it is ready for print.

After we have a print-ready file, all orders ship in 3-10 days depending on season.



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PRICING

PRINTING – Based on order quantity, with a limit of 750 total pages per book
Priced per page (or side), not per sheet, with printing on both sides.
- For single-side printing add 2 cents per page.

Grayscale or Black & white each 8.5"x11" page (includes photos & graphics)	\$0.06
Color each 8.5"x11" page* (includes photos & graphics)	\$0.33
Grayscale or Black & white each oversize page • (includes photos & graphics)	\$0.10
Color each oversize page* (includes photos & graphics)	\$0.60

The pages are printed on high quality white acid-free paper.

Some non-standard book sizes may incur additional print and bind charges if page size is greater than 9" wide or 12" tall"

BOOKBINDING – HARDCOVER Soft Cover deduct \$7.00 from bind charge








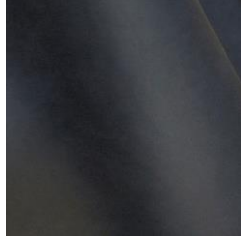
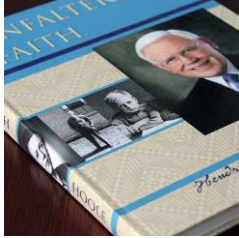
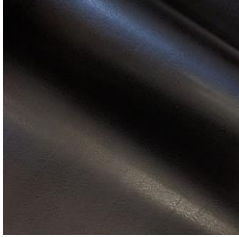

Number of Books	Cost per book	Small order fee (per order, not per book)
1-4	\$24.99	\$100.00 (*one-time fee, waived on reorders)
6-9	\$19.99	\$100.00 (*one-time fee, waived on reorders)
10-24	\$15.99	\$100.00 (*one-time fee, waived on reorders)
25-49	\$13.99	None
50-99	\$11.99	None
100-199	\$10.99	None
200-299	\$9.99	None
300-499	\$8.99	None
500+	\$7.99	None

Includes a hard-cover “archival quality” bookbinding in our lightly-grained standard cover material with gold foil title information on both the front cover and spine. Pricing does not include shipping costs or the sales tax required for Utah residents or local pickups.

***Reorder - Small order fee is waived only if we reprint from the original press-ready files.**

BOOK COVER CHOICES

All binding cover materials subject to change without notice based on availability.

BASIL (green)		CADET (navy blue)		CHESTNUT (brown)	
CORDOVAN (maroon)		EBONY (black)		REGAL (royal blue)	
DUSTY BURGUNDY (Silktouch™)		DUSTY BLUE (Silktouch™)		GRAPHIC WRAP +\$5	
BLACK BONDED LEATHER +\$5		SADDLE BONDED LEATHER +\$5			

EXTRAS

Bonded Leather covers: <i>Colors: Burgundy, Navy Blue, Saddle Brown, or Black</i>	\$5.00 additional per book
Graphic Wrap PHOTO cover from your layout. <i>Extra charges may apply if we help you create cover.</i>	\$5.00 additional per book
Photo or page scanning, minor editing, etc.	\$100.00 per hour

Please call us with any further questions! We're here to help!