

# The Barnes & Noble Press Print Platform Formatting Guide

Barnes & Noble Booksellers, Inc, 122 Fifth Avenue, New York, NY 10011  
© 2017 Barnes & Noble Booksellers, Inc. All rights reserved. Barnes & Noble®, NOOK®, NOOK Book®, and the NOOK logos are trademarks of Nook Digital, LLC or its affiliates. Patent Pending. Content shown may vary from actual available content, which may change without notice. All trademarks or registered trademarks that are not the property of Nook Digital, LLC or its affiliates are the property of their respective owners.

# TABLE OF CONTENTS

<b>Getting Started</b>	<b>4</b>	Margin Size	13
<b>Book File Requirements</b>	<b>5</b>	Gutter	14
What is a Print-Ready PDF?	5	<b>Images</b>	<b>14</b>
<b>Pre-Press Manuscript</b>	<b>6</b>	A Checklist for Images	14
Proofread and Spell-Check	6	<b>Typeface/Fonts</b>	<b>14</b>
Spacing and Text Placement	6	Typefaces	15
Using Hard Returns	6	Font Size	15
Keeping Text Reflowable	6	Line Spacing	15
Using the Space Bar	6	<b>Pagination</b>	<b>15</b>
<b>Book Layout and Elements</b>	<b>6</b>	<b>Other Layout Elements to Consider</b>	<b>16</b>
Book Pages and Page Spreads	6	Running Heads/Running Feet	16
The Book Block	7	Widows and Orphans	17
<b>Front Matter</b>	<b>7</b>	Full Justification/Rag Right	17
Title Page	7	Crop Marks	17
Copyright Page	7	<b>Generating a Print-Ready File</b>	<b>18</b>
Dedication	7	Removing Encryption	18
Table of Contents	7	Embedding Fonts	18
Epigraph	7	<b>Saving a File as a PDF (optional)</b>	<b>20</b>
Preface	7	Setting PDF Dimensions	20
Foreword	7	File → Save As	21
<b>The Core Matter</b>	<b>8</b>	<b>Pre-Publication Checklist</b>	<b>22</b>
Chapter Breaks	8	<b>Creating a Cover</b>	<b>23</b>
<b>Back Matter</b>	<b>9</b>	A Print-Ready PDF Cover	23
Epilogue	9	Front and Back Covers	23
Afterword	9	The Spine	23
Endnotes	9	Assembling a Print-Ready Cover	23
Bibliography	9	<b>Helpful Tips &amp; Templates</b>	<b>23</b>
Glossary	9	How to Use the Barnes & Noble Press Print Platform	
Index	9	Cover Templates (Front/Back Cover Files)	24
Author Biography	9	Cover File Properties	24
<b>Layout and Design</b>	<b>10</b>	<b>File Preparation Quick Guides</b>	<b>26</b>
<b>Format</b>	<b>10</b>	Paperback Cover	26
Hardcover	10	Hardcover with Dust Jacket	26
Hardcover with Dust Jacket	10	Hardcover with Printed Case	27
Hardcover with Printed Case	10	<b>Appendix A. Instructions for Authors Using</b>	
Paperback	10	<b>Pages for Mac or Pages for iOS</b>	<b>28</b>
<b>Paper</b>	<b>10</b>	Setting Page Sizes	28
<b>Page Count and Trim Size</b>	<b>10</b>	Creating Page Breaks	28
Page Count	10	Setting Up Running Headers and Footers	28
Page Count and Trim Size Chart	11	Embedding Fonts	28
Formatting for Trim Size	12	Saving a File as a PDF	28

# GETTING STARTED

---

Barnes & Noble Press is pleased to offer the Barnes & Noble Press print platform for anyone who wants to make a professional-quality print book of his or her work for sale or for personal use. For everyone from the professional author to the first-time writer, and small publishers to the individual craftsman, the Barnes & Noble Press print platform is quick, easy to use and will deliver professional quality print books.

To get the most out of the Barnes & Noble Press print platform technology, your interior text and cover need to be formatted as print-ready files. This guide offers formatting instructions and recommendations that will help you make your work print-ready, so your printed book turns out just the way you want it to. This guide gives instructions for formatting your book in Microsoft Word. For instructions using Pages for Mac or Pages for iOS, see the appendix at the end of the guide.

Visit **BNpress.com** to learn more.

# BOOK FILE REQUIREMENTS

---

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

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

## What is a Print-Ready File?

Whether you're a major book publisher or an independent author, the printing process starts the same way—with a print-ready PDF for the cover and either a PDF or MS Word document for the interior.

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

Most authors write their books in a word processing software program, such as Microsoft Word, WordPerfect, Mac Pages, or Google Docs. These programs are perfect for the writing process, but may not be ideal for printing because what is shown on screen may not translate faithfully to the printer. Spacing and page breaks may differ, for example. A document that looks tidy online might appear awkward when printed, so if you're uploading an MS Word document as your interior, be sure to double check your interior digital proof. Remember, too, that we don't accept interior documents in WordPerfect, Mac Pages, or Google Docs.

You may want instead to choose a print-ready PDF file for your interior, which will translate exactly what's on screen to the printer. No matter the computer or machine, a PDF will print the same way because it's in a "locked format." Having a locked-formatted document is great for knowing exactly how your book will look when it's printed.

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

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

# PRE-PRESS MANUSCRIPT

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

## Proofread and Spell-Check

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

## Spacing and Text Placement

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

## Using Hard Returns

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

## Keeping Text Reflowable

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

## Using the Space Bar

As a general rule, do not use the space bar to indent paragraphs or adjust the indentation or placement of other text elements. Use paragraph styles to automatically indent paragraphs, or use the Tab key. Do not use multiple spaces to indent paragraphs because it will not translate properly to a printed page. Also, if you want to center text, use the

text-centering tool. Do not use the space bar to move lines visually across the page. These improperly used spaces will cause inconsistencies in layout when going through your final formatting process.

## Book Layout and Elements

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

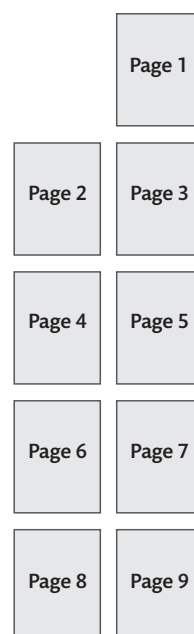
## Book Pages and Page Spreads

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

A spread is a book layout with two facing pages.

Odd-number pages appear on the right side of a spread.

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



# PRE-PRESS MANUSCRIPT

## The Book Block

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

- **The Front Matter**

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

- **The Core Matter**

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

- **The Back Matter**

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

## Front Matter

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

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

Each of these elements is described below.

### Title Page

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

### Copyright Page

If your print book is for personal use, you do not need an ISBN to print your book using Barnes & Noble Press. If your print book is for sale, however, you must have an ISBN and should list it on the copyright page.

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

Copyright Office is beneficial.

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

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

### Dedication

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

*To Mary, as always*

### Table of Contents

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

### Epigraph

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

*Optimism is the faith that leads to achievement.*

—Helen Keller

### Preface

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

### Foreword

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

# PRE-PRESS MANUSCRIPT

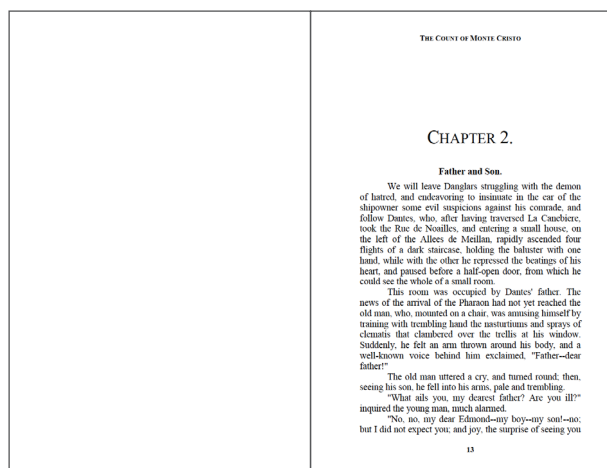
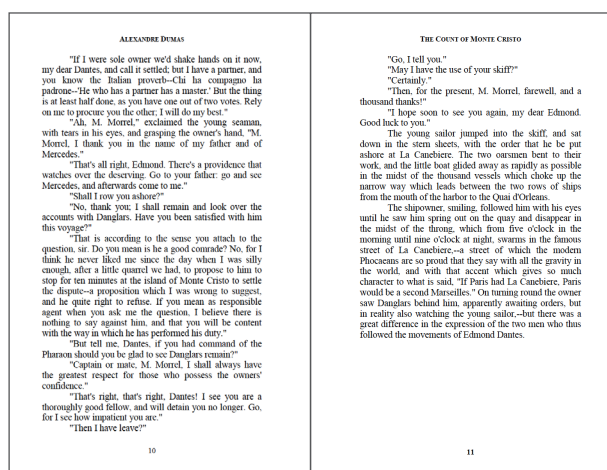
## The Core Matter

### Chapter Breaks

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

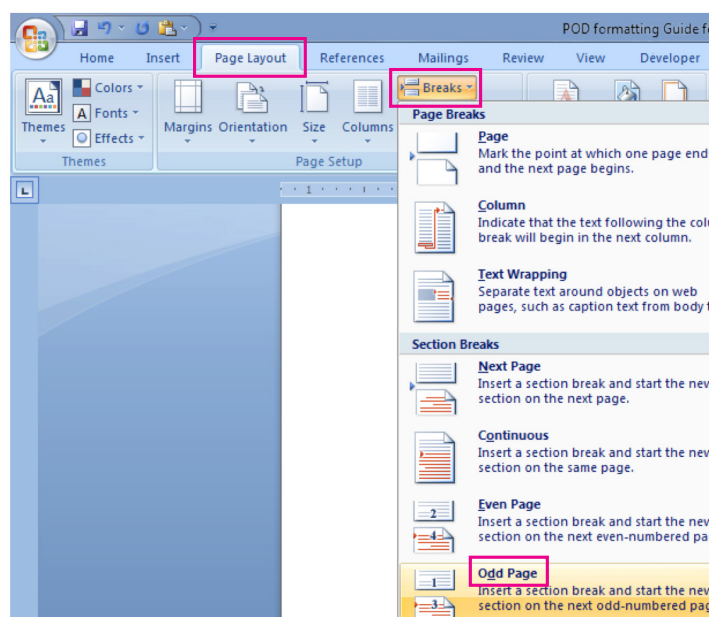
Usually chapter titles appear about a third of the way down the page. In your word processor, you might want to use a consistent Chapter Title paragraph style that specifies a set number of inches or points to make the title appear at a specific place on the page. Use paragraph styles rather than a series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

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



## Setting Up Chapter Breaks and Chapter Titles using Microsoft Word

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



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

## Back Matter



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

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

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

### Epilogue

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

### Afterword

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

### Endnotes

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

### Bibliography

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

### Glossary

A glossary defines special or unusual terms in a book.

### Index

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

### Author Biography

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

# LAYOUT AND DESIGN

---

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

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

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

## Format

You can choose whether you want a hardcover or paperback book. Each format has its own specifications to consider. Whichever format you choose you will need to provide a print-ready PDF of the entire cover including spine, or the front, spine, and back cover file. Your cover files will likely have an image, title, author name, and any other text elements you choose to include. If your print book is for sale, it will need to include a barcode. For more detailed instructions on how to format your cover files see page 23.

## Hardcover

If you choose a hardcover format, you can select to print with a Dust Jacket or with a Printed Case.

- **Dust Jacket:** the dust jacket wraps around the case. Your cover file will be printed onto the removable dust jacket of your book. Note that the flaps of your dust jacket cover will be blank.
- **Printed Case:** the hard part of a hardcover book is called a “case.” Printed Case means your cover file will be printed directly onto the paper used to wrap the case of your book.

## Paperback

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

## Finish

- Note that all covers are available in matte only, not glossy. Also, if you print in black and white, your cover will automatically be printed in color.

## Paper

For black and white printing, we offer 50# white paper stock or 60# cream paper stock. We also offer premium color 70# white paper stock.

## Page Count and Trim Size

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

## Page Count

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

- Minimum Page Count: 40 pages
- Maximum Page Count: 800 pages

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

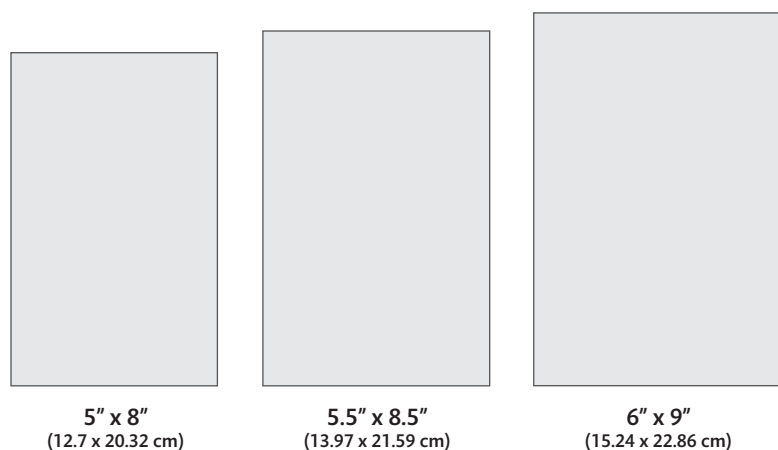
# LAYOUT AND DESIGN

Below is a chart of the trim sizes, formats and text colors we offer:

Trim Size	Page Count Min	Page Count Max	Formats	Printed Case or Dust Jacket	Printing Color	Paper Color
5" x 8"	40	800	Paperback		B&W	B&W: White 50# / Cream 55#
5.5" x 8.5"	40	800	Paperback/Hardcover	Both	B&W/Color	B&W: White 50# / Cream 55# Premium Color: White 70#
6" x 9"	40	800	Paperback/Hardcover	Both	B&W/Color	B&W: White 50# / Cream 55# Premium Color: White 70#
7.5" x 9.25"	40	800	Paperback		B&W	B&W: White 50# / Cream 55#
7" x 10"	40	800	Paperback/Hardcover	Printed Case	B&W/Color	B&W: White 50# / Cream 55# Premium Color: White 70#
8" x 10"	40	800	Paperback/Hardcover	Printed Case	B&W/Color	B&W: White 50# / Cream 55# Premium Color: White 70#
8.5" x 8.5"	40	800	Paperback		Color	Premium Color: White 70#

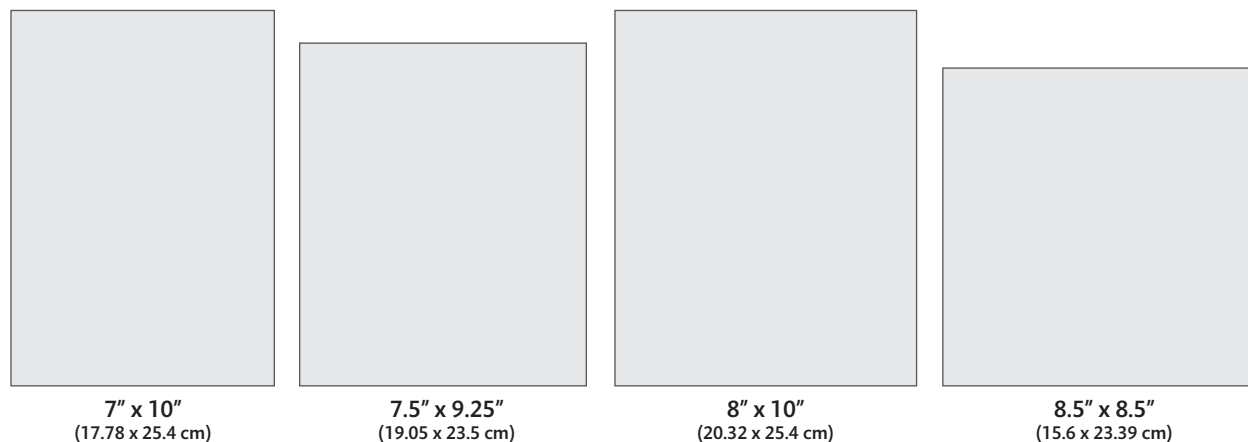
## Trim Sizes

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



Depending on the type of book you are printing, there are other trim size options available.

The trim sizes below are optimal for photo books, cookbooks, and children's books.



**6" x 9"**  
(15.24 x 22.86 cm)

**5.5" x 8.5"**  
(13.97 x 21.59 cm)

**5" x 8"**  
(12.7 x 20.32 cm)

7.5" x 9.25"  
(19.05 x 23.5 cm)

8.5" x 8.5"  
(15.6 x 23.39 cm)

8" x 10"  
(20.32 x 25.4 cm)

7" x 10"  
(17.78 x 25.4 cm)

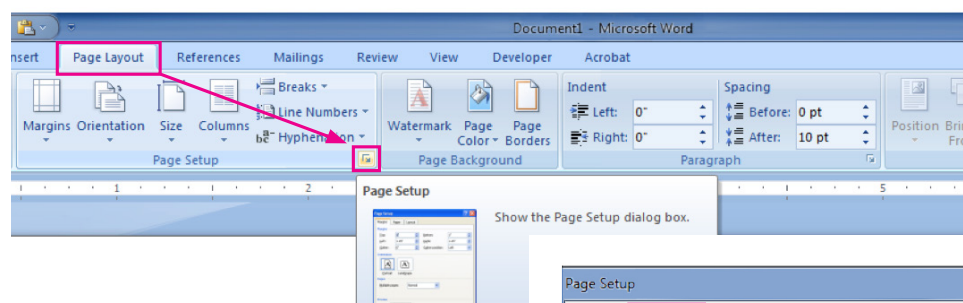
# LAYOUT AND DESIGN

## Formatting for Trim Size

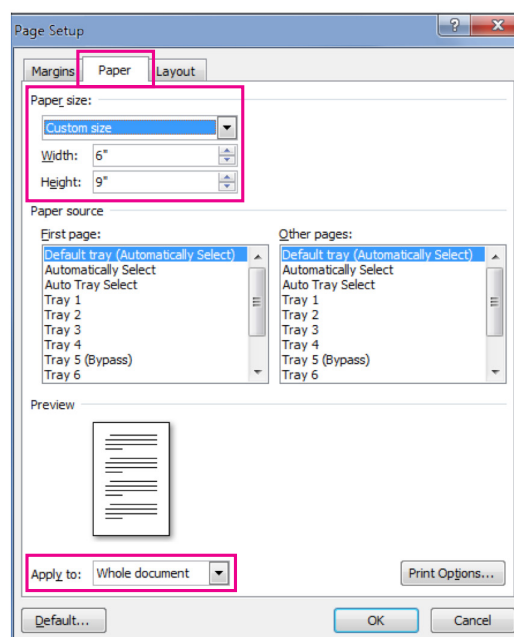
Once you've decided on your desired trim size, you need to designate those measurements in your document. Setting the document/paper size will tell the printer how big to make your book page so it fits with your desired trim size. It's very important to set these measurements.

### How to Set Paper Size using Word on a PC

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

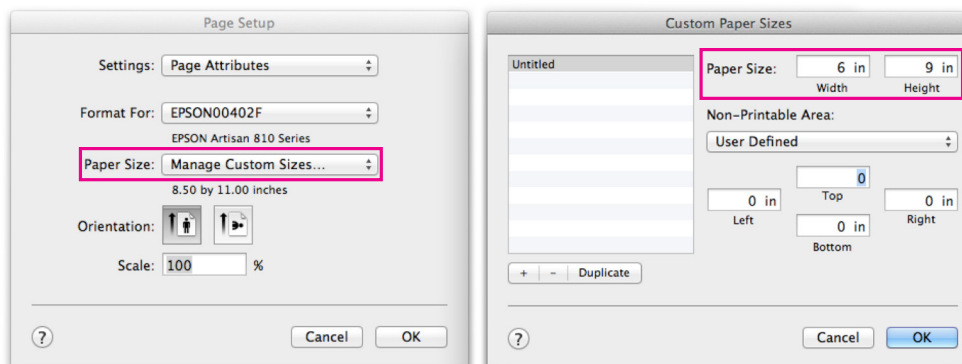


Click the Paper tab, select the custom size option and enter your desired measurements. In the drop-down menu next to "Apply to", make sure to click on "Whole Document" to apply this size to the whole document.



### How to Set Paper Size using Word on a Mac

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



# LAYOUT AND DESIGN

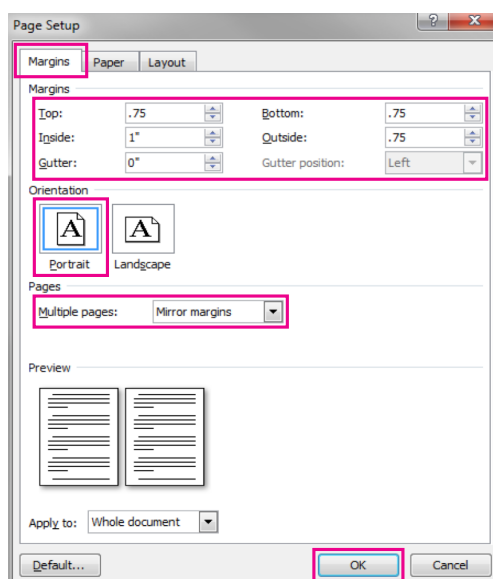
## Margin Size

Margin settings in your book establish the white space that appears around the text. After you've set your document/paper size, you will need to set the margin size. You want to have enough white space so that the text doesn't run off the book page. The standard margin setting is 0.75" on each side of the text except for the inside margin which should be 1.0".

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

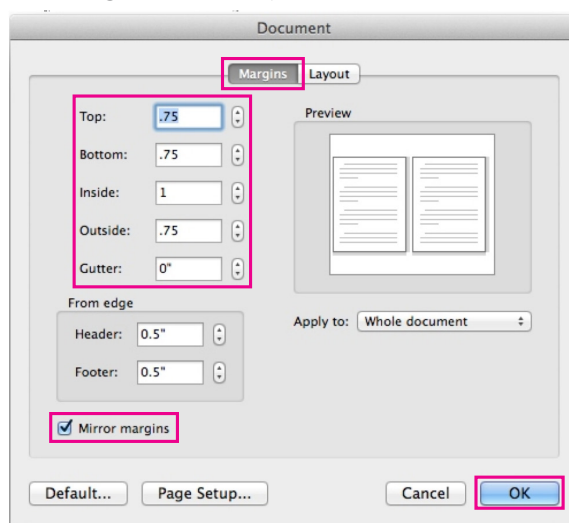
### Setting Margin Size using Word on a PC

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



### Setting Margin Size using Word on a Mac

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





# LAYOUT AND DESIGN

---

## Gutter

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

- However, as long as you set the outside margins to 0.75” and the inside margin to 1.0”, then you DO NOT need to set an additional gutter. Set gutter to 0.0.”
- “Mirror margins” is usually the best format option.

## Images

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

Note that the color on your computer screen will not necessarily match the color of your printed pages. Your computer screen shows projected RGB color (Red, Green and Blue), and the printed books show CMYK color (Cyan, Magenta, Yellow and Black).

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

## A Checklist for Images

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

- Images must be at least 300 DPI to be considered print quality.
- For full-bleed interior images (images that print to the edge of the page), a good bleed value is 0.125.” The bleed value is the margin beyond the edge of the page to which the image should extend in order to ensure that printing consistently reaches the edge of the page.
- Images must be embedded into the document and not be a reference link. The file should include everything needed to print the file—images, fonts, and text.
- Remember that you must have the rights to all of the images you use.
- If you’re using Photoshop, InDesign or Illustrator,

make sure your images are flattened to analog. Analog means that an image with multiple layers—designed using the above programs—has been condensed into a single layer. For instructions on flattening images see below.

## Converting a Multi-layer Image to Analog when using Photoshop, InDesign or Illustrator

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

## Inserting Images Using Microsoft Word

To insert an image from a saved computer file or insert clip art, go to the Insert menu from the top navigation bar. Select Picture to insert an image from your computer or Clip Art to insert stock photography. With the image selected, go to the Format menu and select Format Picture. You can then format your image accordingly.

## Typeface/Fonts

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

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

# LAYOUT AND DESIGN

## Typefaces

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

- **Garamond**  
The quick brown fox jumped over the lazy dog.
- **Palatino**  
The quick brown fox jumped over the lazy dog.
- **Times New Roman**  
The quick brown fox jumped over the lazy dog.
- **Century**  
The quick brown fox jumped over the lazy dog.  
Here are examples of popular sans serif typefaces, also set in eleven points.
- **Arial**  
The quick brown fox jumped over the lazy dog.
- **Helvetica**  
The quick brown fox jumped over the lazy dog.
- **Verdana**  
The quick brown fox jumped over the lazy dog.

## Font Size

The size of type is important for making sure your book is easy to read. Type is measured in points. Generally, keeping a font between 10 and 12 points for the body will result in an easily legible book. Feel free to experiment with large type sizes for chapter or section headings.

## Line Spacing

Typically, line spacing is set between “single-spacing” and “1.5 lines” to make text legible without leaving too much white space between lines. You can also specify line spacing in points. Generally, it’s best to have line spacing for the main text be at least 2 points larger than the font size. For example, if you’re using 11 point type, try setting the line spacing or line height to 13, 13.5, or 14 points.

## Pagination

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

Page numbers typically appear in the lower left corner of

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

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

If your book includes front matter, you have the choice of numbering the first page of your narrative page 1 or you can do as some publishers do and assign the first page of narrative the number it would have if you were numbering all pages, including the front matter, sequentially. Thus, front matter might run from page iii to page xxi, and the main narrative might start on page 23.

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

	Title
Copyright	Table of Contents
	Preface Page v
Page vi	Chapter 1 Page 7
Page 8	Page 9

# LAYOUT AND DESIGN

## Other Layout Elements to Consider

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

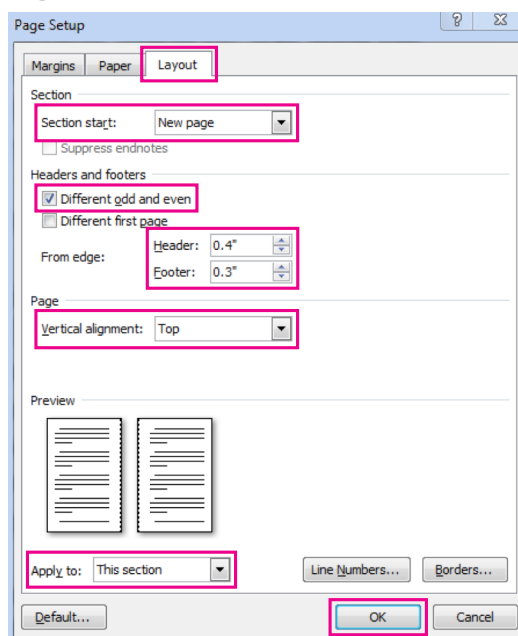
### Running Headers/Running Footers

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

#### Applying Running Heads/Footers using Word on a PC

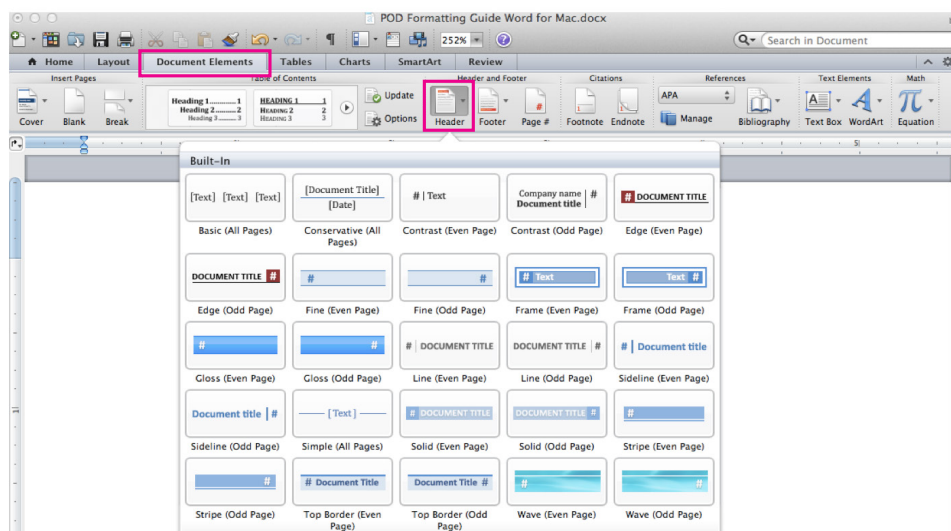
Open the Page Setup dialog box. Click the Layout tab and you will be able to adjust the layout, section start, alignment, and set values for headers and footers.

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



#### Applying Running Heads/Footers using Word on a Mac

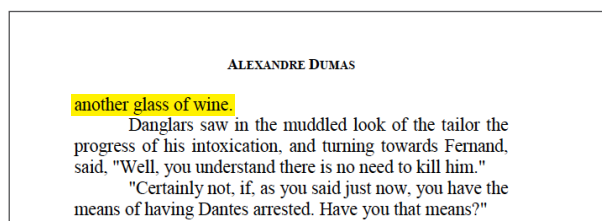
You can set the headers and footers of your book from the Document Elements section at the top of your toolbar.



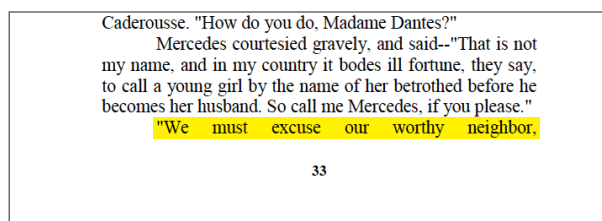
# LAYOUT AND DESIGN

## Widows and Orphans

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



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



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

Microsoft Word features an on/off control for limiting widows and orphans. Go to Paragraph, then the Line and Page Breaks tab. Make sure the Widow/Orphan control check box is selected.

## Full Justification/Rag Right

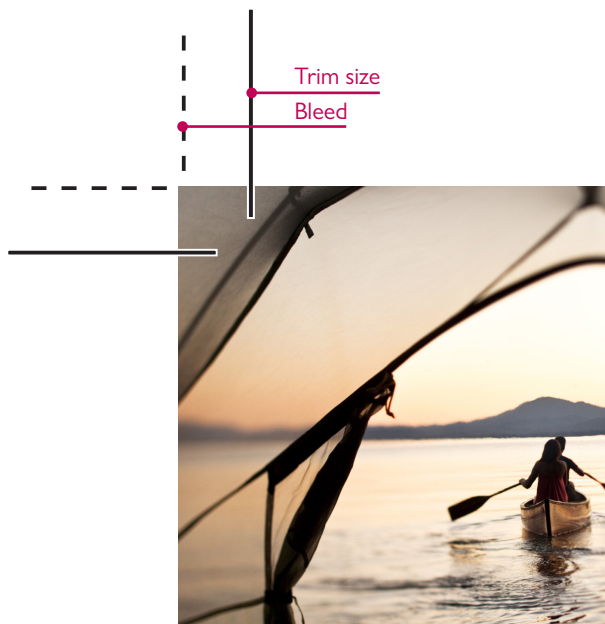
Paragraph alignment is up to your personal preference. Books are often designed so that the left and right paragraph lines are flush to the margin or fully justified.

When the right side of the text lines are allowed to appear jagged, this is called “ragged right” or “rag right.” Fiction and non-fiction are usually typeset fully justified, but much poetry is typeset ragged right.

To set your text to fully justified go to the Home menu from the top navigation bar then go to the Paragraph section. Select All to highlight your entire text then click on the button that says Justify when you hover over it.

## Crop Marks

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



## GENERATING A PRINT-READY FILE

---

Now that your manuscript is formatted properly, you may want to save it as a PDF or you may want to leave as is in MS Word. If you do choose to convert it to a PDF, make sure to save your final manuscript as a word processing file too, just in case you need to edit something later.

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

- Ensuring your Word file is not encrypted.
- Ensuring your fonts are embedded.

If you want to keep your document in Word, you will also need to ensure these two points are followed.

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

### Removing Encryption

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

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

#### Removing Encryption from a File on a PC

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

#### Removing Encryption from a File on a Mac

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

### Embedding Fonts

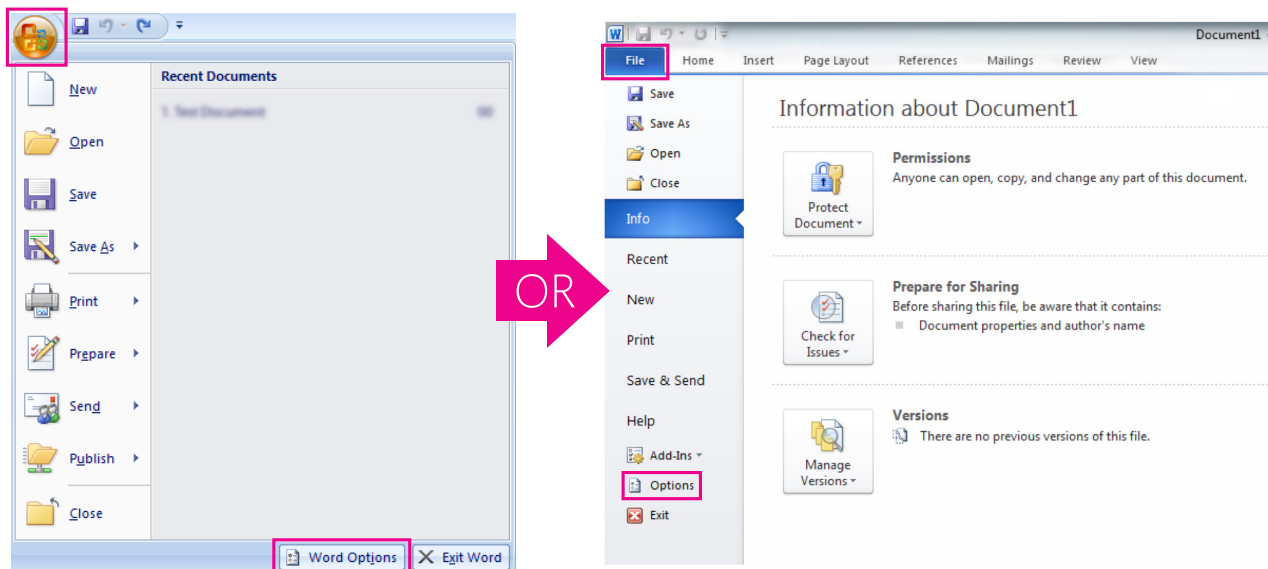
The document needs to contain certain information so the printer knows how to render your book's typeface. In some word processing software you need to specifically indicate that you want to embed your fonts in the document so that they render properly in your file. Thankfully, most word processing software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

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

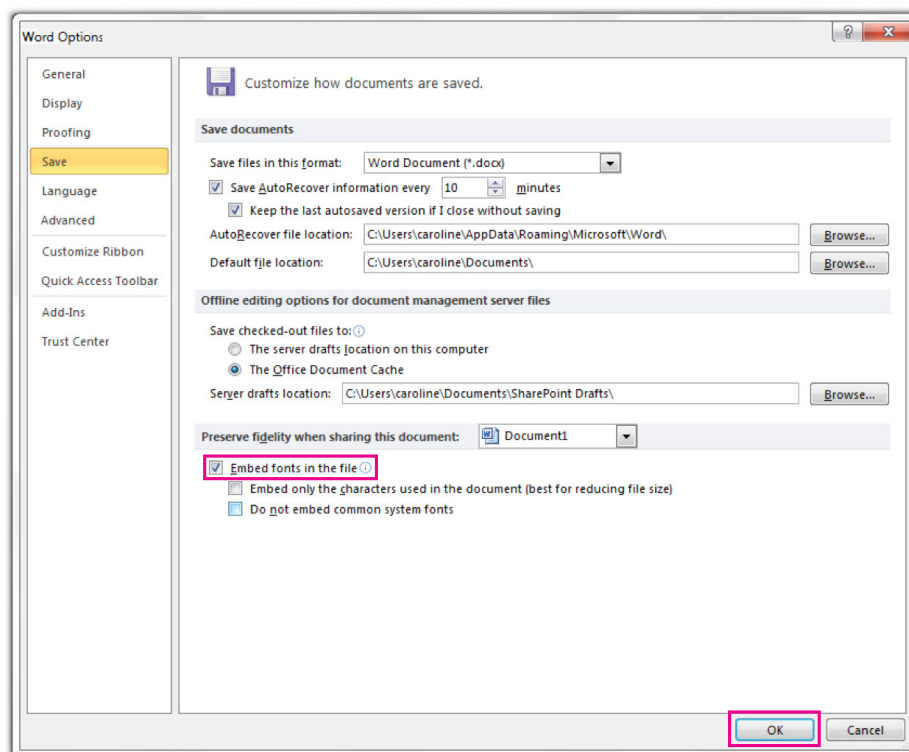
## GENERATING A PRINT-READY FILE

### Embedding Fonts Using Word on a PC

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



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



## SAVING A FILE AS A PDF (OPTIONAL)

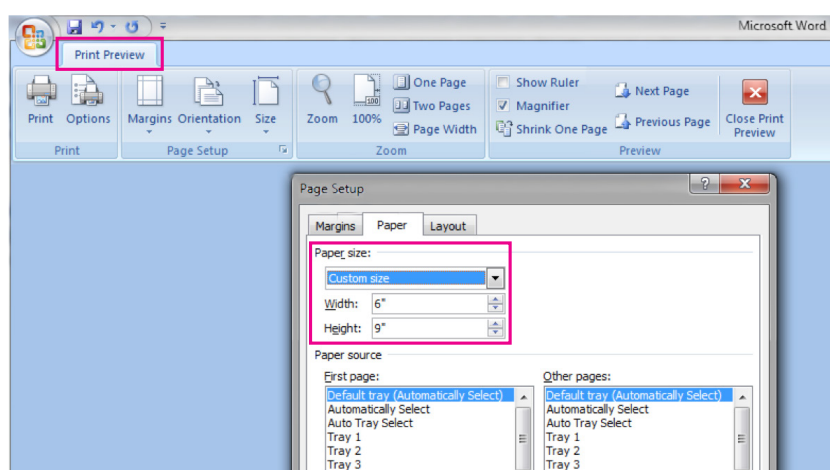
Note: When using Microsoft Word, there are a number of methods for creating a PDF file. Generally speaking, they will produce the same result, but following the steps below will ensure your PDF is print-ready for the Barnes & Noble Press print platform if you choose to convert it.

### Setting PDF Dimensions

Before saving as a PDF, you must double-check that your Word document is going to save as a PDF with your desired paper size.

#### Setting PDF Dimensions Using Microsoft Word on a PC

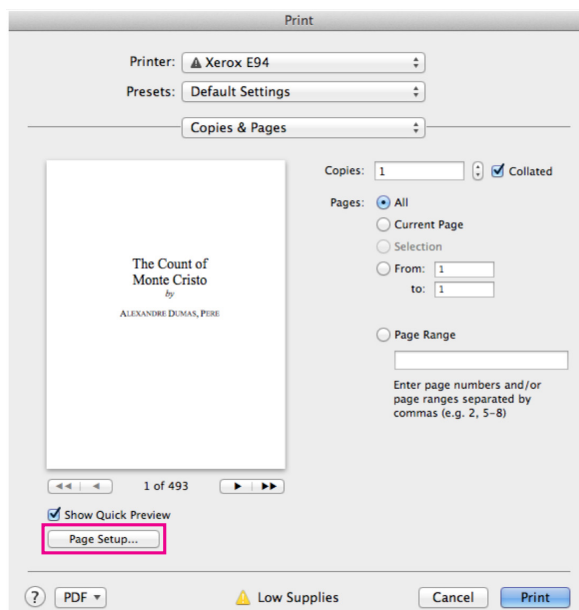
From the Office button in the top left hover over Print, and then choose Print Preview. From the Page Setup section, click on the Size section to see the drop down menu. Then choose More Paper Sizes... Enter your desired trim size in the width and height sections.



#### Setting PDF Dimensions Using Microsoft Word on a Mac

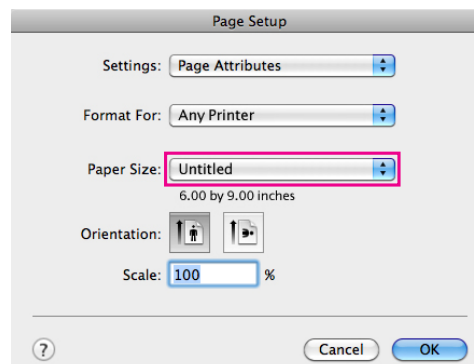
On the top navigation bar, click File → Print to open the Print dialogue box.

Click on Page Setup... at the bottom left.



Click on Paper Size and then Manage Custom Sizes...

Enter the Paper Size for the PDF you are creating.





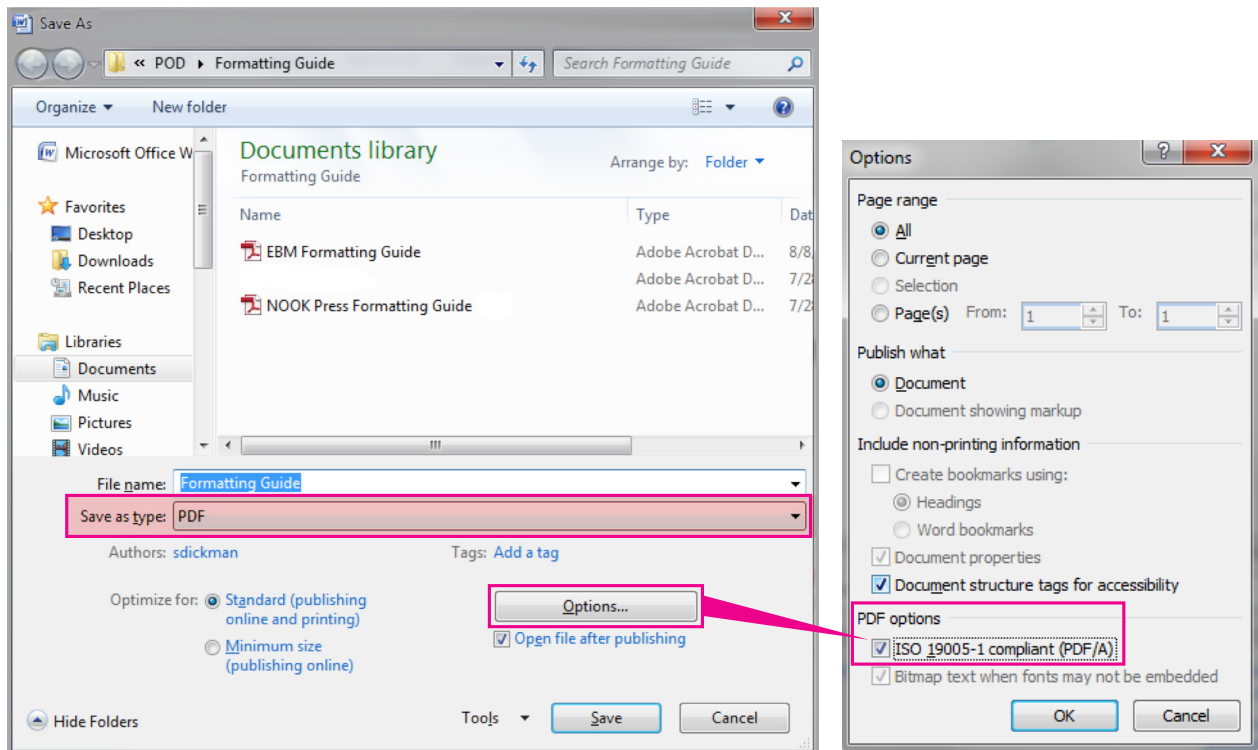
## SAVING A FILE AS A PDF (OPTIONAL)

### File → Save As

Using Microsoft Word on a PC

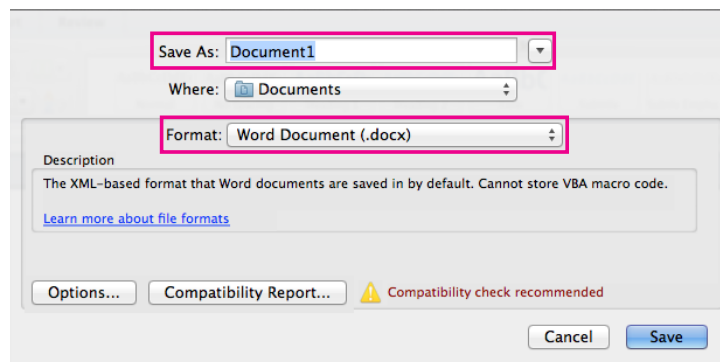
On the top navigation bar choose File → Save As and you will open the below dialog box.

Choose PDF as the Save as type. Click on Options... and in the choices below PDF Options, check the box that reads "ISO 19005-1 compliant (PDF/A)." After saving open the PDF and check each page to make sure it looks like you expected it to.



Using Microsoft Word on a Mac

From the top navigation bar, choose File, then Save As. Under Format, choose PDF. You can rename your file in the Save As box. Open the PDF and check each page to make sure it looks like you expect it to.





## PRE-PUBLICATION CHECKLIST

---

Use this checklist to ensure your PDF or MS Word file is ready for publication.

- ☐ Text has been spellchecked and proofread.
- ☐ Text formatting is complete.
  - o Spacing is controlled by paragraph styles and page breaks, not by spaces, tabs, or hard returns.
  - o Paper size has been set according to your desired trim size.
  - o Outside margins are set to 0.75" or a similar distance and inside margins are set to 1.0".
  - o No crop marks appear.
- ☐ Images are ready.
  - o You own all the rights to the images in the book.
  - o All images are 300 DPI or higher.
  - o All images have been saved in an analog mode if you used Photoshop or Illustrator.
  - o No images are encrypted.
- ☐ Pagination is ready.
  - o Odd-numbered pages appear on the right, even-numbered pages on the left.
  - o If front matter uses a different numbering scheme, that numbering is consistent and correct.
  - o Elements such as prefaces, forewords, and chapters all begin on odd-numbered pages.
- ☐ The file is either a PDF or an MS Word file.
  - o The paper size (selected page dimensions) matches a trim size supported by the Barnes & Noble Press print platform.
  - o Fonts are embedded in the file.
  - o Encryption is turned off.

## CREATING A COVER – SEPARATE FRONT/BACK COVER

---

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

### A Print-Ready PDF Cover

Your book cover PDFs are separate files from your book layout file. Your book cover may consist of one element that includes front, back, and spine, or two elements (front and back) that you will create as separate files, but will ultimately be combined on the Barnes & Noble Press print platform into a single cover. If you're not using one of our cover templates, the cover formatting instructions vary a bit depending on the type of cover you choose: Paperback, Hardcover with Dust Jacket, and Hardcover with Printed Case.

### Front and Back Covers

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

The back cover can include a variety of items, depending on your preference. Most include a book synopsis or endorsements, a brief about-line of the author (if not included inside the book), and a barcode or other pricing notes if applicable. You can also include your website, book specs and any other information you wish to share. For print books for sale, if you don't have an ISBN and receive one from Barnes & Noble Press, we add a barcode to the bottom right-hand side of your back cover, so be sure not to put important content in this area. If you have your own barcode and place it on the cover, it will appear in your digital cover proof. If your print book is for personal use, you will see a white box on the bottom right-hand corner of your book where a barcode will go. This barcode will appear on your final book but is for internal purposes only.

### The Spine

Similar to the front cover, the spine almost always includes the title and author's name. Your spine will need to be a part of your single cover file, or you may construct the spine directly on the Barnes & Noble Press print platform as a separate file; if you choose to do so, after uploading your front and back cover files, you will be able to pick out the color of your spine and the text you would like to include.

For books with a page count of 50 pages or fewer, the spine is too small to include any text without it being cramped and hard to read.

### Assembling a Print-Ready Cover

After creating your single cover file or your front cover and back cover files, upload them to the Barnes & Noble Press print platform. If you go with separate files, we calculate the spine size of your book based on a variety of factors, and prompt you to pick from three spine colors and to add your Title and Author Name, if desired. The platform stitches the front and back covers to the spine to make a complete cover for you to preview and approve.

### Helpful Tips & Templates

To make your book formatting process easier, for single cover file uploads that include the front cover, back cover, and spine all in one file, you may use the helpful in-tool tips when you reach the Book Cover upload page. These tips will reflect your book's designated trim size.

If you choose to create your cover using separate front and back cover files, we offer Microsoft Word front and back cover templates in the various trim sizes available for the Barnes & Noble Press print platform. Our templates are available at [BNpress.com](https://www.bnpress.com).

## CREATING A COVER – SEPARATE FRONT/BACK COVER

### How to Use the Barnes & Noble Press Print Platform Cover Templates (Front/Back Cover Files)

Choose the Barnes & Noble Press print platform cover template that matches your book's trim size. The front and back cover templates work similarly. Instructions for using the 6" x 9" front paperback cover template follow below.

1. Save the template under a new name before getting started.
2. The page size is set appropriately at 6.125" x 9.25".
3. The margins are set appropriately at ZERO.  
Any image or text that appears in the blue trim zone may get trimmed off.
4. The page color is set to WHITE but can be adjusted by going to the Page Layout tab and using the Choose Page Color option. If you change a background color, make sure you go to the Office button, then to Word Options in the bottom right. Choose the Display option, then Printing Options, and then select the box Print Background Colors and Images.
5. You can adjust the font and font size for the book description and author bio.
6. Insert an image into the image area by selecting the Insert Image/Photo option.

- a. Choose an image of at least 300 DPI from your computer.
  - b. Adjust the placement of the image by clicking just outside of the image.
  - c. Increase, decrease, or move around the dotted blue box for desired placement of image.
  - d. Adjust image size by clicking on the image.
7. You can add additional text boxes for more text.
  8. Before saving as a PDF, delete the template Instructions and the Blue Trim Lines by clicking on them and hitting delete. You should now have only one page – your front cover image in this case – to save as a PDF.
  9. Embed your fonts. See page 18 for embedding instructions.
  10. Save as a PDF file. Choose ignore if you get a message about printing outside the margins.

### Cover File Properties

- **Trim size** refers to your chosen interior page size.
- Your **Cover Page Size** will be different from your interior page size. The cover size is larger than the interior page size because it will be trimmed after printing. Your **Cover Page Size** will vary in dimensions depending on the type of cover you are creating.

Below is a chart indicating the correct paper size of your cover file according to the trim size you have chosen. If you're creating a cover using separate front and back cover files, we strongly suggest using one of our cover templates to make cover creation easier. Our front and back cover templates are available at [BNpress.com](https://BNpress.com)

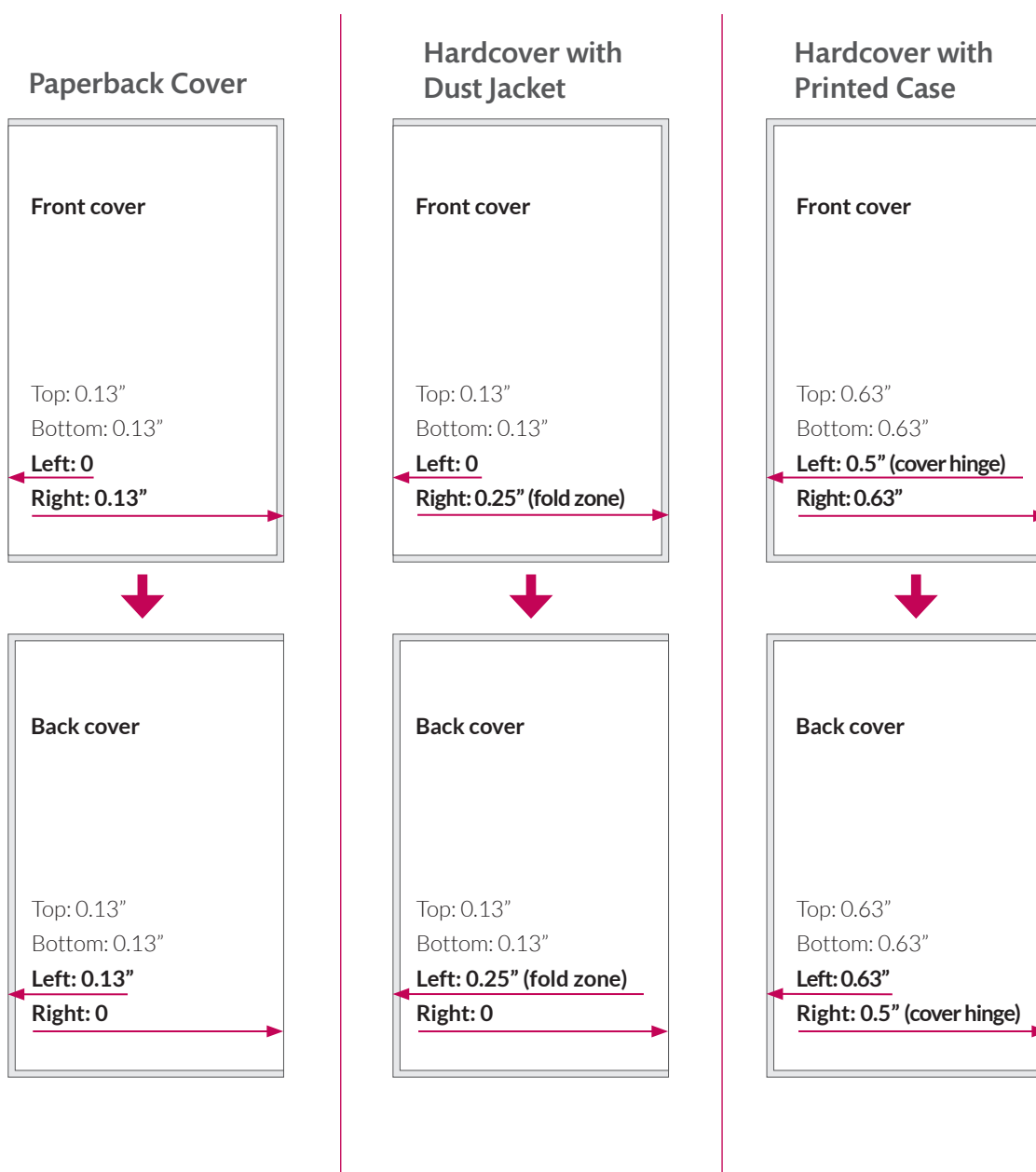
### Cover Page Size

Trim Size	Paperback cover size	Hardcover with Dust Jacket size	Hardcover with Printed Case size
5" x 8"	5.13" x 8.25"		
5.5" x 8.5"	5.63" x 8.75"	6.19" x 9"	6.45" x 10"
6" x 9"	6.13" x 9.25"	6.69" x 9.5"	6.94" x 10.5"
7.5" x 9.25"	7.63" x 9.5"		
7" x 10"	7.13" x 10.25"		7.94" x 11.5"
8" x 10"	8.13" x 10.25"		8.94" x 11.5"
8.5" x 8.5"	8.63" x 8.75"		

## CREATING A COVER – SEPARATE FRONT/BACK COVER

- **Margins** will be set at ZERO for your cover files but you need to allow room for trimming. To make a specific book size, the printer cuts off the edges of the paper. If your content is too close to those edges, it can get cut off. You will want your cover image or design to extend all the way to the trimming zone so that your images and design completely fill the page. However, if you don't want aspects of an image cut off, don't put them on the very edge of the page in the trimming zone. If you keep your document in Word, you must also go through these steps to ensure that your MS Word doc saves as a print-ready file to use on our platform.

These are the **Trim Zones** for each format:



## FILE PREPARATION QUICK GUIDES – FRONT/BACK COVER

### Measurements

If you choose not to use a Barnes & Noble Press print platform cover template, the measurements of your front and back cover files are as follows:

### Paperback Cover

Set your cover paper size (front and back) according to your chosen trim size using the below chart. Margins should be set to 0. Allow for bleed room (trim zone) according to the chart below so that important (i.e., not your cover background design) images and text don't get cut off.

### Paperback Cover

Use the same trim size you chose for your interior.

#### Paper Size

Interior Trim Size	Cover Size (front/back)
5" x 8"	5.13" x 8.25"
5.5" x 8.5"	5.63" x 8.75"
6" x 9"	6.13" x 9.25"
7.5" x 9.25"	7.63" x 9.5"
7" x 10"	7.13" x 10.25"
8" x 10"	8.13" x 10.25"
8.5" x 8.5"	8.63" x 8.75"

#### Trim Zone (area that might get trimmed off)

Front Cover	Back Cover
Top: 0.13"	Top: 0.13"
Bottom: 0.13"	Bottom: 0.13"
Left: 0	Left: 0.13"
Right: 0.13"	Right: 0
Gutter: 0	Gutter: 0
Mirror Margins: No	Mirror Margins: No

### Hardcover with Dust Jacket

Dust Jacket covers are the most complicated covers to layout without a template. We strongly recommend using a template to ensure that the final layout is correct. The Barnes & Noble Press print platform offers two trim sizes for Hardcover with Dust Jacket: 5.5" x 8.5" and 6" x 9". For Dust Jackets, we will generate white front and back flaps and will stitch these to the front and back covers. We hope to offer text on the flaps very soon.

Set your cover paper size according to your chosen trim size using the below chart. Margins should be set to 0. Allow for bleed room (trim zone) according to the chart so that important (i.e., not your cover background design) images and text don't get cut off.

### Hardcover with Dust Jacket

Use the same trim size you chose for your interior

#### Paper Size

Interior Trim Size	Cover Size (front/back)
5.5" x 8.5"	6.19" x 9"
6" x 9"	6.69" x 9.5"

#### Trim Zone (area that might get trimmed off)

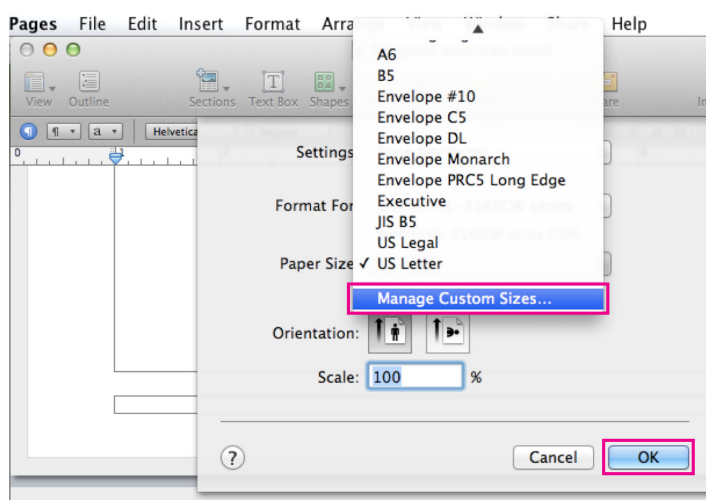
Front Cover	Back Cover
Top: 0.13"	Top: 0.13"
Bottom: 0.13"	Bottom: 0.13"
Left: 0	Left: 0.25" (fold zone)
Right: 0.25" (fold zone)	Right: 0
Gutter: 0	Gutter: 0
Mirror Margins: No	Mirror Margins: No

## APPENDIX A. Instructions for Authors Using Pages for Mac or Pages for iOS

### Setting Page Sizes

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

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



### Creating Page Breaks

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

### Setting Up Running Headers and Footers

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

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

The Header is there. Hover the cursor over the top of the

page until you see a Header box. Or, turn on Show Layout (View > Show Layout).

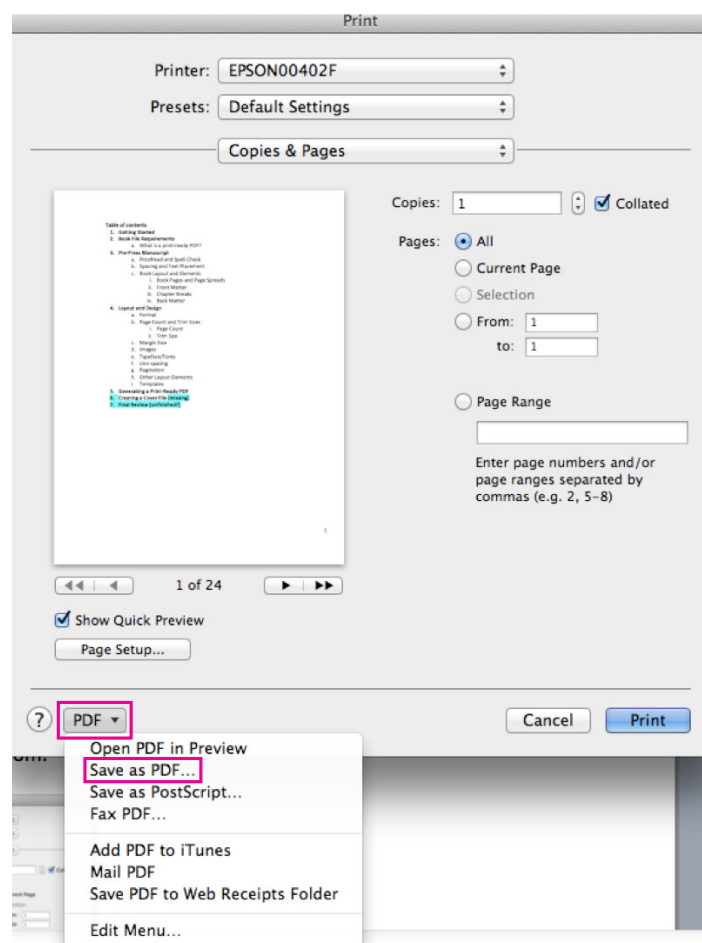
In documents based on a Mac Pages Layout Template, you must turn on headers and footer explicitly. Hover near the top of the page or choose Show Layout to see the current settings for headers and footers.

### Embedding Fonts

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

### Saving a File as a PDF

Open the File menu, select Save As and choose PDF from the Format drop-down menu. Click Save. Open the PDF and check each page to make sure it looks like you expect it to.



## FILE PREPARATION QUICK GUIDES – FRONT/BACK COVER

### Hardcover with Printed Case

Set the page size according to your chosen trim size using the below chart. Margins should be set to 0. Allow for bleed room (trim zone) according the chart so that important (i.e., not your cover background design) images and text don't get cut off.

### Hardcover with Printed Case

Use the same trim size you chose for your interior.

#### Paper Size

Interior Trim Size	Cover Size (front/back)
5" x 8"	N/A
5.5" x 8.5"	6.45" x 10"
6" x 9"	6.94" x 10.5"
7" x 10"	7.94" x 11.5"
8" x 10"	8.94" x 11.5"

#### Trim Zone (area that might get trimmed off)

Front Cover	Back Cover
Top: 0.63"	Top: 0.63"
Bottom: 0.63"	Bottom: 0.63"
Left: 0.5" (cover hinge)	Left: 0.63"
Right: 0.63"	Right: 0.5" (cover hinge)
Gutter: 0	Gutter: 0
Mirror Margins: No	Mirror Margins: No

### Using Microsoft Word to Create a Front or Back Cover File

Click the Page Layout tab and then choose Size to adjust the document size. You will most likely need to make this a custom size document. Under the Paper tab, input your paper size based on the preceding charts. Your cover margins will be set to 0.0", but know that you need to allow room for trimming when the cover is cut.

Then, without moving the typing cursor, click Insert in the menu bar, then click Photo or Picture → Picture from File to insert your cover image. Make sure your cover fonts are embedded (see page 18 for more details).

Click Save As a PDF.

### Layout and Images

It's important to remember that the trim zone might be cut off during printing, so be sure to keep your images and text within the trim size measurements, keeping them out of the trim zone, if you don't want them to get cut off. Finally, double check to make sure any images used meet the same print resolution requirements as the manuscript. (See page 14 for more information about Images.)