

# PRINTERS INK

DECEMBER 2016

## Letter From Kevin Spall's WORKSHOP.

I know it is an incredibly overused cliché, but where in the heck did 2016 go? I know I am getting older by the fact that my knees now “pop” regularly when I stand and the days, months, and years seem to be moving faster.

As I sit back and reflect on the year, we are fortunate that we are experiencing growth in what many consider a no-growth industry. At Thomson Shore we have been working hard to put the “supply chain in a bottle” into the hands of authors and publishers. We have some amazing stories to tell where we have enabled authors and publishers to change the way they do business. In many cases we have allowed writers to actually turn a nice profit by writing! What a concept! It is liberating in many ways to think that the traditional book manufacturing and distribution model now has real competition.

When I say we have put the “supply chain in a bottle”, I mean Thomson Shore has essentially built an end-to-end publishing platform. We can take a manuscript in raw form or print-ready PDFs and produce the highest quality books using a wide range of print capability and

distribute it to the reader. We can do this all under one roof, with one monthly statement. It's really quite exciting and allows for a new found freedom of thought when bringing a book to the market.

Take for example the recent bestselling book entitled: *A Black Man in the White House: Barack Obama and the Triggering of America's Racial-Aversion Crisis*, by Cornell Belcher. Here is an example where the author produced books initially as print-on-demand but the book took off (10's of thousands) in a matter of days. The cost of producing this many books P.O.D. just didn't make sense. We easily moved to traditional offset printing and produced quick reprints at a much lower unit cost and since we match our quality on digital and offset printing, the books looked virtually identical and of the highest quality.

Now, the secret sauce is the next step. After we produce the books, we don't send them to yet another company to distribute (at a hefty commission no less). We roll them over to our distribution center and take orders from Amazon, B&N, Ingram, Baker and Taylor, and direct orders from the author.



These orders are flying in from everywhere! Without our distribution services, the author would be very hard pressed to do this on his own and certainly would have had difficulty meeting the demand. This author-direct, “knock it out of the park” workflow is becoming a fairly regular occurrence here at TS.

We are also seeing tremendous growth in our overseas author and publishing partners. Our platform is a unique and efficient way to print and distribute books for U.S. readership from anywhere in the world. Just check out Scholar Books in the Bahamas. They are having great success getting to new markets in the U.S. With our design, print, and distribution platform, we will help Scholar Books produce well over 1,000 titles this year all with U.S. “direct to reader” distribution.

Many publishers are also choosing to print and distribute through TS.

It's about quality, efficiency and speed to market. To assist someone to utilize our distribution program, we have even been happy to take books printed elsewhere to get them started. Secant, one of our fastest growing publishers has produced books at another printer, and we are happy to help Secant be successful through our distribution channels, and now we print their books too. We have a lot of tools to help publishers make more money and frankly, to focus on content and not the tactical issues related to getting books beautifully printed and sent directly to their readers.

Without question, at no time do we sacrifice the quality of the printing and binding of your book. The vessel in which your words are held must be a compliment and not a distraction.

So as we head into 2017, I am excited about our "supply chain in a bottle". We will be supporting the efforts of our customers, be it an author coming to us directly or a publisher looking to produce their breakaway bestseller. We are always seeking to expand our capabilities and capacity to produce books for you faster and

prepare sales reports with even more detail than we do today. It's fun to have discussions about this new frontier of publishing and I encourage you to drop us a line to discuss the options available.

May 2017 be the most successful publishing year for all of us!

### Sources

<https://www.amazon.com/Black-Man-White-House-Racial-Aversion-ebook/dp/B01MQ4HIWF>

<http://www.tribune242.com/news/2016/aug/08/scholar-books-owner-writes-historic-new-chapter-de/>

<http://www.secantpublishing.com>



## What Makes A Great E-BOOK?

Written by  
**Kevin Stoney**  
Prep Technician



Over the past decade eBooks have increased in popularity thanks to the convenience of online shopping. I've bought many eBooks for my own use, and most of the time I find them to be very generic and cookie cutter in terms of layout and design. That's fine for a mass produced churned out easy read, but here at Thomson-Shore we want to go that extra mile to create an eBook that closely matches what the writer and designer worked so hard to create.

For me a good eBook is about matching the layout and design of the customers' hardcopy or PDF. We rarely see customers who format their book for both eBooks and physical books. This means we start from the beginning to change, alter, and adapt the PDF ourselves.

The main issue we have with eBook conversions is images. While text is for the most part reasonable,

---

images are not. Once you change the size of the fonts on your reader the layout can drastically change. If the book is all text, the layout changes are not that noticeable, but with images once you change the font size on your reader the images can cause re-flow leading to blank pages and half-filled pages. A solution for this is to either change the image size or put them on their own pages. This way the text flows more consistently and is pleasing to the eye.

We accomplish this by using Microsoft Word and a variety of other software we've developed at Thomson-Shore. Using these software programs, we can create styles to match the layout of the customers original file and tie that in to what works with specific reader formats.

At Thomson-Shore we care about our customers and we want to respect the time and energy they put into their books. We want their book to look pleasing not just in the physical hardcopy, but also for the online audience as well. We work hard to ensure books are taken care of in all shapes and forms. For so many of you it's a labor of love and we work hard to reflect that in our efforts to give your books the respect that they deserve.

# PRICE CROSS OVER BETWEEN DIGITAL AND OFFSET

Written by  
**Mike Shubel**  
Estimating Manager



Customers ask from time to time if it is cheaper to produce a book digitally or offset.

My answer is always “it depends.”

As with any book price question, there are many variables that can affect the price. These include but are not limited to quantity, stocks, bind style and page count. Since these variables exist in both manufacturing processes, let's instead focus on the two different pricing models for offset and digital.

Traditional offset pricing is based on how long it takes to both set up and run each machine used in the process of creating the books. This

calculated time is then multiplied by the hourly rate for each machine. The amount and type of materials needed for the job will also be calculated and added to the price. Since our offset machines can produce hundreds of pages at a time, longer runs can typically save you money because we can print more books at a time.

Digital pricing is a bit different. Rather than being based on the hourly rate, it is instead based on a per page price for text and then a per unit charge is added for components such as covers and binding. This is because digital printing presses don't typically require set up or change over times like offset presses. There are no plates to hang on a digital press and they can print one book and then a completely different book next with no change over time between. For this reason, digital is

typically ideal for shorter runs of books.

So how do you decide if you should print offset or digital? The cross over for the two prices does vary but it is based on the amount of time needed vs. the total number of pages. For soft cover books at Thomson-Shore this crossover happens somewhere between 500 and 1000 copies but it all depends on the page count. A 100 page book will cross over at a higher quantity than a 400 page book.

Because of all these variables it is still best to get pricing for each method because there is no cut and dry formula or method to determine which way is more cost effective. For these reasons it is best to ask your sales rep at Thomson-Shore which method will be most cost effective and ideal for you.

**PUBLISHING  
SERVICES  
IS ON THE  
RISE**

**In May 2016, Thomson-Shore placed number 13 on the Independent Publishing Magazine's Index. We are happy to say that as of December, 2016 we moved up to number 11. We are proud of our staff in charge of publishing services and their determination. We're working hard to make it to the top 10 in 2017.**

<http://www.theindependentpublishingmagazine.com/2016/12/publishing-service-index-december-2016-notes-included.html>

# METADATA

---

## ORDINARY, BUT EXTRAORDINARY INFORMATION

Written by  
**The Publishing  
Services Team**

---

Thanks to modern technology, almost all of us have all of the information of the internet on a nifty little device in our pocket or purse. This readily accessible, increasingly robust source information has changed the way people shop. And so it has changed the way retailers and wholesalers sell. A tremendous amount of book sales take place online and consumers want the process to be fast and easy. That's where metadata comes in.

Metadata is the data about the data and discoverability. For books, some of that is obvious, like page count, format, author, and publication date. But there is much more to it. ISBN, BISAC, PCN, CIP, and other acronyms. The more precise and complete your metadata is the better chance it will have of being found by buyers of all kinds. As metadata controls what search engines know about a product, it informs search results, leading users to products. The same principles work for retailers, libraries, and wholesalers looking to find new items to stock. It all comes down to data. Whether or not a book is intended to become available for sale online, authors and publishers still benefit from metadata.

At the very least, it's a good idea for any publisher to formalize the copyright information by registering with the Library of Congress.

Other items include list price, category, publisher, description, availability, etc. This information is used to classify, identify, and find a particular book; whether it is in a library, online bookstore, or brick and mortar store. Metadata is often required for listing your book with retailers, distributors, and wholesalers, as well as when submitting your book for awards and/or contests.

Whether or not you're new to this, it's a good idea to refine your metadata as you learn more about the market. Keep the information accurate and up to date. Utilize keywords to find the right audience. Identify your intended readers, and focus your efforts on targeting them specifically. You cannot market to everyone, but when used correctly, this ordinary information can give your book a better chance of reaching and standing out to the readers you want the most.

Still confused? Don't worry! Publishing Services @ Thomson-Shore can help you with your metadata management by walking you through the steps or handling it for you completely. Contact us for more information.

## MAN CRATES

---

Man Crates! If you are not aware of them, you may want to check them out. They purport that they "ship brag worthy gifts for guys. Gifts that you can't wait to arrive because you know the recipient will love opening them." We were lucky enough to get a call from Man Crates just about 1 year ago. They had a concept, but had no idea how to bring it to life. They asked if we could make a book with a hidden compartment for neat gifts like a

flask or pocket knife! They literally searched all over the nation and ultimately found us. We said "Sure we can figure this out." Their response was "By the way, we need tens of thousands! Within 6 weeks."

Our employees jumped in, building prototypes that would allow us to produce these gift books in mass. It took us months but we finally produced an awesome "hidden-gift book" which was wrapped and

placed under many Christmas trees this year.

Man Crates presented us with what seemed to be an unsolvable problem and we figured it out. We create solutions here at TS... Bring us something tough, we will jump right in! You can find the product here:

<http://www.mancrates.com/other/secret-stash-personalized-knife>