

BUSINESS

NOW Services Inc.

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www.businessnow.ca

A GUIDE TO BOOKLETS FROM SET UP TO PRINT

INFORMATION BOOKLETS /
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EVENT PROGRAMS /
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250	\$52*
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Prices include up to 15 minutes setup time including one logo or photo scan.

*Above prices for 82 lb. matte cover stock.

*Same day business cards if setup approved by noon, up to 500 cards available by 5 pm on in-stock papers. Other charges may apply.

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INTRODUCTION

Whether you're making a newsletter, a program for your event, a calendar, or a booklet to showcase your products and services, we can help you get the end result you want.

We know that lots of preparation goes into your booklet. This short how-to should tell you everything you need to know to prepare your booklet for printing.

When it's all finished you'll have a great booklet just the way you want it.

Let's get started!

WHAT'S SADDLE-STITCHING?

“Saddle-stitching” is a fancy name for putting a couple of staples on the centre line of a stack of paper and folding the stack to make a booklet. Once the sheets are printed, we staple and fold them and trim the edge so that the final book looks nice.

We have three standard sizes for booklets: letter size, half-letter, and half-legal.

Full sheet size...	...folded in half:
11 X 17 (tabloid)	8.5 X 11 (letter)
8.5 X 11 (letter)	8.5 X 5.5 (half-letter)
8.5 X 14 (legal)	8.5 X 7 (half-legal)

We can also do non-standard sizes at a slight premium.

PAGE COUNT

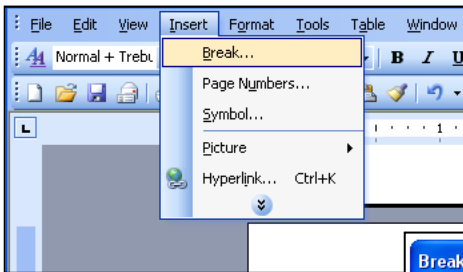
Each folded sheet makes four pages - put three folded sheets together and you've got a twelve-page book. Your total number of pages is always going to be a multiple of four. Sometimes this means that a few blank pages will be included. The inside front and back cover are often left blank, especially when the cover is a different stock from the main booklet.

PAGE NUMBERING

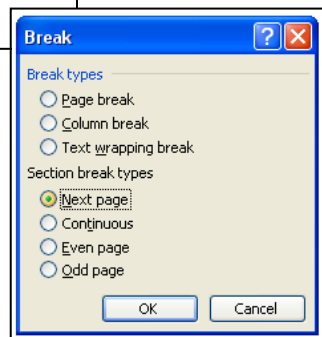
Page numbering can be confusing. When we talk about the total number of pages in a booklet, we generally include the cover. But when we number the pages, the cover is usually unnumbered, so that “page one” is almost always the right-hand page inside the front cover. So a 32-page booklet would have a cover on the outside and 28 numbered pages on the inside. If your cover is in the same document as the rest of your book you may find that “page three” of your document is actually “page one” of your printed booklet.

Sometimes the numbering scheme will change for individual books, but the even numbers are always on the left and the odd numbers are always on the right.

If you’re making your booklet in Word, you can restart the numbering by using separate sections. Insert a “next page” section break - this will create two sections which you can then number separately.



Note: Actual appearance of dialog boxes may vary.



If you insert a break at the bottom of the inside front cover, then start your numbering on the next page, it should number perfectly.

THINGS TO KNOW WHEN CHOOSING YOUR PAPER

Booklet Thickness

For our booklet-making equipment the maximum number of pages using 20 lb. bond paper is 80. That is 20 sheets, printing 4 pages per sheet.

If using 100 lb. gloss text weight stock for inside pages and a 10pt card stock for covers, maximum number of pages is 60, or 15 sheets.

There are a variety of combinations and we will be happy to provide you with details for your particular book.

Note that 20 lb. bond is included in black-and-white printing costs and 24 lb. bond is included in colour printing costs.

Mixing Colour & Black & White Pages

You may wish to mix colour and black-and-white pages in your booklet. If so, it will help to know how the pages are grouped together. You will get the most cost-effective results if each sheet of four pages is either black and white or colour. One common approach is to use colour printing for the cover and for the centre-spread and black-and-white printing for the rest.

Colour Paper

If you are thinking about printing part of your booklet on colour paper you may want to get a quote for printing a coloured background on white paper; it offers many more graphic possibilities and the cost may be similar depending on what you are doing.

BLEEDS

When your printing goes right up to the edge of the page, that's called a bleed. Most printing machinery can't reliably print to the edge of the page, so to make the artwork "bleed" off the page, we need to have an extra 1/10" to 1/8" of image which we print on larger paper and then trim it back.

So how do you make a bleed? For a booklet, the short answer is: don't try and do it unless you're sure that you know what you're doing.

If you're making your cover in InDesign or Photoshop and you would like a bleed, include a 1/10" bleed. So for a half-letter booklet, your cover is letter -size, so your bleed artwork for the cover would be 8.7" X 11.2". Make sure that all your bleed art goes to the outside edge of your artwork, and remember that your trimmed page is going to be 8.5" X 11".

For all booklets, whether there is a bleed or not, keep all critical elements - text elements and the main part of your photos - away from the gutter (the inside edge, where it will be folded and stapled) and away from the trim edge (the outside edge, where it will be trimmed). In fact, it's an all-around good idea to keep critical elements 1/4" or more from the edge of your page.

If you have any questions about preparing your files, just email us at service@businessnow.ca and we'll be happy to help you.

TABLES SHOWING PAGES FOR DIFFERENT SIZED BOOKLETS

If you are mixing colour and black-and-white pages, you can keep the cost down by grouping colour pages together on the same sheet. These tables will help you see which pages are on the same sheet so you can set up your job as efficiently as possible.

8 page booklet

Cover
Pages 1, 2, 3 & 4

12 page booklet

Cover
Pages 1, 2, 7, & 8
Pages 3, 4, 5, & 6

16 page booklet

Cover
Pages 1, 2, 11, & 12
Pages 3, 4, 9, & 10
Pages 5, 6, 7, & 8

20 page booklet

Cover
Pages 1, 2, 15, & 16
Pages 3, 4, 13, & 14
Pages 5, 6, 11, & 12
Pages 7, 8, 9, & 10

24 page booklet

Cover
Pages 1, 2, 19, & 20
Pages 3, 4, 17, & 18
Pages 5, 6, 15, & 16
Pages 7, 8, 13, & 14
Pages 9, 10, 11, & 12

28 page booklet

Cover
Pages 1, 2, 23, & 24
Pages 3, 4, 21, & 22
Pages 5, 6, 19, & 20
Pages 7, 8, 17, & 18
Pages 9, 10, 15, & 16
Pages 11, 12, 13, & 14

32 page booklet

Cover
Pages 1, 2, 27, & 28
Pages 3, 4, 25, & 27
Pages 5, 6, 23, & 24
Pages 7, 8, 21, & 22
Pages 9, 10, 19, & 21
Pages 11, 12, 17, & 19
Pages 13, 14, 15, & 16

36 page booklet

Cover
Pages 1, 2, 31, & 32
Pages 3, 4, 29, & 30
Pages 5, 6, 27, & 28
Pages 7, 8, 25, & 26
Pages 9, 10, 23, & 24
Pages 11, 12, 21, & 22
Pages 13, 14, 19, & 20
Pages 15, 16, 17 & 18

40 page booklet

Cover
Pages 1, 2, 35, & 36
Pages 3, 4, 33, & 34
Pages 5, 6, 31, & 32
Pages 7, 8, 29, & 30
Pages 9, 10, 27, & 28
Pages 11, 12, 25, & 26
Pages 13, 14, 23, & 24
Pages 15, 16, 21 & 22
Pages 17, 18, 19, & 20

44 page booklet

Cover
Pages 1, 2, 39, & 40
Pages 3, 4, 37, & 38
Pages 5, 6, 35, & 36
Pages 7, 8, 33, & 34
Pages 9, 10, 31, & 32
Pages 11, 12, 29, & 31
Pages 13, 14, 27, & 29
Pages 15, 16, 25 & 26
Pages 17, 18, 23, & 24
Pages 19, 20, 21, 22

48 page booklet

Cover
Pages 1, 2, 43, & 44
Pages 3, 4, 41, & 42
Pages 5, 6, 39, & 40
Pages 7, 8, 37, & 38
Pages 9, 10, 35, & 36
Pages 11, 12, 33, & 34
Pages 13, 14, 31, & 32
Pages 15, 16, 29 & 30
Pages 17, 18, 27, & 28
Pages 19, 20, 25, & 26
Pages 21, 22, 23, & 24

52 page booklet

Cover
Pages 1, 2, 47, & 48
Pages 3, 4, 45, & 46
Pages 5, 6, 43, & 44
Pages 7, 8, 41, & 42
Pages 9, 10, 39, & 40
Pages 11, 12, 37, & 38
Pages 13, 14, 35, & 36
Pages 15, 16, 33 & 34
Pages 17, 18, 31, & 32
Pages 19, 20, 29, & 30
Pages 21, 22, 27, & 28
Pages 23, 24, 25, & 26

56 page booklet

Cover
Pages 1, 2, 51, & 52
Pages 3, 4, 49, & 50
Pages 5, 6, 47, & 48
Pages 7, 8, 45, & 46
Pages 9, 10, 43, & 44
Pages 11, 12, 41, & 42
Pages 13, 14, 39, & 40
Pages 15, 16, 37 & 38
Pages 17, 18, 35, & 36
Pages 19, 20, 33, & 34
Pages 21, 22, 31, & 32
Pages 23, 24, 29, & 30
Pages 25, 26, 27, & 28

60 page booklet

Cover
Pages 1, 2, 55, & 56
Pages 3, 4, 53, & 54
Pages 5, 6, 51, & 52
Pages 7, 8, 49, & 50
Pages 9, 10, 47, & 49
Pages 11, 12, 45, & 46
Pages 13, 14, 43, & 44
Pages 15, 16, 41 & 42
Pages 17, 18, 39, & 40
Pages 19, 20, 37, & 38
Pages 21, 22, 35, & 36
Pages 23, 24, 33, & 34
Pages 25, 26, 31, & 32
Pages 27, 28, 29, & 30

The booklet that you're holding is a 16-page booklet. The cover isn't included in the total count.

You're looking at pages 6 and 7 of the 12 pages that make up the main part of the book.

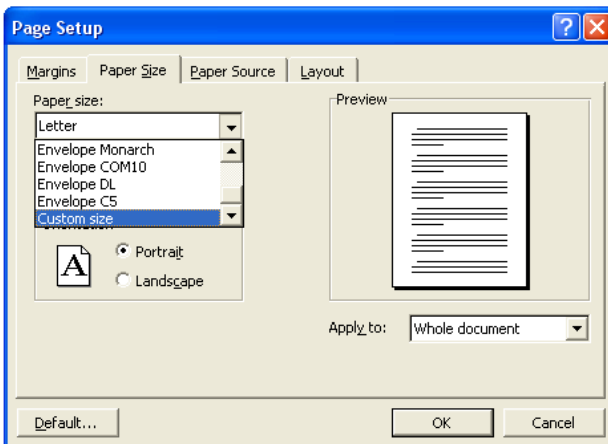
PAGE SETUP

When you set up your booklet, don't try to assemble the pages into sheets. (Trust us: it's much less work for everyone if you let us do it.) Just set up your document using the finished size. For half-letter or half-legal size booklets you may have to use a custom size.

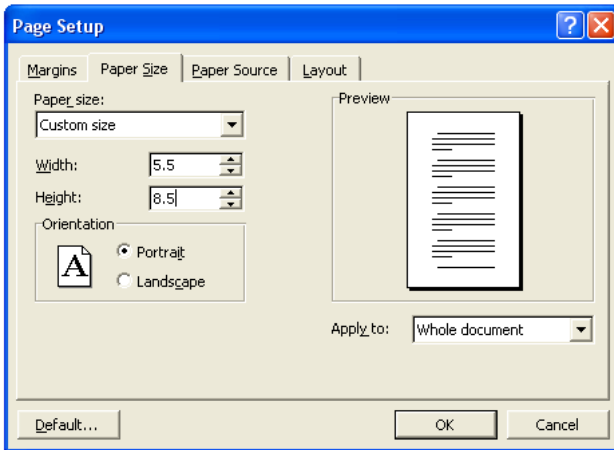
We will assemble the book into a print-ready form. Don't try to assemble the pages into sheets unless you're a pro. Seriously. Don't. It will make more work for everyone. Those of you who are graphic arts professionals - you know who you are - can go on ahead and make your booklet in sheets with full bleeds and all that good stuff. (If you're not as professional as you think and we have to redo your work, it's going to cost you a few dollars.)

Setting up pages in Word

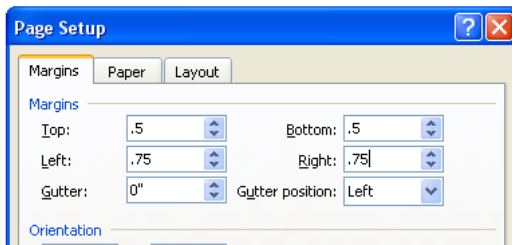
To set up a half-legal or half-letter booklet, you'll want to make a custom page size. Go to Page Setup in the File menu, click on the Paper Size tab, open the Paper_size pulldown menu...



...select Custom Size, then enter the dimensions.
Half-letter: 8.5 H X 5.5 W Half-legal: 8.5 H X 7 W

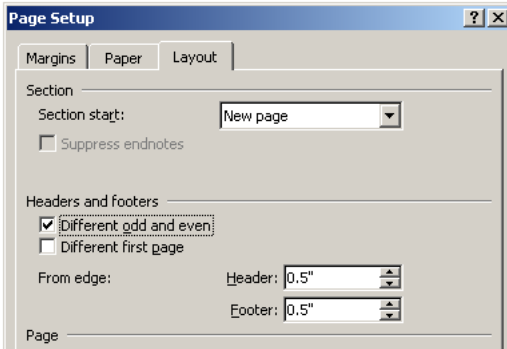


You may also want to adjust your margins. Default margins in Word are 1" at top and bottom and 1.25" on the sides. In most cases this is a little too wide for half-letter or half legal size, so you will want to set them to .5" or .75" - you can experiment to find the one you like.



If you would like a wider margin on the inside where the fold is, you can add a gutter. The value in the "gutter" box will be added to the margin on the inside edge of the page. So if you enter .5" for your left and right margins and .25" for your gutter, that will give you a .75" margin on your inside edge and a .5" margin on your outside edge. Make sense? Trial-and-error can be the best way to go, but we recommend at least .5" on all margins for safety.

If you would like different odd and even headers or footers (for example, to have odd page numbers on the right and even ones on the left), go to the Layout tab under Page Setup and select “Different Odd and Even” under Headers



Once you have your page setup done you can lay out your book the way you like it. Don't forget that your total page count needs to be a multiple of four.

Tip: You can use CTRL-Enter to insert a manual page break.

ABOUT PRICING

There are a lot of factors involved in pricing a booklet. Size, paper stock, cover stock, how many black-and-white and how many colour pages - all of these factors influence price. Since printing and paper prices all have volume discounts, changes in quantity can change the per-book price in unpredictable ways as the quantity of each part of the job changes. For an accurate quote, email us at service@businessnow.ca with your specifications and we will get back to you with a price for your booklet.

With that in mind, here are some sample prices (subject to change) for a few types of booklets.

Half-letter size booklet, regular black and white printing on all pages, 20lb paper for all pages, no bleeds:

	<i>Number of booklets</i>						
	<i>10</i>	<i>25</i>	<i>50</i>	<i>100</i>	<i>250</i>	<i>500</i>	<i>1000</i>
<i>8</i>	26.50	36.00	51.50	81.00	155.50	293.00	568.00
<i>12</i>	27.90	40.00	56.50	89.00	180.50	343.00	668.00
<i>16</i>	29.70	44.00	63.50	101.00	205.50	393.00	768.00
<i>20</i>	30.50	48.00	65.50	103.00	230.50	443.00	868.00
<i>24</i>	32.10	49.00	71.50	113.00	255.50	493.00	968.00
<i>28</i>	33.70	52.50	77.50	123.00	280.50	543.00	1,068.00
<i>32</i>	35.30	56.00	83.50	133.00	305.50	593.00	1,168.00
<i>36</i>	36.90	59.50	89.50	143.00	330.50	643.00	1,268.00
<i>40</i>	38.50	58.00	85.50	153.00	355.50	693.00	1,368.00
<i>44</i>	40.10	61.00	90.50	163.00	380.50	743.00	1,468.00
<i>48</i>	41.70	64.00	95.50	173.00	405.50	793.00	1,568.00
<i>52</i>	43.30	67.00	100.50	183.00	430.50	843.00	1,668.00
<i>56</i>	44.90	70.00	105.50	193.00	455.50	893.00	1,768.00
<i>60</i>	43.50	73.00	110.50	203.00	480.50	943.00	1,868.00

Half-letter size booklet, colour printing on 24lb paper inside, colour printing on 10pt topkote outside, blank inside cover, no bleeds:

	<i>Number of booklets</i>						
	<i>10</i>	<i>25</i>	<i>50</i>	<i>100</i>	<i>250</i>	<i>500</i>	<i>1000</i>
<i>8</i>	36.50	55.50	81.50	132.00	295.50	558.00	1,098.00
<i>12</i>	39.30	65.00	106.50	171.00	388.00	758.00	1,498.00
<i>16</i>	45.10	77.50	121.00	213.00	488.00	958.00	1,898.00
<i>20</i>	50.90	90.00	143.00	255.00	588.00	1,158.00	2,298.00
<i>24</i>	52.30	102.50	159.50	286.00	688.00	1,358.00	2,698.00
<i>28</i>	57.30	105.25	180.50	326.00	788.00	1,558.00	3,098.00
<i>32</i>	62.30	116.25	201.50	366.00	888.00	1,758.00	3,498.00
<i>36</i>	67.30	127.25	222.50	406.00	988.00	1,958.00	3,898.00
<i>40</i>	72.30	138.25	243.50	446.00	1,088.00	2,158.00	4,298.00
<i>44</i>	77.30	144.00	254.00	486.00	1,188.00	2,358.00	4,698.00
<i>48</i>	82.30	154.50	274.00	526.00	1,288.00	2,558.00	5,098.00
<i>52</i>	87.30	165.00	294.00	566.00	1,388.00	2,758.00	5,498.00
<i>56</i>	92.30	175.50	314.00	606.00	1,488.00	2,958.00	5,898.00
<i>60</i>	97.30	186.00	334.00	646.00	1,588.00	3,158.00	6,298.00

Half-legal size booklet, colour printing on all pages, 24lb paper inside, 10pt topkote cover, no bleeds:

	<i>Number of booklets</i>						
	<i>10</i>	<i>25</i>	<i>50</i>	<i>100</i>	<i>250</i>	<i>500</i>	<i>1000</i>
<i>8</i>	41.20	64.75	102.00	178.00	388.00	758.00	1,498.00
<i>12</i>	45.80	80.25	128.00	228.00	513.00	1,008.00	1,998.00
<i>16</i>	52.80	91.75	156.00	282.00	638.00	1,258.00	2,498.00
<i>20</i>	55.80	106.25	179.00	316.00	763.00	1,508.00	2,998.00
<i>24</i>	62.00	117.75	206.00	366.00	888.00	1,758.00	3,498.00
<i>28</i>	68.20	131.75	233.00	416.00	1,013.00	2,008.00	3,998.00
<i>32</i>	74.40	145.75	260.00	466.00	1,138.00	2,258.00	4,498.00
<i>36</i>	80.60	159.75	287.00	516.00	1,263.00	2,508.00	4,998.00
<i>40</i>	82.80	168.75	294.00	566.00	1,388.00	2,758.00	5,498.00
<i>44</i>	88.60	182.25	319.00	616.00	1,513.00	3,008.00	5,998.00
<i>48</i>	94.40	195.75	344.00	666.00	1,638.00	3,258.00	6,498.00
<i>52</i>	100.20	209.25	369.00	716.00	1,763.00	3,508.00	6,998.00
<i>56</i>	106.00	222.75	394.00	766.00	1,888.00	3,758.00	7,498.00
<i>60</i>	108.80	236.25	419.00	816.00	2,013.00	4,008.00	7,998.00

Letter size booklet, colour printing on all pages with full bleed, coated 100lb text inside, 10pt topkote cover:

	<i>Number of booklets</i>						
	<i>10</i>	<i>25</i>	<i>50</i>	<i>100</i>	<i>250</i>	<i>500</i>	<i>1000</i>
<i>8</i>	56.70	92.50	139.50	166.00	372.50	712.00	1,406.00
<i>12</i>	64.60	114.25	194.00	218.00	505.50	989.00	1,960.00
<i>16</i>	78.50	143.50	156.50	277.00	642.00	1,266.00	2,510.00
<i>20</i>	92.40	168.75	185.00	332.00	782.50	1,543.00	3,064.00
<i>24</i>	94.50	197.00	208.00	380.00	919.00	1,820.00	3,618.00
<i>28</i>	106.20	134.25	235.50	433.00	1,055.50	2,093.00	4,168.00
<i>32</i>	117.90	152.50	267.00	490.00	1,196.00	2,370.00	4,722.00
<i>36</i>	129.60	166.75	294.50	547.00	1,332.50	2,647.00	5,276.00
<i>40</i>	141.30	181.00	322.00	600.00	1,473.00	2,924.00	5,830.00
<i>44</i>	149.00	190.00	343.00	657.00	1,609.50	3,201.00	6,380.00
<i>48</i>	160.30	203.75	369.50	710.00	1,750.00	3,478.00	6,934.00
<i>52</i>	171.60	217.50	396.00	767.00	1,886.50	3,755.00	7,488.00
<i>56</i>	182.90	231.25	422.50	820.00	2,023.00	4,028.00	8,038.00
<i>60</i>	194.20	249.00	453.00	877.00	2,163.50	4,305.00	8,592.00

YOU'RE READY TO MAKE YOUR BOOKLET

Whatever your goal, you should now know everything you need to prepare your booklet and get it just the way you like it.

As a final step before you send in the file for printing, take one last look at everything. Pay special attention to phone numbers, email addresses, names, and dates: a single error can cause a lot of trouble later.

If you have any questions, we're as close as your email. We're always happy to work with you to find the best balance of graphic impact and cost-efficiency. Contact us at service@businessnow.ca and we can get started.

Happy booklet-making!

The Staff at Business Now

Notes:

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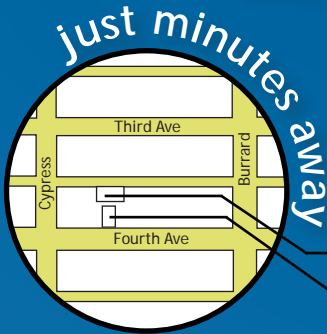


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* same day restrictions · setup approved by 12:00pm noon
quantity up to 500 available by 5:00pm · on in-stock paper only