

2010

DESIGN LAYOUT
& FORMATTING
SERVICES



CREDENTIALS

- More than 38 years prepress experience.
- Intimate understanding of 4-color process and digital printing.
- Excellent proficiency in page-layout, imposition and proofing.
- Functional and attractive designing using mainstream Adobe products.
- Reasonable rates. Free estimates and firm quotes.
- Pleasurable to work with. Prompt, responsive and capable.
- Many satisfied customers. References on request.

SERVICES

- Book formatting and layout
- Photo scanning and retouching
- ISBN numbers and barcodes
- Copywriting and editing
- Illustration and photography
- Book printing and binding

My goal is to make your book project a success. Taking creative design ideas at any developmental stage and making them work is my job and my passion.

I maintain constant communication with my customers via telephone as needed during the course of a project. Preliminary proofs are saved as standard electronic PDFs viewable on any computer and shipped by email.

On completion of a design job, I package all electronic files used to create the project in standard format and write them to DVD. All of these files become the property of the customer to use in any way desired.



Covers

Cover designs are prepared according to tested book specifications. Careful attention to margins and bleed areas as well as to limitations of the printing and binding processes are taken into consideration. Final 4-color art is proofed on digital press.

Text Formatting

Standard book formatting includes title page, copyright page, forward page, table of contents, chapter headings and body text paragraphs. Many classical and modern styles to choose from. Pages can be set up in any style using any available font.

Approximate Rates

- Novels, memoirs, histories, documentaries \$1/page
- Cookbooks, poetry, instructional, handyman, how-to books \$5/page
- Technical manuals, professional documents \$10/page
- Menus, certificates, awards, charts, diagrams \$50 - \$100 each
- Photo scanning and placement (includes minor retouching) \$5 - \$10 each
- Photography and artwork \$40/hour
- Logo design \$25 - \$50

Typical cover design fee ranges from \$50 to \$125 and includes all typesetting and copy placement for front, spine and back.



Extras include placement of photos captions, indexing and footnotes, compilation of charts, diagrams and special inserts, foldouts, tabs, etc.

ADDITIONAL SERVICES

- Scanning and Color Editing
- Copy Editing
- Digital Photography
- Copy Writing and Composition
- ISBN and EAN Barcode Service
- Graphic Design and Layout
- Retouching and Restoration of Old Photos
- Hard and Softcover Bookbinding
- Rebinding of Old Manuscripts
- POP Displays and Prototype Graphics

Hot Roll Laminating:

24" wide by any length

Current weights and finishes:

1.3 mil gloss (1-sided)

5 mil matte (2-sided encapsulated)

10 mil gloss (2-sided encapsulated)

(See separate pricelist)



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