



## Fact Sheet

### Help for New Publishers

WHETHER YOU ARE NEW TO PUBLISHING OR NEW TO MALLOY, HERE IS SOME HELPFUL INFORMATION FOR PUBLISHERS.

Getting your book *ready* to go to the printer:

At Malloy we appreciate the time, effort, and work that goes into your book before we get the chance to become involved. Here are some topics that we often get questions about and where to find the answers:

- If you have not already had a quotation prepared on your title, this would be the time to have one done. If your specifications are not firm yet, we can still quote on your tentative specifications and offer prices for alternative specifications as well. Go to our website and the [Quote Request](#) page.
- ISBN's and bar codes - Malloy has a [Fact Sheet](#) dedicated solely to this topic.
- Preparing print-ready files - The digital file formats that we support at Malloy are most likely the same formats most other printers support and accept as well. We prefer PDF files for the text and native application and PDF files for the color component (cover, dust jacket, color insert, etc.) For in-depth information please review the [Prepress General Guidelines for Electronic Files](#).
- Design and production for your book - Working with a designer or production person can make the job of transforming your manuscript or Word document to book much easier. If you need help preparing print-ready files, your [Sales Rep](#) can refer you to a design or production professional.

Building the specifications for your book:

In order to make your book the way you want it, the printer has to know many details about your book. A few examples of specifications are: what it looks like, trim size and number of pages, what kind of paper the text and cover will be printed on, if you want to see and approve proofs, where you want the books shipped, and how you want them shipped.

- Our [Order Form](#) contains a place for you to enter most of the specifications that we will follow as we manufacture your book. It may seem like a lot of detail but it is all necessary information to insure that the final product is what you want, when you want it, and where you want it.
- Please refer to the Glossary (coming soon online) for help in understanding the meaning of the many terms we use in book printing and binding.

Your book is *ready*, now what?

When your book is ready to go to the printer, the following is important information to have and instructions to follow on how to get "the ball rolling".

- Quantity: We must have your *firm* quantity to get underway. When your quantity is firm, we can proceed with ordering paper and any other necessary materials for your title. Our [Order Form](#) includes a place for you to enter your *firm* quantity or you can include it in your purchase order.
- Schedule: Our normal schedules are 3 weeks for soft cover books and 4 weeks for adhesive casebound books, from receipt of trouble-free files to bound books and includes time for proofs for approval with a 3 day turnaround. During certain times of the year schedules may be shorter or longer. The best policy is to have us schedule your title in our system as far in advance as is practical,



to insure that you get the best possible schedule. Work with your [Sales Rep](#) to get the schedule that fits your needs.

- Credit and payment information: Publishers new to Malloy must complete a credit application in order for payment terms to be established. This is usually accomplished prior to sending your title to Malloy. Our payment terms range anywhere from cash with order to extending credit. You may also choose to pay with a credit card. We have an online credit application and much more [Credit and Payment Information](#) on our website.
- Sending your title to Malloy: You can send your files to us on a disk or electronically. We recommend using our InSite portal, a secure high speed Internet connection from you to Malloy. We offer our customers greater security with your unique account that transmits your files directly to our Prepress server. Contact your Sales or Customer Service Rep or Keith Bauer ([keith\\_bauer@malloy.com](mailto:keith_bauer@malloy.com)) if you do not already have access to our InSite portal. We also request that when you transmit your PDF files to Malloy, you send us a pagination for the entire text. (If you are sending us native application files, we require that hard copy accompany your title.) If hard copy does not accompany your files, we can not be responsible for content incorporated in the file, whether desired or undesired.

Getting your book into the marketplace once it is complete:

Your books are done and in the Malloy shipping department ready to ship. There are still decisions to be made that we can assist with.

- Shipping and handling: We have an experienced shipping department that will arrange to have your book shipped via your preferred method to their destination. We have negotiated very competitive motor freight rates with our partner carriers which we pass along to you and we will work diligently to get you the best rate. It is possible to ship all the books in bulk to one final destination or have us ship to multiple destinations. "Drop shipments" can be shipped via the method you choose as well. In addition to motor freight, we ship via couriers such as FedEx, UPS, DHL, and the US Postal Service. To cover our costs in preparing your shipments, we do charge handling fees for shipments in excess of the main bulk shipment. Our [Motor Freight Bulk Shipment Fact Sheet](#) has more information regarding shipping your books.
- Storage and Fulfillment: We also provide storage services for your books in the event that you do not have adequate space to store them yourself. Malloy Fulfillment Solutions onsite is a state-of-the-art based on the Pmail software model. Our services include online ordering, inquiry, reporting, and tracking; XML data transfer; and hosting retail shopping cart to mention a few capabilities. Our [Fulfillment Fact Sheet](#) contains more detailed information about our services.
- Choosing a distributor: If you choose to work with a distributor to market and sell your books, we are familiar with most of the book distributors across the country. Besides your Malloy Sales Representative as a resource, we recommend IBPA, the Independent Book Publishers Association as an excellent resource for small to medium independent publishers in need of distribution services as well as all other services associated with publishing a book. You can check out IBPA at [www.ibpa-online.org](http://www.ibpa-online.org). There you will find valuable information on IBPA member distributors to choose from.

You will find a wealth of information, including all the forms, Fact Sheets, and information referenced and linked above, on our website, [www.malloy.com](http://www.malloy.com). We look forward to working with you to make your job easier!

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