

Printing Services

Introduction



The printed book still reigns over the hearts of millions of readers. The smell of a new book, the tactile joy of holding a well-crafted book in your hands and then proudly displaying it on your shelves is something that continues to attract readers.

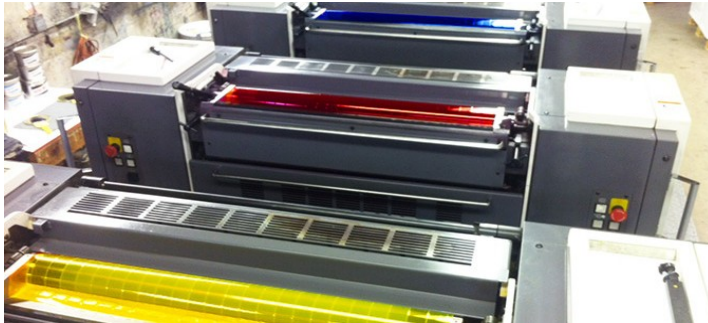
Types of Printing



Digital printing

Digital printing technology does not require the creation of printing plates. It has a very short turnaround period and relatively low cost of printing per book. This method is generally used for short print runs and personalised printing.

Print run: Less than 1000 copies



Offset printing

Offset printing is the traditional method of printing that involves the creation of printing plates. Offset printing offers you economies of scale. Though digital printing technology has substantially reduced the costs of printing per book for short print runs, when print runs are larger than 1000, offset printing works out to be more economical.

Print run: More than 1000

Types of Printing

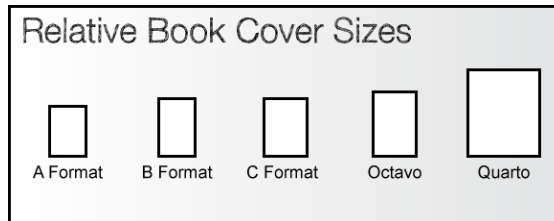


Offset Web Printing

Offset Web Printing is generally used for very large print runs. The printers used in these processes are huge and run at a speed of 3000 ft per minute or faster.

Print run: More than 5000 impressions

Printing Factoids



Papers Used

Generally the paper used to print books is light in weight i.e. 60-90 grams per square metre (gsm).

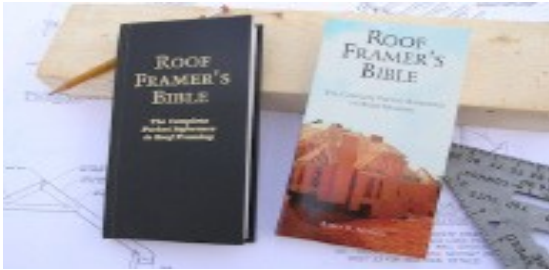
Uncoated papers have a slightly rough, natural feel to them, while coated papers have a smooth finish and are used for printing photographs, magazines etc. Both these types of paper are used for book printing, depending on the type of book. The shades of papers used are generally white or natural (i.e. off-white).

Book Size

The size of a book is measured by the height against the width of the paper. Book sizes can range from 15" x 12", right down to 3" x 2".

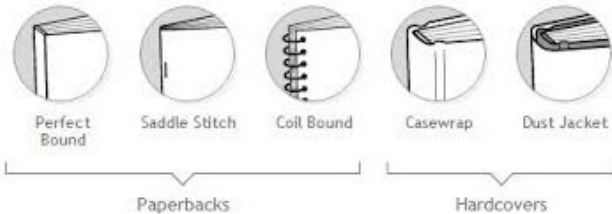
Paperback fiction books are generally printed in these standard sizes: 8.5"x5.5", 8"x5" or 7"x4.5".

Printing Factoids



Book Cover

The covers of books can be hard or soft. The hard cover can be made out of thick textured paper, imitation leather, or even cloth. Hardcover books can have dust jackets made out of thinner and lighter paper. Paperbacks or soft covers are made of thick art paper (250- 300 gsm).



Binding

The mechanism used to hold together the pages and cover of a book is called its binding. There are different types of binding including but not limited to – perfect binding, saddle stitch (section binding), and side staple. A lot of information about this is available on the internet.

Printing Cost and book price



The revenue an author earns is dependent on his profit margin which in turn is dependent on the cost of printing and the book's MRP.

In order to earn a substantial revenue, self published authors end up pricing their books exorbitantly because the print cost of small print runs is high.

Ideally, the printing cost of the book should be 25% of the MRP of the book.

But the MRP of the book must also match the market i.e. it should be in the same price range as other popular books in the same genre.

Our Printing services



BecomeShakespeare.com offers printing services that match the quality of traditionally published books at an economical cost.

Our standard specifications:

Inner pages: Black & White print; 68 gsm paper; Natural or White shade

Cover: 4 color print; 250 - 300 gsm Art paper; Matte or Gloss Lamination

Binding: Perfect Binding

Our Printing prices:

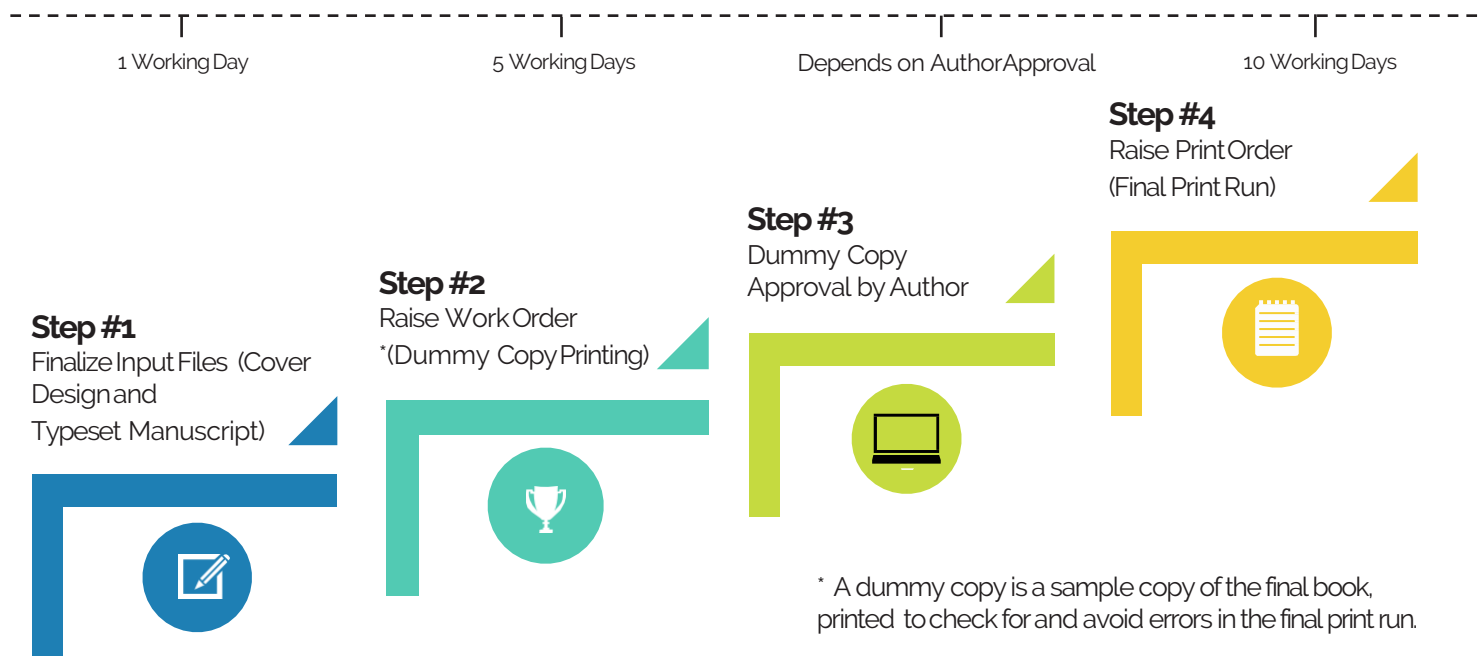
Up to 300 copies: Rs. 0.60 per page

300 – 500 copies: Rs. 0.50 per page

500 – 1000 copies: Rs. 0.40 per page

*Taxes and Shipping costs are additional.

Printing Process



Process for going ahead with Printing Services



Details

Send your full name, address, contact information along with details about your book to hello@becomeshakespeare.com



Documentation

We will send you an agreement



Payment

Make the payment & we will send you a project activation email



Contact



Address

One Point Six Technologies Pvt Ltd

123, Building No J2, Shram Seva,
Wadala Truck Terminal, Wadala
(East), Mumbai- 400037



Write to

hello@becomeshakespeare.com



Contact No:

[+918587995915](tel:+918587995915)

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