

Sheridan Books Presents ...

FRONT MATTER

Electronic Content Services

SBI is excited to announce its Electronic Content Services (ECS) offering is now available. Launched on September 8, 2010, ECS is a suite of open and integrated services for managing electronic content.

With the launch of ECS, SBI is able to address a growing desire of publishers, to convert and distribute electronic content. Sheridan's ECS system is comprised of conversion, enrichment, and distribution services.

Conversion Services – Repurpose your content to feed multiple electronic distribution channels – eBook readers, handheld devices, and online.

Enrichment Services – Provides the capabilities to protect your content with a variety of Digital Rights Management options.

Distribution Services – Establishes an online publisher branded shopping site for delivery of your content to mobile or other electronic reading devices as well as online hosting and the dissemination of content to third party sellers.

What can ECS offer you?

- File conversion to popular eBook formats.
- An online retail and delivery portal that integrates with your current website.

- The ability to distribute files to other leading eBook retailers.
- The option to encrypt files with Sheridan's Digital Rights Management system powered by Adobe® Content Server.
- Analysis tools that allow you to view detailed statistics regarding consumer behavior and purchasing patterns.

Additional Benefits

-  The ability to generate additional revenue by more widely disseminating content in multiple formats through new and existing channel partners.
- The ability to tap into a growing market channel—Reach Apple iPad™, Apple iPhone®, and other consumers who read content using handheld devices and eReaders.
- The ability to provide your customers content when and how they want it in any format desired.
- The ability to test market new titles prior to printing.
-  The ability to repurpose backlist titles/content capturing revenue that would otherwise be lost.

“We are excited about enabling our publishing partners to sell their content

direct to consumers with minimal upfront or integration expense in formats that are compatible with today's leading eBook reader and tablet devices,” states Joe Thomson, VP of Sales and Marketing at Sheridan Books. “This offering will benefit both publishers and their customers as publishers will have the ability to provide their customers content when and how they want it in any format desired.”

To learn more about SBI's Electronic Content Services contact your sales representative.

 Looking to reduce costs? Just look for this yellow symbol to find money saving ideas.

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4/c Digital Printing at SBI



Sheridan Books' Digital Print Advantage program is expanding its product offering to better meet your digital printing needs. Additions to the program that will be available in early October include increased page count ranges, new trim sizes, and four color text printing.

Here is a closer look at what is new:

Expanded Black and White Text Offerings

- Increased page counts for both hard and soft cover books

- 18-1,200 pages for books printing on 50# white
- 18-1,050 pages for books printing on 55# crème
- 8-1/2 x 11 trim size is now available in both hard and soft cover books

New Four Color Text Offerings

- Four color text printing is now available in both hard cover and soft cover books
- Page counts of 24-480

- 4/c books print on 70# house white
- Saddle stitching is available for page counts of 4-48
- 8-1/2 x 8-1/2 trim size is available for soft cover books (perfect and saddle stitch)

For a complete list of the product specifications available, for pricing, and to discover the advantages that Digital Print Advantage offers you contact your sales or customer service representative.

Image Enhancement Software

In the ongoing tradition of Sheridan Books, Inc. to provide our customers with the highest quality products within the industry, the Digital Services and Electronic Prepress teams are announcing a new product enhancement.

Occasionally, Sheridan Books has received feedback from our 1/C web customers that supply photographs and halftones that our print quality is too dark, lacking detail, and/or contrast. We have purchased and optimized new 1/C image enhancement software that not only corrects this issue, but replicates the highest quality sheetfed productions.

How it Works

All incoming 1/C files will be processed through this software prior to

entering into our Prepress workflow. This software works by:

- Examining each pixel of each image and automatically providing the correct tonal separation and contrast adjustments.
- Changing inferior images into much sharper and detailed images.

Proven Results

Our live tests on our Timsons presses have reproduced previously poorly printed images into excellent reproductions on all printing stocks. This will allow us to provide you with the best 1/C photos and halftones in the industry. Everyone who has seen the results cannot believe the difference.

Your Benefits

The use of this software at Sheridan Books brings you high quality images by:

- Examining each pixel of each image and automatically providing the correct tonal separation and contrast adjustments.
- Changing inferior images into much sharper and detailed images.

To obtain samples or to learn more about how this software can enhance your black and white halftones contact your sales representative.

Announcing SBI Website Changes

As we continue to strengthen our presence in the marketplace as one of several dynamic print and publishing service companies under The Sheridan Group, we recently consolidated all of our separate company websites into one all-encompassing site: www.sheridan.com.

The driving purpose behind this website consolidation was to create one dynamic website to represent all TSG

companies that provides enhanced clarity, consistency, and functionality to existing and future customers.

Your Benefits

This newly created site is user-interactive and offers you enhanced functionality, technology demonstrations, and numerous resources in an easy to navigate manner. Simply click on the category heading that fits what you are searching for: Books, Journals,

Magazines, or Catalogs, and be taken into a world of information suited to your needs.

What You'll Find...

Product and service information, guides, FTP access, quote request forms, industry links, and much more are only a click away. Come and explore our new website and all it has to offer you at www.sheridan.com.

The American Reader—2009 Book Buying Behavior

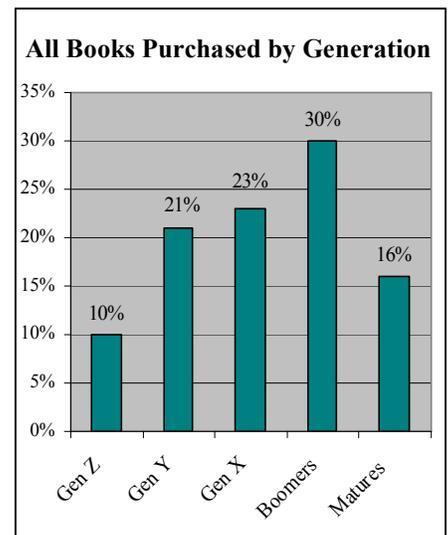
Forty-three percent of Americans over the age of 13 bought a book in 2009, down two percent from 2008 according to data released in August from Bowker's PubTrack™ Consumer.

PubTrack™ Consumer is a publishing industry resource for understanding book buying behavior that surveys U.S. adult men, women, and teens about their book purchase behavior on a monthly basis. The survey was conducted online by a sample of over 43,000 males and females, 13 years and older who were responsible for the purchase of 118,000 books in 2009.

Other findings show that in 2009:

- 59% of books purchased were paperback
- 46% of the dollars spent on books were hardcover
- 15% of books were purchased as a gift
- 20% of books purchased were through Internet retailers
- 27% of books were purchased through large chain bookstores
- \$12.19 was the average price paid for a book
- 13% of books purchased were because of the authors name
- 18% of books purchased were due to the title being on the shelf/spinning rack/in-store display
- 25% of books purchased were an impulse purchase
- The average age of a book buyer was 42
- 64% of books purchased were by females (down 1% from 2008)
- 39% of books purchased were Adult Fiction

As illustrated in the chart below, the majority of books purchased in 2009 were by Baby Boomers.



For more information visit:
www.bowker.com

Source: 2010 PubTrack™ Consumer – 2009 Demographics & Buying Behaviors: Essential Facts About the U.S. Book Consumer

Sheridan Books, Inc. is a leading book manufacturer providing professional publishers and self-publishers complete book manufacturing services. Available printing options include sheet-fed and web offset printing, Digital Print Advantage, and Electronic Content Services. SBI offers one-color through four-color text and component printing capabilities. Multiple in-house binding styles include soft-bound and hard-bound. With superior customer service, high-quality products, reliable on-time delivery, and competitive pricing, SBI is dedicated to helping publishers achieve their goals from beginning to end. Sheridan Books is a division of The Sheridan Group (Hunt Valley, MD).

Upcoming Events

October 6-10, 2010—Frankfurt Book Fair, Frankfurt, Germany

November 4-6, 2010—PubWest, Santa Fe, New Mexico

A Look at Your Book: From Beginning to End—Part III of IV

This is the third of a four part series that takes a look at the steps your book goes through at SBI from the time you submit your files and specifications to the time the final product is shipped to you. In the previous two articles we touched on quoting, receiving the files and specifications, entering the job, preflighting your files, and planning and scheduling your job. In this article we will follow your job as your files go through prepress and platemaking.

After your job is planned and scheduled it proceeds on to prepress. If your job requires any digitizing of sample books or copydotting of film it is done at this time. In prepress, your files are processed into an imposition format for proofing and digital plate output. This processing is done in our Kodak Prinergy system and includes normalizing and optimizing the files as well as creating any trapping that is required for printing.

At this time proofs are created in the format you requested (soft proof or hard copy) and sent to you. When creating color proofs, each proof that is output is scanned by a spectrophotometer and the color data are automatically stored in a database. The scanning ensures that the proof is color accurate and falls within our tolerances. This process assures you and our press operators that the color proof has integrity and the resulting printed color at press will match your expectations. Two proofs are output for color components (covers, dust jackets, printed cases) to save time and ensure color accuracy. One is sent to you and the other is kept at SBI for color matching at press. Once proofs are approved your files are sent to platemaking.

SBI uses positive subtractive aluminum lithographic printing plates. The imposed files from prepress are imaged directly onto the plates using one of our

three state-of-the-art thermal platesetters. The thermal platesetters use a high intensity laser to “burn” the inverse of the images into the plates’ emulsion (coating) at a resolution of 2400 dots per inch. After imaging, the plates travel on a conveyor into a processor that cleans away the “burned” areas to reveal the image that will take on ink at press. The platesetters feature inline punching for guaranteed registration and quick makeready at press. As plate files are queued from the Prinergy system to the platesetters, CIP3 ink key data are automatically transferred to the appropriate press to further improve printing accuracy and reduce makeready time and waste.

In the next issue – Part IV of this series will follow your job as it prints, binds, and ships.

SBI is FSC® certified!



The mark of responsible forestry.
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These are not books, lumps of lifeless paper, but minds alive on the shelves.

Gilbert Hight