Espresso Book Machine®

by On Demand Books

EspressNet SelfServe for Publishers

Technical Requirements

Basics

There are two basic requirements for uploading a title to EspressNet via the SelfServe interface: 1) two print-ready PDFs and 2) book metadata.

The two PDFs required are the cover file and the bookblock file, which will be used to print the book. File formatting requirements are outlined below.

The metadata options are as follows. An asterisk indicates a required field.

Title*

Subtitle

Author Name*

Publisher

Imprint Name

ISBN 13
If you do not have an ISBN for the title, SelfServe will automatically assign a Book ID for internal tracking purposes.

Book Description

Main & Secondary Subject categories*
SelfServe categorizes books according to the BISAC Subject Codes. To see the list of categories go to https://www.bisg.org/bisac-subject-codes and click on the link for the current Subject Headings List. Click on any given category to see the sub-category options. SelfServe refers to the subject categories by name as opposed to associated code.

Language*

Number of Pages*
Refers to the full page count of the bookblock PDF

Trim Size*
Width and height of the book, can be entered in inches or millimeters

Paper Color*
Also indicates paper weight – see Cover File requirements below

Suggested Retail Price* (in USD)

SelfServe Pricing Model

There is currently no fee to use EspressNet SelfServe or to participate in the EBM channel. As the content provider you set the suggested retail price (SRP), though there is a base minimum of $5.00 per book plus $0.015 per page. As the publisher, you receive 25% of the SRP for every book sold. Since the EBM owner pays for consumables and production, the 25% is pure profit to share with your authors.

The base minimum referred to above is the minimum amount that must remain with the EBM location after the 25% content fee is remitted back to you, the publisher. The base minimum amount is calculated according to the length of the book, and assures that if an EBM prints and sells the book, that location will earn enough to cover their production costs.

For example, for a 200 page book the base minimum amount would come to $8.00. (200 x 0.015) + 5 = 8

The SRP amount must be big enough so that 75% of the SRP is at least equal to the base minimum amount, while 25% of the SRP automatically goes to the publisher. For example, an SRP of $12 for a 200 page book would be acceptable: the 25% publisher fee would be $3 and the remaining amount would meet the base minimum requirement for a book of that length.

Please note that all prices mentioned above are calculated in US dollars. The SelfServe interface requires that SRPs be entered in the USD - you can start with the SRP in your regional currency and convert to a USD equivalent for the purposes of SelfServe. If the exchange rate between the two currencies shifts dramatically at any point, you can adjust the SRP for any given title accordingly.

Bookblock

The bookblock consists of your book's interior pages. Your bookblock PDF should contain everything you want to include in your book – front matter, core text, back matter, blank pages, etc. – all in one PDF.

Bookblock Physical Requirements

➢ The bookblock will print out on double-sided Letter-sized or A4 sheets of paper - one PDF page to one side of a sheet of paper. Excess margins will be trimmed off during the binding process.

➢ There are no paper-folding / signatures involved in the binding process.

➢ The bookblock can only be printed in black and white (no color on the interior pages).

Trim Size

(width x height in inches)	
Minimum	4.5" x 5"
Maximum	8" x 10.5"

Because of the way the book is bound, the maximum trim size for a book changes depending on the page length. If your book is longer than 150 pages, refer to the list below to find the maximum trim size.

Page Length	Max trim width x height	
Up to 300 pages	8" x 10.5"	20.32 cm x 26.67 cm
Up to 400 pages	7.875" x 10.5"	20.00 cm x 26.67 cm
Up to 500 pages	7.75" x 10.5"	19.69 cm x 26.67 cm
Up to 600 pages	7.6" x 10.5"	19.30 cm x 26.67 cm
Up to 700 pages	7.5" x 10.5"	19.05 cm x 26.67 cm
Up to 800 pages	7.5" x 10.5"	19.05 cm x 26.67 cm

Page Length

Minimum: 40 pages
Maximum: 800 pages

Determining your Page Count:

For our purposes, a page refers to one PDF page or book page, *not* one sheet of paper. (There are two book pages to each sheet of paper, one on each side.)

Your bookblock PDF should be laid out accordingly – no double-page spreads or signatures.

Your final page count will be the total number of pages in your PDF document – your page count will not be limited to the paginated section of your book, but rather will include everything in the document (blank pages, dedications, about the author pages, etc.)

Bookblock PDF Layout Requirements

The content *must* be centered within the PDF media box.

➢ Ideally the page size of your bookblock PDF should match the intended trim size for your book.

➢ We can also accept content that is centered within a Letter or A4-sized PDF, as long as the content is properly formatted to match your book's trim size.

➢ We *cannot* accept PDFs laid out in double-page spreads.

No crop / registrations marks are necessary, but they are acceptable.

When generating a PDF, it is important to choose a format that is tied to a tight ISO spec.

➢ For best results, please submit all files in **PDF/X-1a:2001** format.

➢ If you generate PDFs using Standard conversion settings, the document fonts may not be properly embedded, and transparencies may not be properly flattened. We cannot be held responsible for printing errors resulting from poorly formatted PDFs.

➢ If you are unable to generate a PDF/X-1a compliant file, the next best option is PDF/A.

Cover File

Cover Physical Requirements

➢ The cover can be in color (it will print on a full-color inkjet).

➢ Nothing can print on the interior side of the front or back cover.

➢ The cover cannot have flaps that fold inside the book.

➢ Maximum dimensions of your cover image cannot exceed 16.75" x 10.5".

Cover PDF Layout Requirements

For layout purposes, your cover is the back + spine + front of your book, laid out as a single landscape-oriented image. It will be printed on a Tabloid or A3 sheet of coverstock, which will wrap around the printed bookblock and be trimmed down to the book's trim size.

The content *must* be centered within the PDF media box.

➢ The cover image should be centered vertically and horizontally within a landscape-oriented PDF document. The PDF document may be 17" x 11" or it may be the size of the cover image (including bleed).

The image must contain at least 0.125" to 0.25" bleed on all sides

No crop / registrations marks are necessary, but they are acceptable.

Calculating Spine Width

For your book to print properly on the Espresso Book Machine, the spine width of your cover design must be compatible with the interior paper used to print it.

To calculate the spine width, you'll need your page count and the PPI (Pages per Inch) of the paper you're using. You'll also need to determine whether you're using cream or white paper.

➢ The PPI value for our standard cream paper is 434.
➢ The PPI value for our standard white paper is 526.

The formula for calculating spine width:

> page count ÷ PPI = spine width in inches

So the spine width for a 250 page book printed on our standard cream paper would be

$$250 \div 434 = 0.576"$$

Images

The higher the resolution of an image, the better it will look when printed.

For best print quality, we recommend that any images you include (inside the book or on the cover) should be at least **300 DPI** (Dots per Inch).

Any images included in the bookblock PDF will print in black and white, even if the original is color. For highest print quality, we recommend that all interior images be converted to grayscale before inclusion in the bookblock file.

PDF Format

When bookblock and cover PDFs are generated, choose a format that is tied to a tight ISO spec. For best results, please submit all files in **PDF/X-1a:2001** format.

If you generate PDFs using Standard conversion settings, the document fonts may not be properly embedded, and transparencies may not be properly flattened. We cannot be held responsible for printing errors resulting from poorly formatted PDFs.