

## GLOSSARY OF COMMONLY USED PUBLISHING TERMS

**acknowledgements** Acknowledgements can be an expression of thanks from the author as well as listing copyright owners of material used in the book. They aren't essential unless you have used photos from an agency or other material that doesn't belong to you.

**bibliography** A list of works referred to in the process of writing a book. It can also include other works that might be of interest to the reader in a *Further Reading* section.

**binding** The way in which the pages of the book are attached to the spine. The main two techniques are to glue or stitch the signatures, although short books can be stapled. Some publications are also 'bound' with a spiral wire, in which case the publication has no spine.

**bleed** When a picture is printed with no border and extends to the edge of the page.

**caption** A short description accompanying a picture or illustration.

**coated paper** A paper that has been treated when manufactured so as to appear glossy. This type of paper ensures a better print result and is recommended for colour printing. It is used for high-quality publications.

**contents** A list of all the parts and chapters of a book giving the initial page number each section starts on.

**copy-editor** A copy-editor main's responsibilities are:

- making sure that the text adheres to the standard editorial conventions recognised by the publishing industry and the style set by the publisher
- correcting or raising any queries relating to inconsistencies in spelling, use of grammar or facts
- preparing a manuscript for typesetting, for example by coding the headings so that the typesetter knows what design style and which font size to apply

**copyright** Copyright recognises that an intellectual product belongs to an individual or a company. It is illegal to use or reproduce copyright material without the express consent of the copyright holder. This information does not constitute legal advice.

**cross-reference** A page reference in the text that sends the reader to another page giving more information about a term. As cross-references depend on the layout, the reference is usually shown as, for example, (See page 00) until the proofreader fills it in on the page proofs.

**designer** A designer creates the layout of a book, deciding how the various elements of a book will be positioned on a page or a cover, as well as which font and size of font should be used.

**distributor** A distributor is the link between a book and retailers. Services offered by distributors vary: some simply store your books in their warehouse and fulfil orders, but some also undertake book marketing, sales representation or account management. If you are publishing your book with a commercial purpose, choosing your distributor will be a very important decision.

**dummy** A blank book made by the printer using the specific paper that will be used for printing. It is a prototype and is useful to see the thickness, weight and general feel that the book will have once printed.

**dust jacket** The name for the loose paper cover on a hardback book.

**editor** The dedicated in-house staff member at Cambridge Publishing Management who will be responsible for managing your book and liaising with you and any other person involved in the production of your book to ensure that everything runs smoothly.

**endpaper** A sheet of thicker page, half of which is glued to the inside of the cover and the other half of which is left loose to form a flyleaf. Only used on hardback books.

**extent** The number of pages in a book. They usually come in multiples of 16 or 32 depending on the size of the sheet of paper used to print it.

**folio** A page number in a book.

**font** In typography, a font is a set of characters (letters, numbers, punctuation and symbols) designed in a specific style and of a specific size.

**glossary** An alphabetical list of important terms found in the book.

**gutter** The area formed by the inner margins of two facing pages in a book.

**half-title page** The first page of a book containing only the title (but not the author's name). Not all books have a half-title page.

**hardback** A book with a cover made of cardboard, cloth or, more rarely, leather.

**high resolution (high res)** The resolution of an illustration is the number of dots per unit of area. The greater this number, the better the printing quality will be. A high-res illustration has a resolution of at least 300 dpi (dots per inch). Illustrations with slightly lower resolution may still be printable, but at a smaller size than the original.

**imprint page** On the back of the title page, the imprint page contains printing and publication information such as copyright ownership, ISBN, date of publication, printer's name and location, publisher's imprint. Pictures credits and acknowledgements may also be found here or at the back of the book.

**index** An alphabetical list of the topics of a book, with references to the pages where they are mentioned.

**ISBN** The International Book Standard Number is a unique number identifying a book. Books cannot be sold without an ISBN.

**landscape** The orientation of a book, where the width of the book is greater than its height.

**layout** The way in which text and illustrations are arranged on the page.

**low resolution (low res)** The resolution of an illustration is the number of dots per unit of area. The greater this number, the better the printing quality will be. An illustration with a resolution of less than 250 dpi (dots per inch) is considered low res and may not be suitable for professional printing.

**lower case** Small letters, as opposed to capital letters (upper case).

**manuscript** The original text content of a book before it is laid out as a book. Handwritten or typed material are both referred to as the manuscript.

**mono** Something that is printed in black and white (e.g. proofs, or a book).

**overmatter** Extra text that cannot be fitted into the space allocated by the page layout.

**paperback** A book with a cover made of thick paper or paperboard.

**PDF** Meaning Portable Document File, a PDF is a type of file that can be created from most computer programs (Word, Excel, Quark, InDesign, etc.), showing pages exactly as they will look when they are printed. PDFs can be read on many computer operating systems and mobile devices and they can be locked and set as read-only.

**permissions** When copyright material doesn't belong to the author, he or she has to formally request permission from the copyright holder to use it. It is not uncommon for the author to have to pay a fee for the use of this material, which will depend on various factors such as the copyright owner's terms and conditions,

the amount of material reproduced, the size at which it appears in the book, its location in the book, the numbers of copies printed, its purpose, etc. The copyright owner has to be identified in the publication.

**picture credits** A list of copyright holders for the pictures used in the book. They are sometimes placed on the imprint page.

**plotters** The proofs issued by the printer for the publisher's or author's approval. It is essential that the author reviews the plotters thoroughly, as printers will not accept any responsibility for errors not corrected on the plotters.

**portrait** The orientation of a book, where the height of the book is greater than its width.

**print PDF** This is the file the printer uses to print from. The PDF is locked, ensuring that the printer cannot change the content inadvertently.

**printer** A printer is responsible for printing and delivering your book. Before printing, the printer will supply proofs, called plotters, for approval. It is very important that the plotters are checked carefully before approval, as they are legally binding and will determine where the responsibility lies in the unlikely event that printing problems should arise.

**print-on-demand** Developed with digital printing, print-on-demand enables a small number of copies to be printed at a time. This can be an economical option for small print runs. The quality of printing is as good as with litho printing.

**proofs** A printout of a book before it is ready for printing for review by editors or authors.

**proofreader** A proofreader's role is to read and correct proofs, checking for correct spelling and punctuation, and consistency with the style sheet followed by the copy-editor. They also tidy up the layout to make the text fit neatly on the page. They will not check or comment on the accuracy of the content.

**reprint** Any printing after the initial printing when there are no or few corrections to the book.

**run** or **print run** All the copies produced in a single batch of printing.

**screen or low-res PDF** A PDF where all the illustrations are low resolution. This reduces the size of the file greatly so that it can be emailed, and screen PDFs are sometimes used as proofs during the editorial process. The resolution is still good enough to reflect the book accurately on screen, but screen PDFs cannot be used for professional printing.

**signature** Book pages are printed on both sides of large sheets of paper in a complex arrangement. The sheet is then folded into a booklet, called the signature, and the edges of the booklet are cut to make pages.

**spine** The bound edge of a book.

**style, style sheet** A set of conventions established by a publishing company defining how to style various text elements, for example, how to abbreviate the days of the week (Tue or Tues).

**title page** The title page shows the title of the book and the author's and publisher's name.

**typesetter** A typesetter arranges the material of a book (text and illustrations) into the layout predetermined by a designer and makes adjustments so that the book is visually attractive.

**trim page size (TPS)** The final size of a book page after the edges have been trimmed by the printer.

**upper case** Capital letters.