



The
Short
Run
Book
Company Ltd

The Short Run Book Company

We design and produce books, booklets, catalogues, price-lists, manuals, handbooks, usually in runs of just a few hundred, though we will produce whatever is required – from a few to a few thousand.

Our customers have all kinds of requirements;

- high quality leather-bound presentation books,
- hardback novels,
- technical and specialist books,
- local and family histories,
- paperback novels, poems and short stories,
- memoirs and autobiographies,
- drilled and shrink-wrapped book blocks,
- budget-priced price-lists and other booklets.

We have no printing equipment of our own. Instead, we buy in the printing and binding services which our clients need to meet their quality, service and price requirements.

Axxent Ltd uses the trading name The Short Run Book Company to emphasise our special interest. No run is too small.

What's different about us?

Modern developments in printing technology have provided an opportunity to offer a new, low-cost, short run print service at realistic prices without loss of quality.

The additional cost savings arise because the new technology does not require expensive typeset bromides. Laser printing does not require printing plates either.

Publications are normally printed direct from computer files. High quality, high speed laser printers will generally

be used for very short runs, and direct-to-plate litho-printing for longer runs where it is more economical.



What can we do for you?

- ✓ We can import text from virtually any software on any computer, even old Amstrads. If necessary we can scan/OCR text from good quality printed material. Failing that we will arrange to have text re-keyed by a local bureau.
- ✓ Our printing methods have no need for bromides and usually no printing plates, either. This keeps your costs down. These costs are reduced further still for clients who can supply final artwork either as camera ready copy or as Postscript™.
- ✓ Your publication can be prepared and printed in weeks, even days if you supply final artwork, (depending on quantities).
- ✓ Updates can be easily incorporated. Histories and records, prices and parts lists, can all be updated quickly and economically – even direct from your own database.
- ✓ Whatever the requirement – book, booklet, price-list, catalogue, manual or handbook we can meet your design requirements. You may specify the design features of the publication yourself, or we can offer support and guidance.
- ✓ We can help you with ISBN, if required. This normally requires the author/publisher to provide details to The Standard Book Numbering Agency, at Whittakers. We can supply contact details and guidance on the information required. A bar-code will be required if the book is to be sold through the book trade. We can obtain this, if required.

- ✓ We can obtain the services of an author or editor if the client does not intend to do the writing himself. (For example, for a Company History, or other sponsored book)
- ✓ We can design publications for use in digital form, for example on the Web or as part of a company intranet system. Please call to discuss.

If you have any questions about your project, do call. We will be only too happy to help.

Photographs and line drawings

Photographs and line drawings are scanned into the final pages, where they can be sized or cropped as required.

Illustrations must be of good quality to reproduce well. Colour or black and white prints are equally acceptable for reproduction as mono. Line drawings should be crisp and sharp.

Each illustration is normally scanned and placed individually. We make a charge for this, based upon the number to be scanned.

Colour illustrations and photos can be incorporated in the text, even for short runs. Transparencies will produce the best results. Colour will increase the cost, possibly substantially. Nevertheless, modern technology keeps the costs lower than used to be the case.

A colour plate section will be less expensive than having individual pictures on several pages.

What do you need to supply?

We normally work from a word processor disk supplied by the author. We can accept WP or Database files from all popular computers and word processors in disk, DAT

tape and CD formats. We can also make arrangements to read mainframe tapes and other formats.

We offer text scanning/OCR for clients who only have hard copy available. Please note that this only works well with high quality original material. We will be pleased to process a sample page for you free of charge.

Handwritten or typewritten material is also acceptable, though we will then have it re-keyed at a local WP bureau at an additional cost.

It is important to note that our pricing assumes that we do not need to spend time making changes to the author's text. We will be pleased to do so if required, but we will make a charge based upon the time involved.

Authors sometimes provide a guide to the style required for their publication, though normally it is left to us to propose all design features for approval by the client.

Photographs and line drawings should be supplied with a note giving the captions and preferred locations within the book. You may either enclose cropping instructions for photographs, or leave it to our judgement.

Please note: We will take all sensible precautions with your material, but we cannot be held responsible for loss. For your own security, have copies made of your material before sending or giving it to us. Please don't send us the only copies of photos or WP disks.

How long does it take?

From receipt of your disk, we normally despatch the first proof of your publication within a few days (depending on complexity) giving you an opportunity to comment on the layout, typeface and style and suggest changes, if required. A final laser proof will be supplied before your publication is printed.

After artwork approval, book production and delivery is normally completed within a week or so if it is to be laser-printed, longer for litho-printing. Covers printed in colour and laminated will also add to the time. We will do our best to meet your particular delivery requirements.

Covers and binding

Clients normally leave it to us to propose cover and dust-jacket design. The cost will be a function of the number of colours and the design complexity. We will, of course, be pleased to work from a client's preliminary ideas.

We can meet pretty well any requirement, whether for leather-bound presentation copies, hardback books with dust-jacket or printed paper case, laminated paperbacks, saddle-stitched booklets, shrink-wrapped book blocks or wire-bound technical manuals.

Normally booklets of less than about 60 pages will be saddle-stitched (with two staples down the spine). Hardback books need to be at least 70 or more pages otherwise the board is thicker than the text pages. Larger books will be perfect bound (single sheets glued into the spine). Books over about 200 pages will normally be bound in sewn sections for extra quality and added strength.

Selling and distribution

We are not publishers. If you want to sell your books, and not all clients do, then purchasers will deal direct with you. We cannot directly help with selling and distribution and we seek no commission on sales.

However, over the years many of our clients have shared with us the experience they have gained in selling their

books and we'll be pleased to share that experience with you – free of charge.



Terms of payment

We will ask for 50% of the forecast cost of the project with the order. The balance is payable when the publication has been finished and is available for collection or delivery.

Next-day delivery to a single, non-premium address within the UK is included in the price.

Under current regulations, books are VAT zero-rated.

How much will it cost?

The cost depends on the number of pages, copies printed, paper quality, the cover and the style of binding. Special page layouts, tables and text re-keying all add to the cost and so a confirmed price can only be provided once we have seen the work. If you are able to supply us with final artwork, either camera-ready or on disk as Postscript™ files, this will reduce the cost.

We will be pleased to provide one or more estimates as required, based upon the best information the author can provide at the time.

Here are a few of the publications we have produced recently, which may provide a helpful price guide.

A Family History Project

This 56 page paperback paints an evocative picture of the small Thames-side community around the turn of the century. It includes 40 monochrome pictures and is attractively presented with a two colour cover and a

laminated finish. The cost, including all typesetting, was approximately £3.50 each for an initial run of 500.

A Dog Breeding Handbook

This 340 page hardback with full colour dust jacket and a full colour picture section includes well over 100 monochrome pictures. It is the authoritative work on one breed, written by the leading breeder. 500 were produced. At almost £20 each, this was not a cheap book to produce, but the author is selling it successfully at £35 and reports that she is well satisfied with the margin.

A Political and Social History booklet

A study of pre-war right wing politics in a southern English coastal town, this was published as a saddle-stitched booklet of 48 pages. Finished with a low cost card cover, the initial run of 300 cost £1.90 each.

A Local History Project

A 172 page West Country local history, perfect bound with an attractive photograph on the cover and a laminated finish. The book was designed and typeset by the client, and he was thus able to see a valuable reduction in the cost of the initial run. The initial run of 300 cost £4.35 each, with re-prints around £3 each.

A Study of a 19th Century Musical Family

284 pages, 40 monochrome pictures, hardback, with gold blocking, high quality paper bound in sewn sections. The price: £12 each for 250 copies.

A Poetry Book

For their first wedding anniversary, she wanted a small presentation booklet containing all the poems he had written her during their courtship. We produced 100 copies (so there were enough for family and friends), 24 pages, with pictures and drawings, maroon textured card cover with gold blocking, saddle-stitched, high quality paper, for £3.75 each.

A High Quality Promotional Book for an Electricity Supply Company

Written by a freelance author on contract, this book contained guidance on negotiating electricity supply contracts and was to be given to senior energy purchasing executives in large companies.

134 pages, A5, hardback, with full colour dust jacket and including specially commissioned cartoons, design and production costs were around £5.50 each for 2,000 copies.

A Presentation Book

A major company commissioned a special gift to say "Thank You" to a group of people for a job well done. An imposing hardback book of high quality, it was leather-bound, gold blocked, 216 pages, 200mm x 260mm, with over 200 scanned images. Only 50 copies were needed and they did cost almost £150 each, but the result was a very handsome book and a powerful demonstration of gratitude.

Call us to discuss your requirements.

Visit us if you can.

You'll soon discover
what customer service should be like.

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