

Clever design for low-cost colour

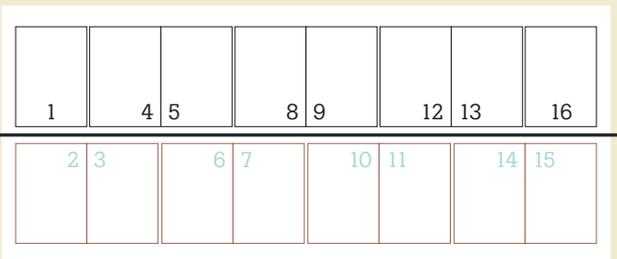
If your book has colour pages sprinkled throughout, there might be a printing solution that saves you money, while still giving you plenty of choice on where to position your colour pages.

Book pages are printed as part of what is called an 'imposition'. This is where multiple pages are laid out to form large sheets, usually containing eight or 16 pages per side. The pages are laid down so that when they're folded into a section, you get the desired page sequence.

If your book can be designed in such a way that all the colour pages fall on one side of the sheet, then you only need to pay for one set of four-colour plates per section instead of two.

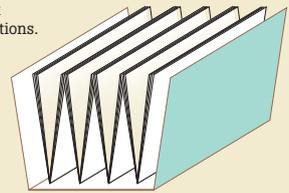
Still confused? Look at the drawing below. All the page numbers above the line print on one side of the sheet, while all the pages below the line print on the reverse side. Let's assume that pages 2&3 will be colour, 4&5 will be mono, 6&7 will be colour, and 8&9 will mono again. This pattern means that every second set of facing pages is printed on the same side of the sheet. If you position the colour pages to suit your imposition, you will have a more economical production.

There are some exceptions to the rule so if you think you might be able to make use of this tip, please talk to your sales representative.



Some examples of different ways colour sections can be used

Sample book showing sections.



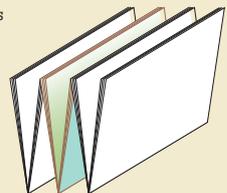
A An insert, usually 4 or 8 pages, goes into the centre of a section.



B A wrap, usually 4 or 8 pages, goes around a section.



C A stand-alone colour section falls between sections and can be 8, 16 or 32 pages.



D A single leaf tip-on is glued to the first or last leaf of a section.

