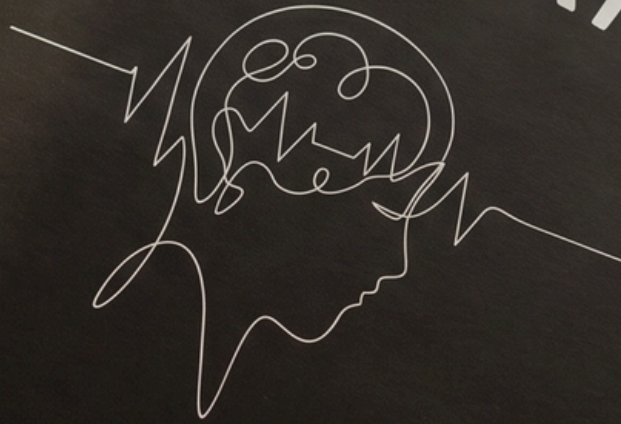


TRANSFORMED



 **Printingcenterusa**

THE ULTIMATE GUIDE TO

BOOK PRINTING

EVERYTHING YOU NEED TO PRINT A BOOK RIGHT



What You'll Learn Inside

3. [Book Printing](#)
4. [Popular Uses for Books](#)
5. [Self-Publishing & Distribution](#)
6. [Binding Options](#)
7. [Printing Options & Specs](#)
8. [Free Design Resources](#)
9. [What Businesses Like Yours Are Doing](#)
10. [Using Your Book as a Business Tool](#)
11. [Print Products That Support](#)
12. [Our Simple Ordering Process](#)
13. [Customer Reviews](#)
14. [Outro](#)

WHY THIS GUIDE?

Printing a book means making a lot of decisions before you ever place an order. Paper, binding, size, finish, page count, each one affects how your book looks, feels, and holds up. This guide walks you through every option so you can order with confidence and hold something you are proud of.



FREE SAMPLE PACKET

See and feel our paper quality before you order. Request a free sample packet with paper swatches and our complete printing guide.

[REQUEST FREE SAMPLES](#)

[VISIT HELP CENTER](#)

[START YOUR BOOK](#)



BOOK PRINTING

Businesses that publish books don't just share information, they establish authority. A book puts your name, your expertise, and your brand in someone's hands in a way that a website or a PDF never will. It stays on desks. It gets passed around. It opens doors.

The businesses doing it well are winning attention their competitors can't buy.



More than 75% of business decision-makers say a compelling piece of thought leadership prompted them to research a product or service they weren't originally considering

A book is one of the most credible forms of thought leadership a business can produce. Print also outperforms digital on recall, with print content earning 70-80% higher recall rates than digital equivalents.

In a market where attention is the scarcest resource, a book puts your expertise somewhere it stays.



WHY PRINTINGCENTERUSA

PrintingCenterUSA has been printing books for over 50 years. G7 certified color, no minimums, three free instant proofs on every order, and a satisfaction guarantee that means exactly what it says. If something isn't right, we fix it, reprint it, or refund it.

REAL SAMPLE PRICING

30 PAGES | 8.5" X 11" | 100# CARDSTOCK
GLOSS | 100# MATTE TEXT | FULL COLOR

Quantity	Perfect Bound	Hardcover
1	\$31.54	\$101.94
25	\$174.59	\$261.71
50	\$323.52	\$458.41
100	\$564.87	\$851.83
250	\$1,135.45	\$2,032.07

[GET AN INSTANT QUOTE](#)

[TALK TO AN EXPERT](#)

POPULAR USES FOR BOOKS

CHILDREN'S BOOKS



The format that turns a story and illustrations into a real, published book young readers can hold and keep.

- Picture books and early readers
- Self-published children's titles
- Educational and activity books
- Illustrated storybooks

COLORING BOOKS



A hands-on format that gives artists, educators, and brands a product people actively engage with.

- Adult wellness & mindfulness books
- Kids activity & educational books
- Branded & promotional coloring books
- Artist self-published titles

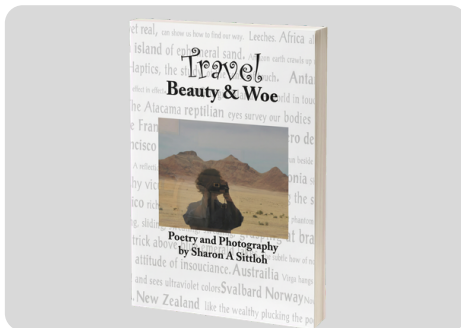
YEARBOOKS



A bound keepsake that captures people, moments, and milestones in a format organizations return to for years.

- School & organization yearbooks
- Team & sports yearbooks
- Community and club annuals
- Corporate anniversary books

PHOTOGRAPHY BOOKS



Turns photography and visual work into a high-end, professional keepsake that makes a lasting impression.

- Portfolio & client presentation books
- Wedding & event photography books
- Fine art exhibition books
- Brand and campaign books

WORKBOOKS



A structured, write-in format that makes instructional content easy to follow, reference, and reuse.

- Workshop and course workbooks
- Employee training materials
- Coaching and consulting resources
- Educational curriculum guides

COMIC BOOKS



A classic format for independent creators who want their sequential art in a book readers can collect and own.

- Independent & self-published comics
- Graphic novels & manga-style books
- Convention & Kickstarter print runs
- Series and one-shot issues

[GET INSTANT PRICING](#)

[EXPLORE FREE TEMPLATES](#)

SELF-PUBLISHING & DISTRIBUTION

WHAT SELF-PUBLISHING IS

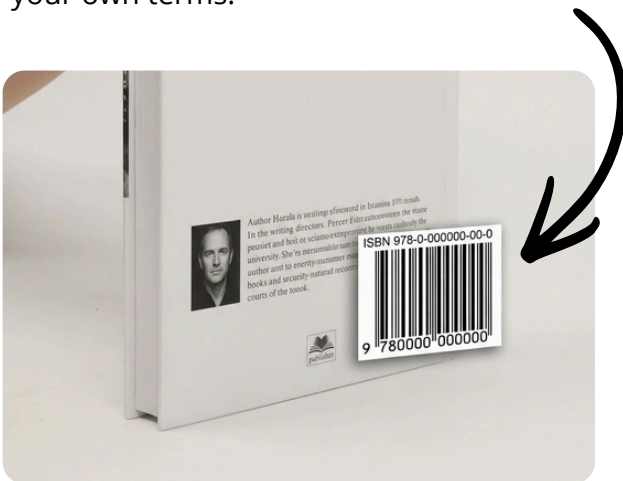
Self-publishing means you control the entire process, the content, the design, the pricing, and the rights.

For businesses, consultants, designers, and independent creators, that control is exactly the point. You decide what gets printed, how many, and where it goes.

ISBNs

An ISBN is what allows bookstores, libraries, and distributors to find, catalog, and sell your book. Printed books cannot be sold through traditional retailers without one. Some platforms offer free ISBNs, but they lock you into that platform and limit your options down the road.

In the US, ISBNs are purchased through Bowker at myidentifiers.com, a single ISBN costs \$125, or ten for \$295. Owning your own means you're the publisher of record on your own terms.



BEFORE YOU PRINT

Your distribution plan should drive your print decisions. How many copies do you need? Will you sell direct, through retailers, or both?

These questions determine your quantity, your binding, and your budget, and they're easier to answer before you order than after.

DISTRIBUTION

Not every book needs to be in a bookstore. Many businesses print specifically to sell direct - at events, to clients, as part of a campaign, or through their own website. That approach keeps margins higher and keeps you in control.

If broader retail or library distribution is the goal, working with a distributor opens those doors.

[READ: SELF PUBLISHING PLATFORMS COMPARISON](#)

[READ: HOW DO I SELF PRINT AND PUBLISH A BOOK?](#)

BINDING COMPARISON

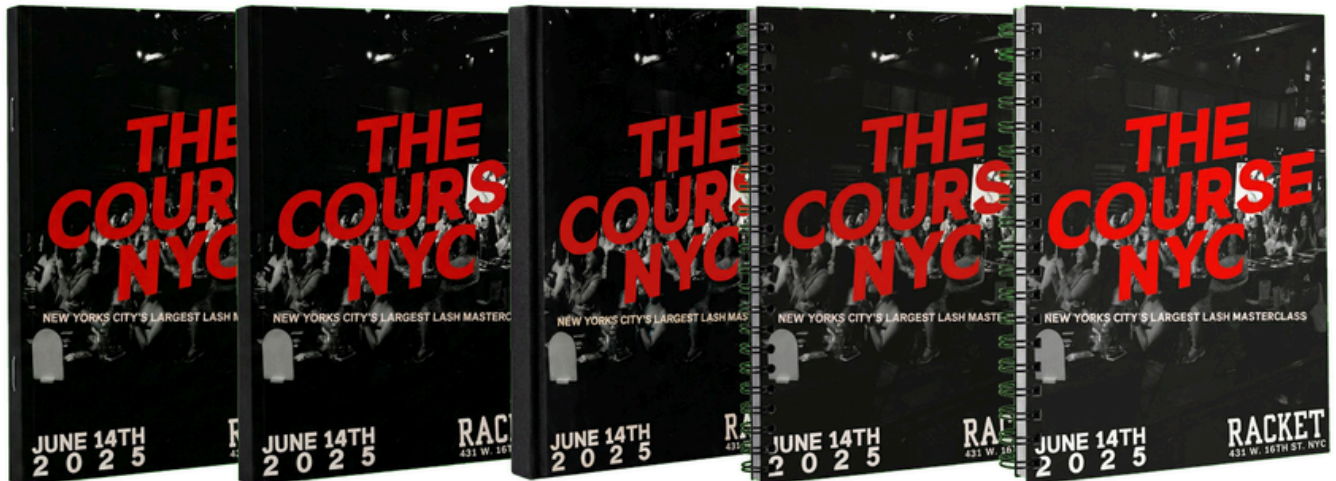
**SADDLE
STITCH**

**PERFECT
BOUND**

HARDCOVER

SPIRAL

WIRE-O



Durability	Moderate	Good	Excellent	Good	Good
Printable Spine	No	Yes	Yes	No	No
Page Count	8-92	28-400+	30-400	8-400+	8-400+
Lay Flat	Yes	No	No	Yes	Yes
Price Range	\$	\$\$	\$\$\$	\$\$	\$\$

Still not sure which binding is right for your book? It comes down to three things: **how long you need it to last, whether you need a printable spine, and how your reader will use it.** Read our detailed blogs below!

[READ: BOOKBINDING-THE ULTIMATE GUIDE](#)

[READ: HARDCOVER VS PAPERBACK](#)

PRINTING OPTIONS & SPECIFICATIONS

PAPER

Books are printed on high-quality coated paper.

Choose from full color or black and white interiors, and select a gloss or matte cover finish to match your book's look and feel.



SEE IT BEFORE YOU PRINT

Our free sample packet lets you compare paper stocks, finishes, and quality before you order. Feel the difference!

[Get a FREE Sample Packet](#)

COLOR

Full color printing is ideal for children's books, photography books, coloring books, and any book where imagery drives the experience.

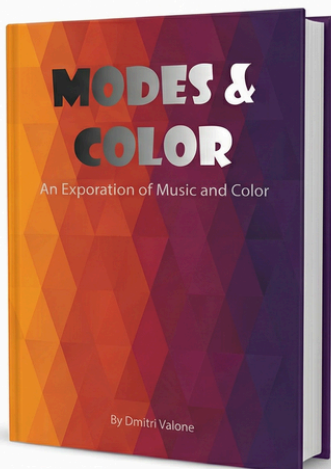
Black and white is a clean, cost-effective choice for novels, workbooks, training manuals, and text-heavy content.



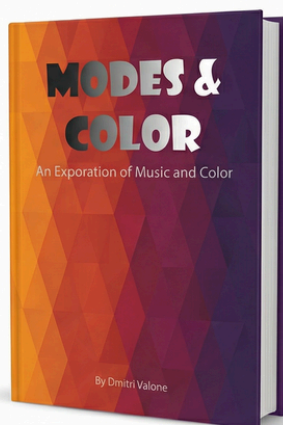
Full Color



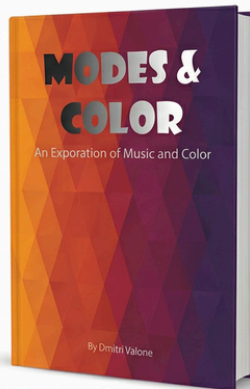
Grayscale



MOST POPULAR
8.5" x 11" | Portrait



MEDIUM
6" x 9" | Portrait



COMPACT
5.5" x 8.5" | Portrait

SIZING

Size Options are available in portrait, landscape, and square formats.

Our most popular standard sizes include 5.5x8.5, 6x9, 8.5x11, and more.

[READ: WHAT'S THE BEST PAPER FOR BOOK PRINTING?](#)

[EXPLORE ALL OPTIONS](#)

FREE DESIGN RESOURCES

FREE ONLINE DESIGN TOOL

Our Online Design Tool makes it easy to build your book right in your browser. Upload your artwork, arrange your pages, and preview your finished catalog before you order.

- ✓ No software to download
- ✓ No fees or subscriptions
- ✓ Built-in margins and bleed guides
- ✓ Save and return anytime

[START DESIGNING](#)

#1 **Choose Your Binding & Size!**

#2 **Start from scratch or choose between layout!**

#3 **Drag-and-Drop Photos**

#4 **Add headlines, captions & article text**

#5 **Preview your book instantly & order!**

PRINT-READY TEMPLATES

Prefer to design in your own software? Download free templates for InDesign, Photoshop, Illustrator, or Acrobat. Templates are pre-set with correct margins, bleed, and trim marks.

[DOWNLOAD FREE TEMPLATES](#)



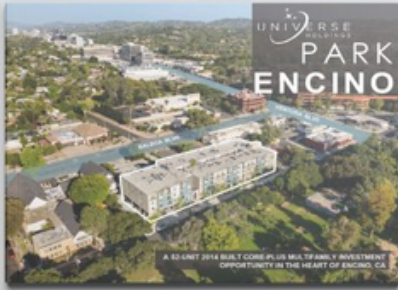
UPLOAD YOUR OWN FILES

Already have a finished design? Upload your print-ready PDF directly. Need help with designing? Choose from our listed of [recommended designers](#).

Every File Gets Reviewed

Our team checks your files before printing. Three free PDF proofs. If we notice anything out of the ordinary, we reach out to confirm before production.

WHAT BUSINESSES LIKE YOURS ARE DOING



HOW A PRINTED BOOK HELPED UNIVERSE HOLDINGS WIN INVESTOR TRUST

Universe Holdings knew that walking into investor meetings with a PDF wasn't enough. They needed something that communicated the weight of the opportunity before a single word was read. A 42-page perfect bound book on 100# matte paper did exactly that.

[READ NOW!](#)

25 YEARS OF ART. ONE BOOK THAT LASTS.

Timucua Arts Foundation wanted something more permanent than a digital recap. A 92-page perfect bound book with soft touch lamination gave supporters and donors something worth holding onto for years.

[READ NOW!](#)



HOW A GROWING BUSINESS TURNED ITS STORY INTO A BOOK WORTH SHARING

When Corner Coffee reached five locations, founder Greg Barber marked the milestone with a perfect bound photo book with soft touch lamination - a keepsake that captured the people and moments behind the brand.

[READ NOW!](#)



USING YOUR BOOK AS A BUSINESS TOOL

A printed book does not stop working when the print run ends. For businesses, it is one of the most versatile tools you can put in someone's hands.

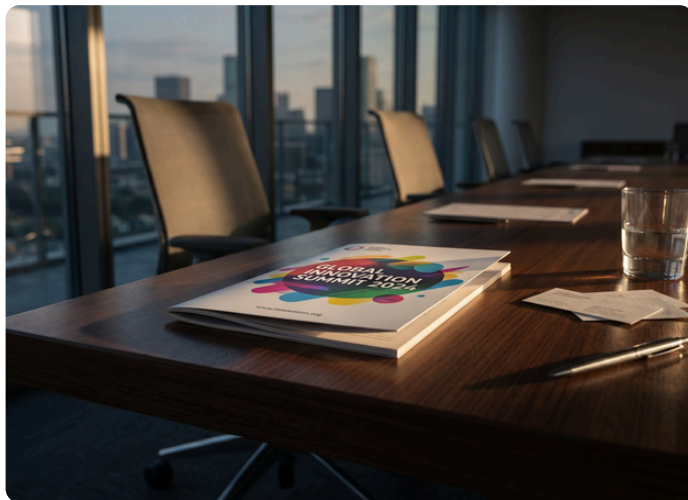
Here are the most effective ways our customers use their books to drive real business results.

AT EVENTS AND TRADE SHOWS

A book on a table commands more attention than a brochure. It signals expertise, gives people a reason to stop, and gives you something worth handing to the right person at the right moment.

IN SALES MEETINGS

Leaving a book behind after a meeting keeps your name, your thinking, and your brand in the room long after you have left. A prospect who holds your book is far more likely to remember you than one who received an email.



AS A LEAD MAGNET

Offer your book in exchange for contact information and you have a lead generation tool that works around the clock. The perceived value of a printed book is significantly higher than a PDF download.

FOR INTERNAL TRAINING

Workbooks and training manuals give teams a consistent reference point. Unlike a shared drive document, a printed book gets used, annotated, and kept.

FOR CLIENT ONBOARDING

A well-designed book that walks new clients through your process, your values, or your methodology sets a professional tone from day one and reduces the back and forth that typically slows onboarding down.

[GET AN INSTANT QUOTE](#)

PRINT PRODUCTS THAT SUPPORT BOOK PROJECTS



BOOKLETS

Often printed as smaller companion pieces, like summaries, inserts, or supporting content for a larger book.



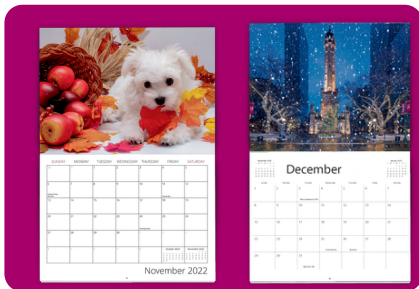
PERFECT BOUND

Used with books to publish ongoing content, special issues, or updates that help keep readers informed and engaged over time.



SADDLE-STITCH

Used to promote books, share important details, and prompt immediate action.



CALENDAR

Paired with books to showcase products, collections, or offerings in a clean, easy-to-browse format.



FLYER

Used to share quick information or highlights that support a full book without adding extra pages.



CATALOG

Used to share quick information or highlights that support a full book without adding extra pages.

REFER A FRIEND!



Refer a new customer who places an order and **earn \$50 in printing credit** toward your book. Refer more and watch the credits add up! They also get 15% off their first order.

[Start Earning!](#)

STAY IN THE KNOW



Join our newsletter to get design ideas, print insights, latest offers, and helpful resources straight to your inbox.

[Subscribe Now!](#)

OUR SIMPLE ORDERING PROCESS

A Simple 4-Step Process from Quote to Delivery



QUOTE & ORDER

Select your size, paper, and quantity options on our instant pricing tool. Add to cart and checkout securely.



UPLOAD & REVIEW

Upload your print-ready PDF. Our experts perform a 43-point file inspection to catch any technical issues.



PROOF

Review your free electronic proof. Hard copy proofs are also available for final color and paper verification.



PRINT

Your order is printed and you can receive it in as fast as 3 to 4 days from proof approval

[**START YOUR ORDER NOW**](#)

*Turnaround time begins after proof approval. Shipping time is additional based on your location.



QUANTITY PRICING

The more you print, the more you save. Typical savings of 30-50% on larger quantities.



PRODUCTION TURNAROUND

- **Standard Production:** 3 Business Day
- **Rush Production:** 2 Business Days
- **Wait & Save Production:** 4-7 Business days



START WITH 1 BOOK

You can print a single copy to review quality, layout, and finish before committing to a larger run!

TRUSTED, RELIABLE BOOK PRINTING

Unparalleled customer experience is at the core of everything we do, backed by real reviews and real people.

We're rated 4.8/5

Read all 7,635 Verified Reviews [Here.](#)

Bianca

"The book turned out exactly as we would have hoped and communication with our order representative was super easy always receiving responses within a timely manner."

Sonia V.

"They did it again, amazing!

As always, it was amazing! I asked to split the shipping and they did it with no problems. I have had no issues with [printingcenterusa.com](#) for 7 years now. Always great customer service and fast turnaround."

Bridget M.

"Wonderful people. Wonderful process. I hope that I will need additional books."



SATISFACTION GUARANTEED

Your satisfaction is our priority. If you're not completely happy with your order, we'll make it right with a reprint or refund.



We're Here For You!

Monday to Friday: 7am to 6pm MST

Call us: [800-995-1555](tel:800-995-1555)

Email us: support@printingcenterusa.com

Contact Us

Your Story Deserves the Best Print.

We are here to help you bring your book to life with quality, care, and expertise.

[PRINT YOUR BOOK NOW](#)

[GET AN INSTANT QUOTE](#)

[ORDER FREE SAMPLES](#)