

## How to Save Money With Your Paper Stock

Which paper stock you choose when printing your book can have a huge impact on your print pricing. Coated or uncoated? Glossy finish, matte finish, or standard offset? What's the opacity? What's the weight? The answer to these questions will determine your paper pricing.

First-time publishers need to understand the difference between the paper they purchase at an office supply store versus what is used by a professional printing plant. While paper weights at an office supply store are measured as "bond," printing plants use a different measurement called "offset." I won't get into the details of why bond and offset weights are different for the same type of paper, but just know that if you multiply a bond weight by 2.5, you get the offset weight. For example, the 24# bond paper you purchase at Office Max is the same thickness as a 60# offset sheet used by your printer.

Most black & white books with no photos are printed on either 50# or 60# offset. Going with 50# is adequate for most books and will save you some money. However, if you want your book to have a nicer feel to it, check out the extra cost for 60#. It might be worth it to you.

No matter what, be sure to ask your printer to send you paper samples. There is no substitute for feeling the paper in your hand to make sure your book has the feel you want it to have.

Now let's assume your book is not as simple as a novel or a book with just black text. Maybe your book needs to be printed in full color. If that's the case, you'll want to use a paper stock that highlights the color better than a typical offset sheet. Glossy paper will usually do the trick.

Also, if your book is full color, a thicker paper may be necessary to make your book have a nicer feel to it and justify your sale price. If printing in the U.S., I usually recommend no lighter than a 70# or 80# gloss. If printing overseas, don't go lighter than 120 gsm.

I'll say it again: Samples, samples, samples. Don't be shy about asking your printer for paper samples. It's probably the most expensive choice you'll make when printing your book; make sure you get it right!

Always ask for your book covers to include gloss lamination. Standard paperback cover stock is 10 pt. C1S. A C1S cover means that it is coated on one side for durability and to help the colors "pop" a little more. If your book is on the large side, consider bumping up to a 12 pt. cover for extra durability.

## About the Author

Josh Prizer has been working in the publishing industry for more than a decade and is a [book printing](#) expert. To pick his brain on [childrens book publishing](#), request his Free 7-Part Mini-Course.

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