



## Self-Publisher FAQ

### **Q: How do I place an order?**

A: The proposal we provided with pricing is your order form. You will notice an area for signing and dating the order as well as providing your credit card and shipping information. The order needs to be filled out and emailed to [jillm@mirasmart.com](mailto:jillm@mirasmart.com) or faxed to Jill Mettendorf at 314-776-2470. You can also email your print-ready files (up to 10 MB) or place them on our ftp site (which is recommended for larger files).

### **Q: What is Mira's ftp site information?**

A: PC Users (Internet Explorer)

<ftp://mirasmart.com/>

User: miraftp

Password: swotr1

PC Users (Firefox)

<ftp://miraftp@ftp.mirasmart.com>

Password: miraftp

For Mac Users

Host: [ftp.mirasmart.com](ftp://mirasmart.com)

User ID: miraftp

Password: swotr1

### **Q: What makes my file print ready?**

A: Making your file print ready can be a lengthy process. We've created a checklist for you to prepare your files so they are print ready. To begin the process, [click here](#).

### **Q: What is a press proof and when will I receive one?**

A: A press proof is a hardcopy version of your book used to verify your files. We will provide a press proof prior to fulfilling the order so you can review your book and make any changes before printing. The press proof is included in our pricing. Once we receive your order and print-ready files, we will ship a proof to you within 3-4 business days.

### **Q: How do I make changes to the files once I receive my proof and will I be charged?**

A: The time to make any necessary changes is when you get a proof. You have two options: 1) send us new files or 2) have us make the changes for you. If you choose to have us make the changes, there is a \$50/hour charge. You will need to email or fax those changes to your project manager. They will let you know how long it will take and how much it will cost before the project moves forward.



## Self-Publisher FAQ (continued)

### **Q: When will I receive my books?**

A: Once you approve the proof with your project manager, your book will be added to the printing schedule so it can be placed in queue to print. For most book projects, the turn-around time is 10-14 business days after approval. We can accommodate a quicker turn-around if needed. Just let us know ahead of time so we can place your project into our print schedule appropriately.

### **Q: How and when do I pay?**

A: We require 50% down when you place the order. The remaining 50% is due prior to delivery, and you are responsible for all shipping costs. You can pay by check, money order or credit/debit card. Visa, MasterCard and American Express are accepted.

### **Q: What other services does Mira offer?**

A: We pride ourselves as being a one-stop shop when it comes to printing, graphic design, consulting, and marketing your book. Mira Digital Publishing is a St. Louis-based company founded in April 1990, and has been a pioneer in the publishing industry ever since. We have the expertise to help you publish a professionally produced book and stay within your budget. Mira will work with you during the entire publishing process, from concept to finished product.

Our design studio has in-house graphic designers available who can assist you in putting your book cover or page layout together. When your book is ready to publish and you would like a fresh pair of eyes, we have a copy editor on staff that can review your work. Marketing is an important part of your book after it is published, and we offer other services such as bookmarks, postcards, business cards, brochures, and banners to help you promote sales. CD/DVD duplication and large format printing are also available.

Give us a call at 1-866-341-9588 (toll-free) or email [jillm@mirasmart.com](mailto:jillm@mirasmart.com) for more information about our products and services. You can find us on the web at [www.mirasmart.com](http://www.mirasmart.com).



## Self-Publisher FAQ (continued)

### Making Print-Ready Files

**IMAGE RESOLUTION:** All images and graphics should be 300 dots per inch (DPI) or greater. Anything less than 300 DPI may print in low resolution and have poor image quality.

**COLOR MODE:** All image, graphics, and color elements should be provide in CMYK color mode or Pantone color. We do not recommend printing using RGB color mode because of color shifts that can occur during printing. Our printers use CMYK ink.

**BLEEDS:** Please include a 1/8" bleed in your artwork when designing your cover. If your text page layout includes a bleed, please include a 1/8" bleed when supplying your file.

**INTERIOR PAGES:** To ensure no unintended variation in your final document, we require a single main-text PDF. We cannot be responsible for any changes that may occur otherwise when using other programs to open your documents.

If your project is not solely in black and white, make sure all colors are defined as Pantone Ink, or we can define the color for you based on our best guess (for RGB/CMYK-mixed ink). We can easily crop and shift your document accordingly to fit your head and gutter margin requirements (all included in the basic handling charge of any project).

**COVER FILES:** We recommend providing the "native" files (meaning the source files used to create your artwork and ALL its associated graphics and fonts) along with your print-ready PDF. This is so your artwork and spine width can easily be adjusted to fit your page count and paper weight, based on our specifications. Please allow a 1/8" bleed to your cover artwork. It is the customer's responsibility to maintain a copy of all original artwork.