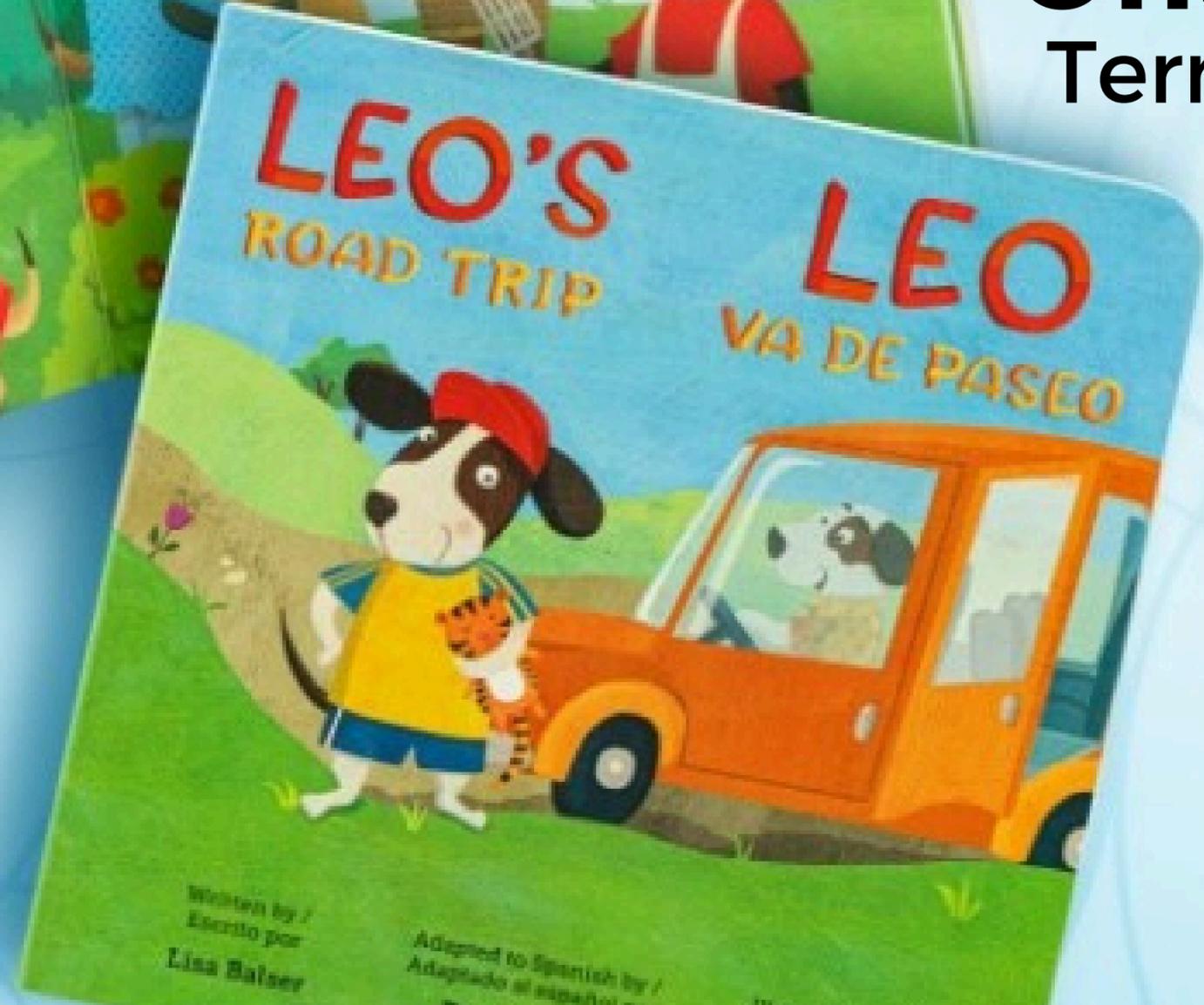




Understanding Your Offset Printing Quote Terminology & Ways to Save



LET'S GET STARTED

What we'll cover ...



1. What you need to get a **print quote**
2. We'll break down important **printing terms**
3. Provide **examples of an offset print quote**
4. Identify **ways to save**
5. **Checklist** for comparing offset printing quotes



WHAT
you need for a quote



10 Specifications Every Printer Needs

Print Spec Checklist..

- Trim size (aka book size)
- Page count
- Quantity
- Paper weight
- Cover thickness
- Paper & Cover finish (matte, gloss, decorating, etc.)
- Ink (B&W, color)
- Binding
- Any additional features (UV spot, foil, dust jacket, stickers, etc.....)
- Delivery address

Unsure? Just ask!



Printing Terminology

10 quick explainers

Portrait

Landscape



Trim Size

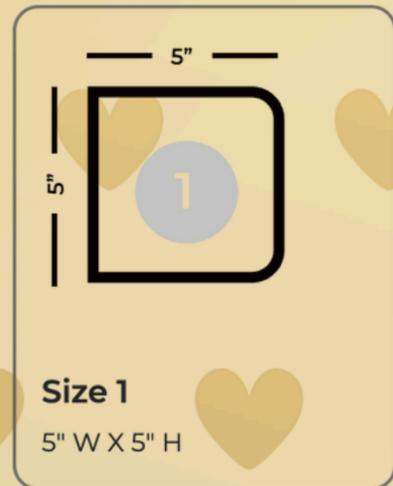
Final size once printed and cut.

- Usually measured in inches (WXH)
- POD: limited sizes
- Offset Printer (that's us!): any size *portrait* AND *landscape*
 - MOQ of 300 b/c of custom set up
 - most consistent color
 - custom features
 - lowest price/book = higher profit margin

Board Books

- need an offset press
- typically square and smaller size
- rounded corners

Decide on trim early as affects design and price



Page Count, explained

#1 mistake made on quotes

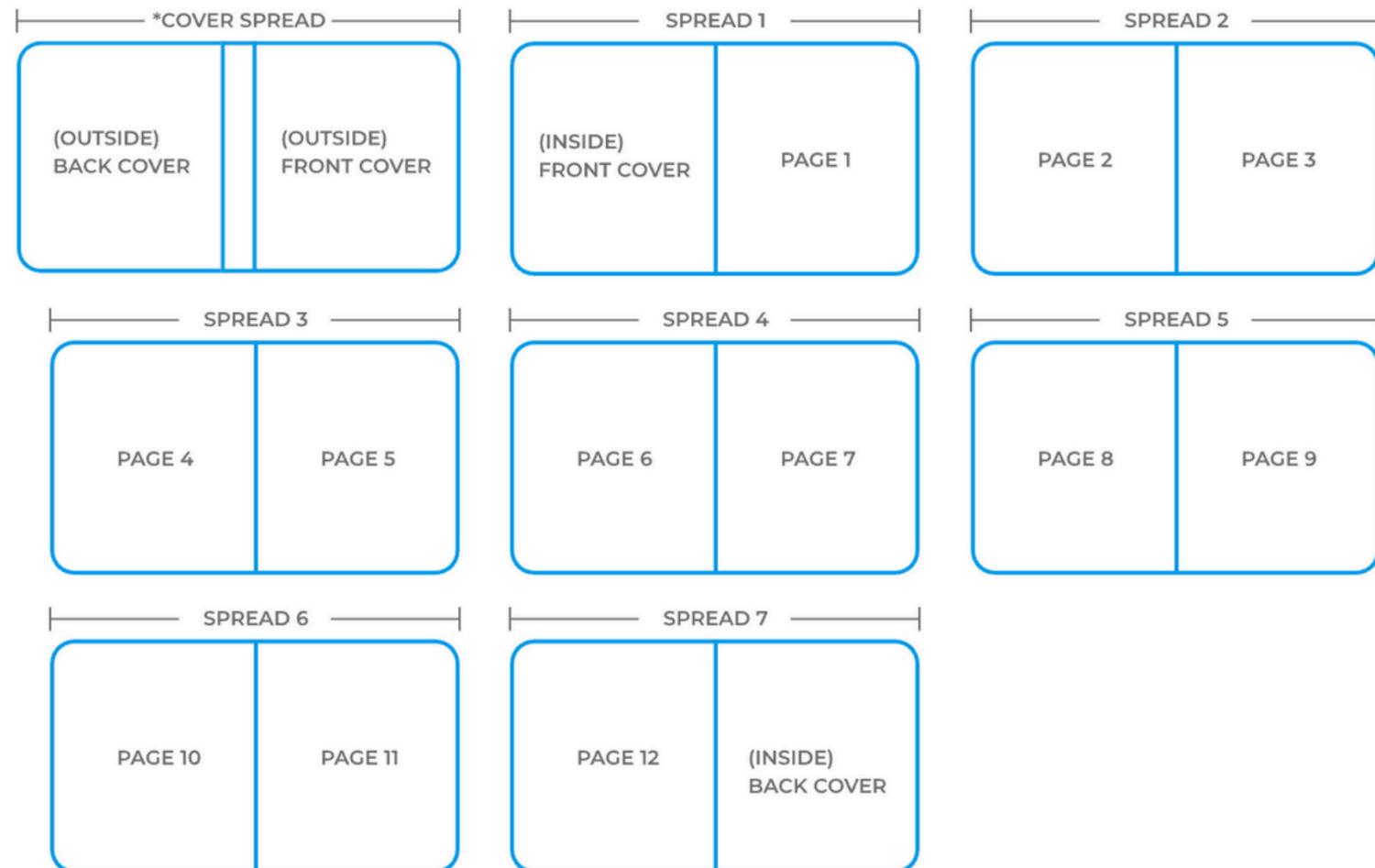
Explainer video on our quote request form

Terms: 1 Spread = 2 Pages

Tips:

- Page count must be multiple of 4
- Count blank pages

Here is a visual to illustrate the number of pages and spreads in a 12 page book



Front and Back Cover
The front and back cover are considered 1 spread

Paper & Board, explained

Inside Paper - weight

Grams per square meter (gms) = *weight* of a single sheet of paper

Pounds (lbs) = *weight* of 500 sheets of the paper

ie 128 gsm or 80lb paper common for children's picture book

Cover Board - thickness

Points (pts) = board *thickness*

10pt cover stock for paperbacks = 0.010 inches thick

80pt-120pt common for hardcover books

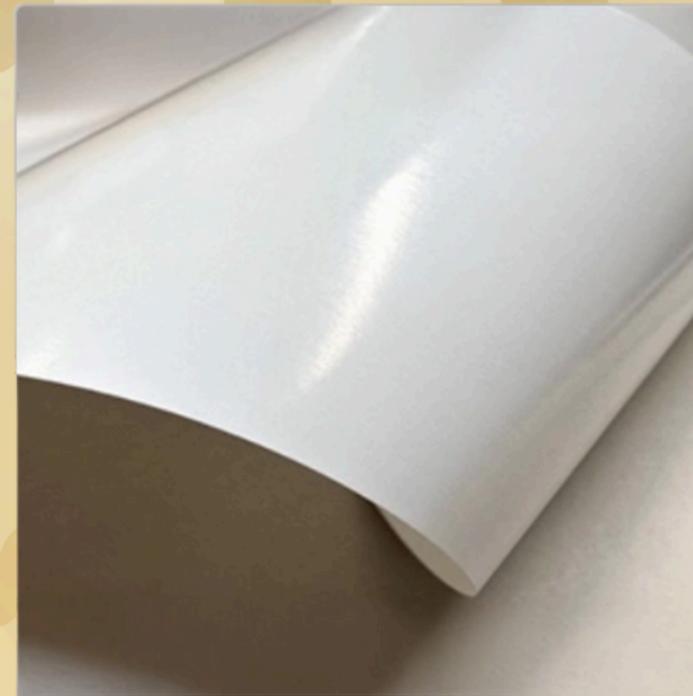
Paper Coating/Finish

Matte (non-reflective finish)

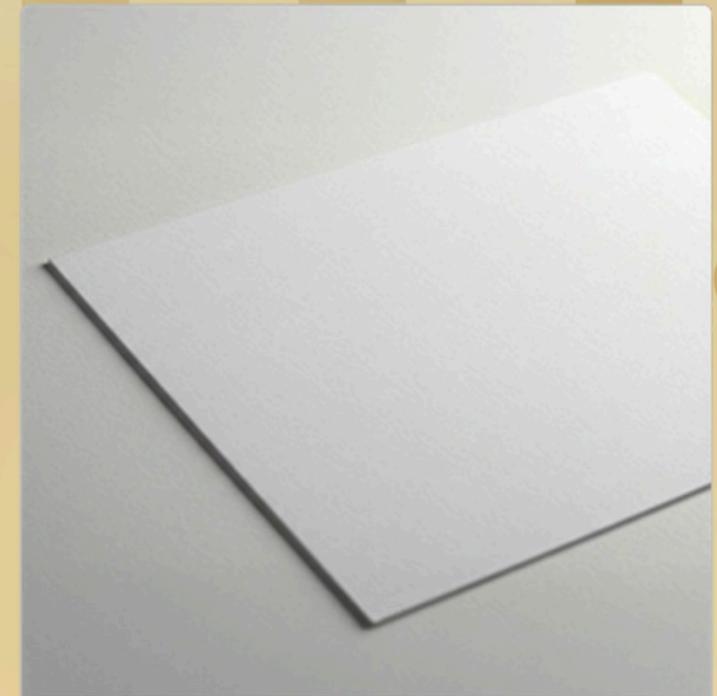
- Slightly softer texture
- More understated with a smooth finish
- For Covers & Boardbooks: may show fingerprints but wipes off

Gloss (shiny finish)

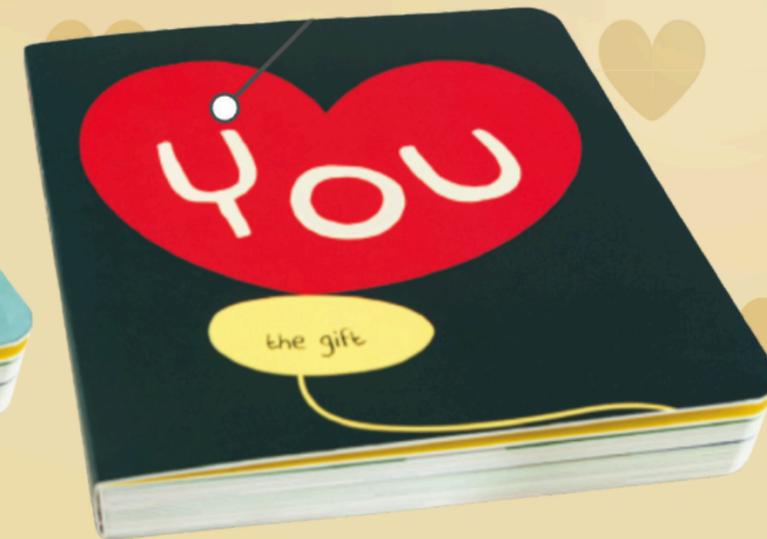
- Reflects light
- Colorful illustrations and photographs will be shiny
- Wipes nicely



Gloss Coated

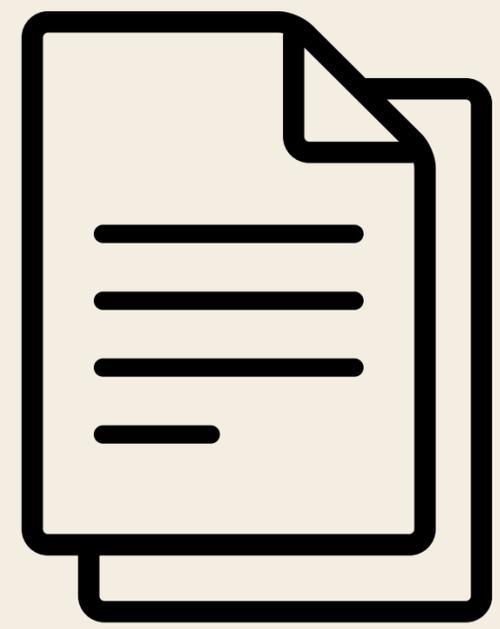


Matte Coated



MCRL Eco-Friendly Paper

Badge on books shows customer you printed with sustainable materials and way to differentiate your book



White or Cream Paper



Tree-Free Paper

Bamboo is a fast growing grass (despite its tree-like appearance and size). Efficient at sequestering carbon dioxide. Can be recycled like tree paper.



FSC, Recycled Paper or Mix

Internationally certified paper. Trees sustainably harvested.



Recycled Board

ESKA board

Lays flat and stays flat
No warping

Gray vs White Board

- GRAY board
 - standard hardcover books
 - basic board books
- WHITE board (premium)
 - same thickness as gray board
 - more finished, white exposed edges nice for board books



60pt Board Book
white board
0.060 inch
approx 1.5 mm



A Hardcover Landscape Children's Book *trim, weight, paper and coating example*

8.75" W x 8.75" H

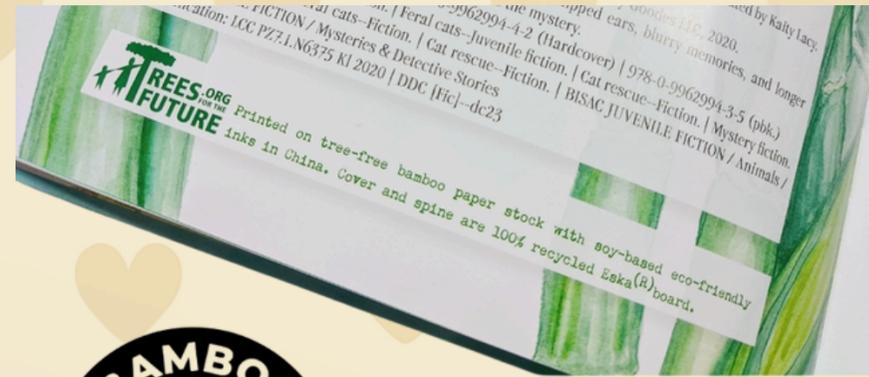


Cover Board:

100lb gloss coated
paper wrapped

around 120pt

ESKA board



Text Paper:

80lb

Bamboo paper
gloss coated



End Sheet:

105lb matte

Bamboo paper



Safe Soy Ink

Non-Phalate, Lead-Free Ink

INK

♥ **Black and White** (B/W)

- Lowest cost for POD or offset printing

🎨 **4/4** (aka full CMYK color; Cyan, Magenta, Yellow, and Black)

- Design your files in CMYK for printing
- The more color pages, the higher the cost

Important Tip!

💻 **IF you design in RGB** (aka Red, Green, Blue)

- You'll need to convert files to CMYK for print.
- Print and review in case you want to adjust the colors.

Book Binding

- **Smyth Sewn**

- most common & durable for hardcover books
- groups of paper are folded (called signatures) and stitched together with thread to form a book block that is sewn into the cover



SMYTH SEWN ALLOWS
PRINTING ON THE SPINE



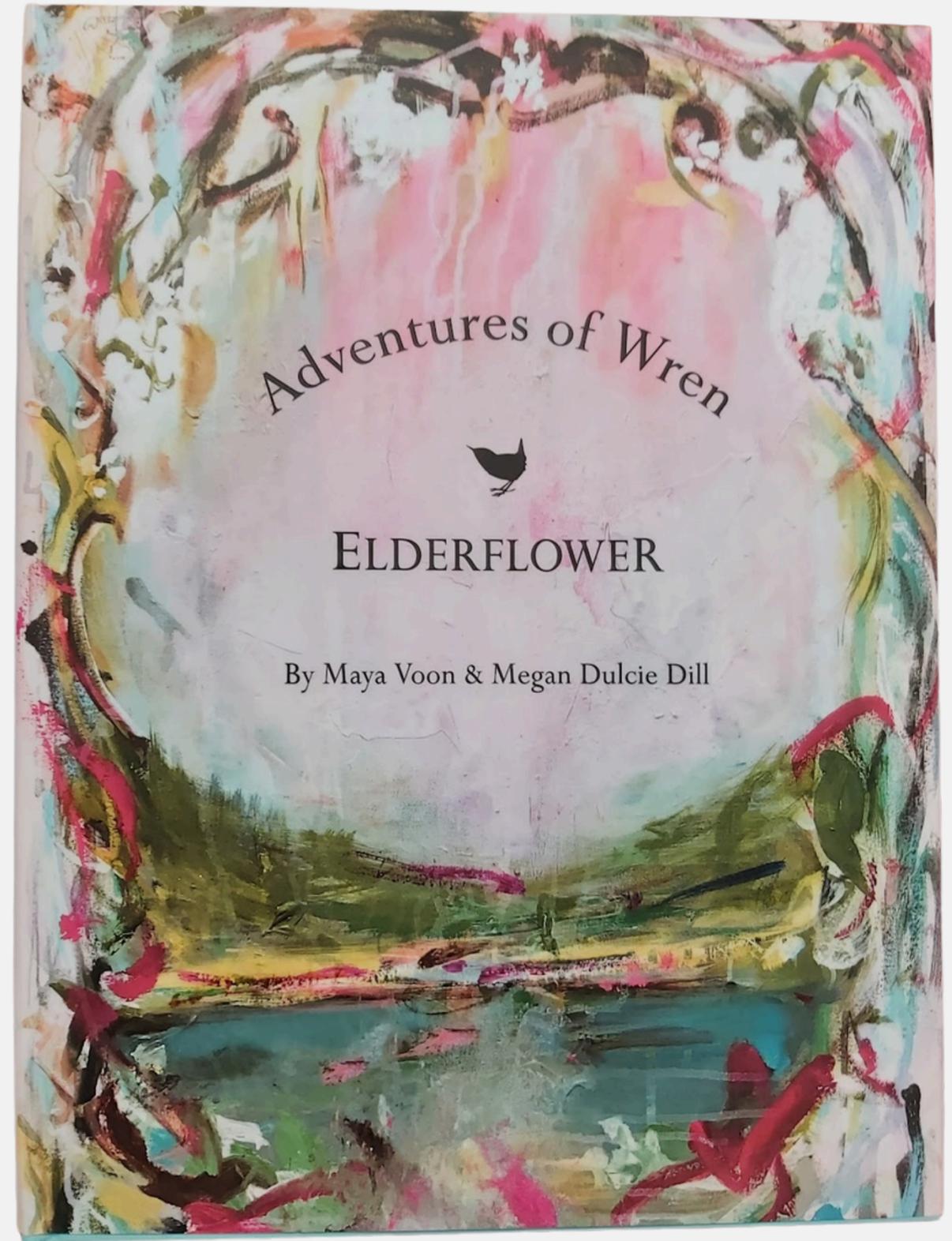
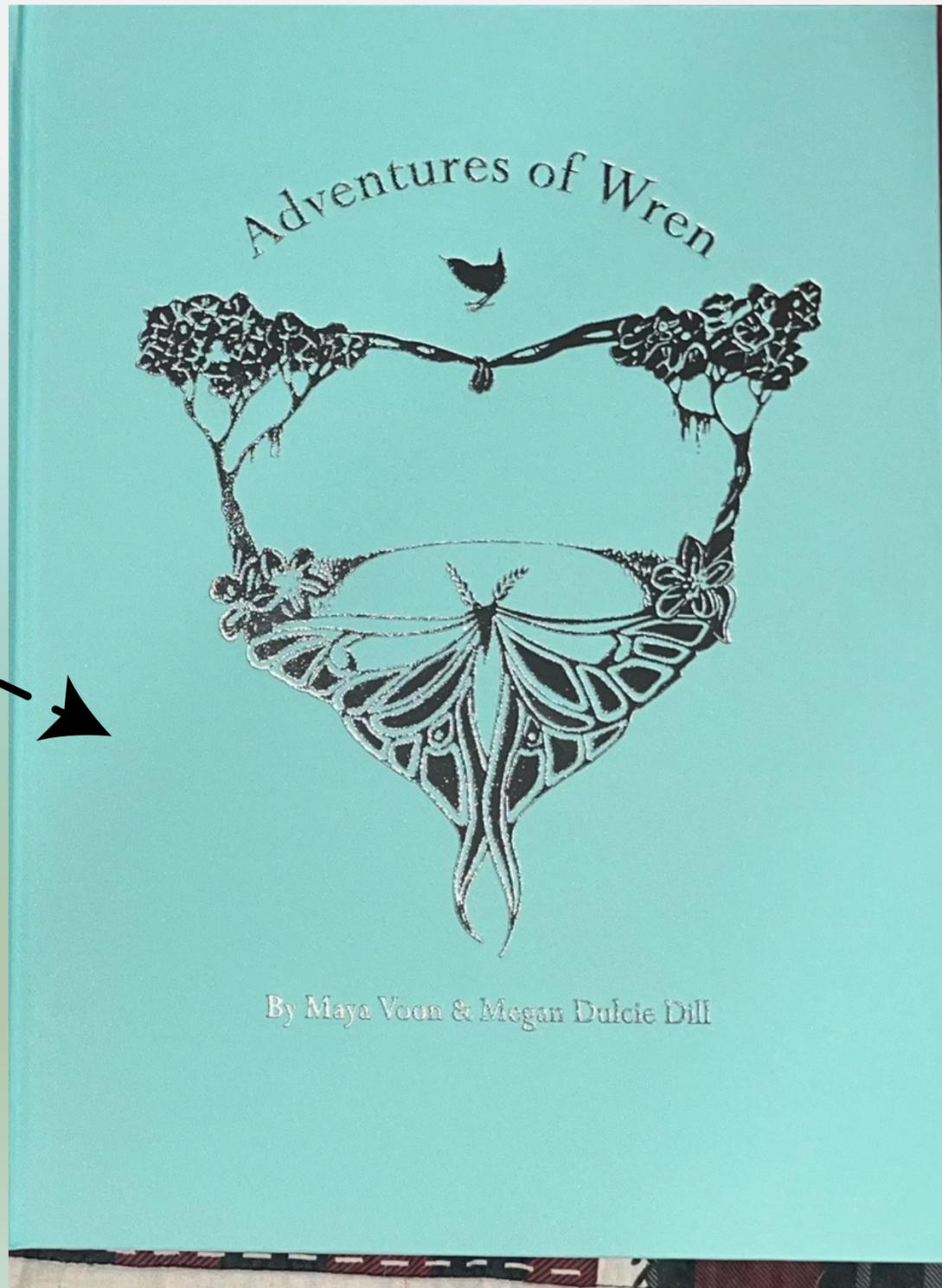
- Other types of binding include **Wire-o & Spiral (planners), Perfect bound (common POD and paperbacks)**

Does your book have any special features?



You can get creative!

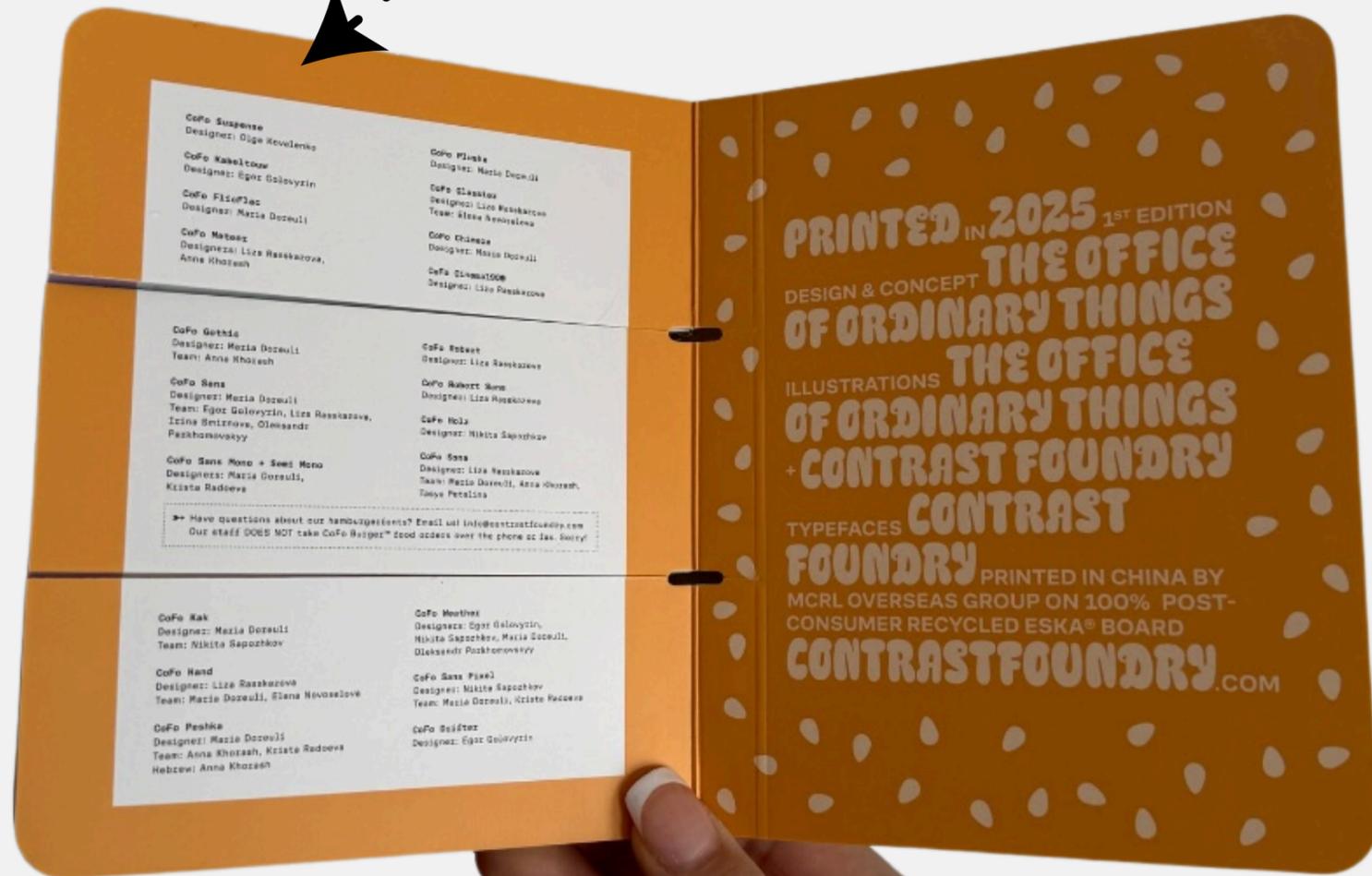
DUST JACKET
LINEN COVER
FOIL DECORATING



FUN DESIGNS & DECORATING

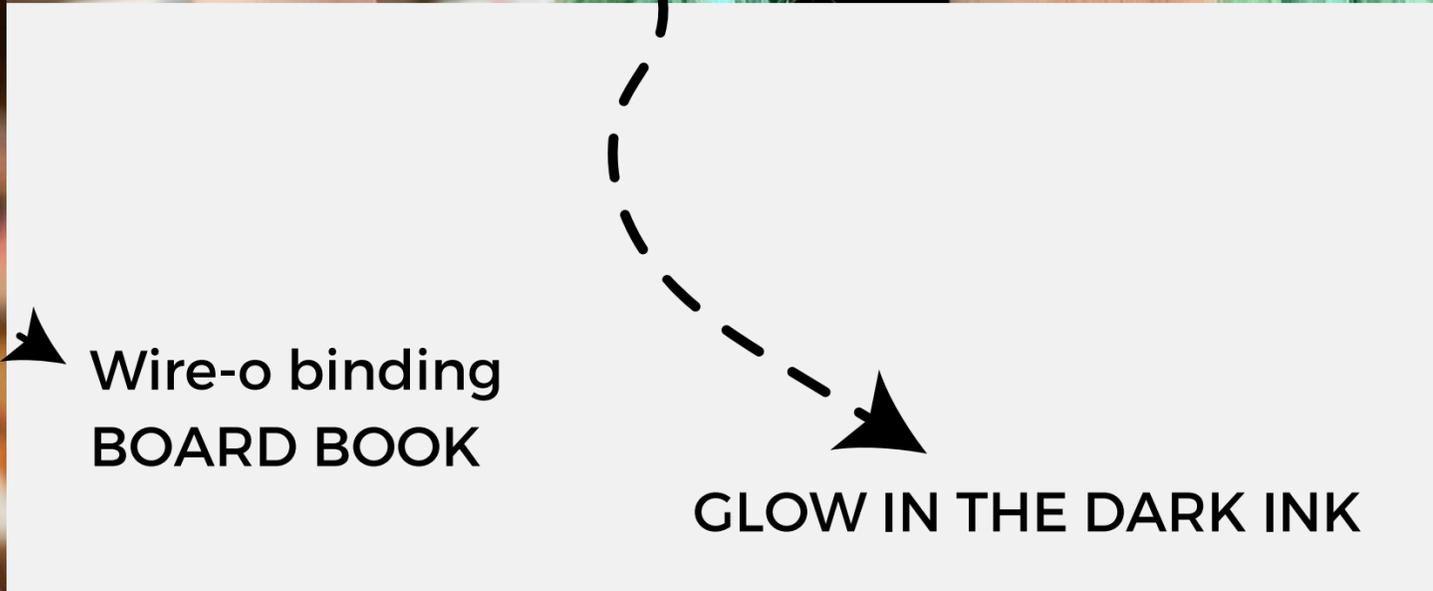
MIX N MATCH PAGES

EMBOSS/DEBOSS TITLE ON SPINE





BEST DESIGNED BOOK FOR CHILDREN



@flip_and_flow



Edge Gilding



Edge Printing

a para finalmente reunirse con su



BOARD BOOK
CUT OUTS



Hansel dejó migajas
de pan en el suelo.
¡Pero ya no están!
¿Quién se las comió?

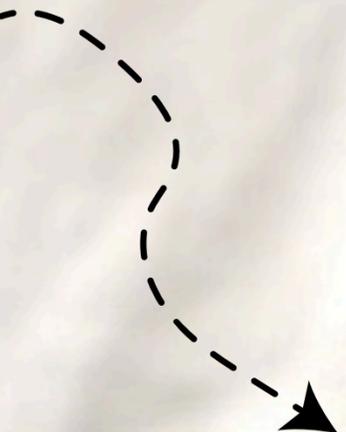


SOUND BOOKS



POP UPS & FOLD OUTS

PADDED COVERS



Donald Had a Farm

Donald had a farm, E-I-E-I-O,
He had some sheep, E-I-E-I-O.
Here and a baa-baa there,
A baa, everywhere a baa-baa,
Donald had a farm, E-I-E-I-O.



TACTILE TEXTURES
& MIRROR PAGES



BOOK BOXES



BRANDED MAILERS



mcrprint

Follow

Message



390 posts

1,565 followers

1,276 following

MCRL Printing

Printing Service

Offset printer of Journals & Planners, All Books, Card Sets, Packaging, Games & more. 5 ⭐ service. Get Quick Quote... more

linktr.ee/mcrlprint + 4



Tips



Client Featu...



FREEBIES



Reviews



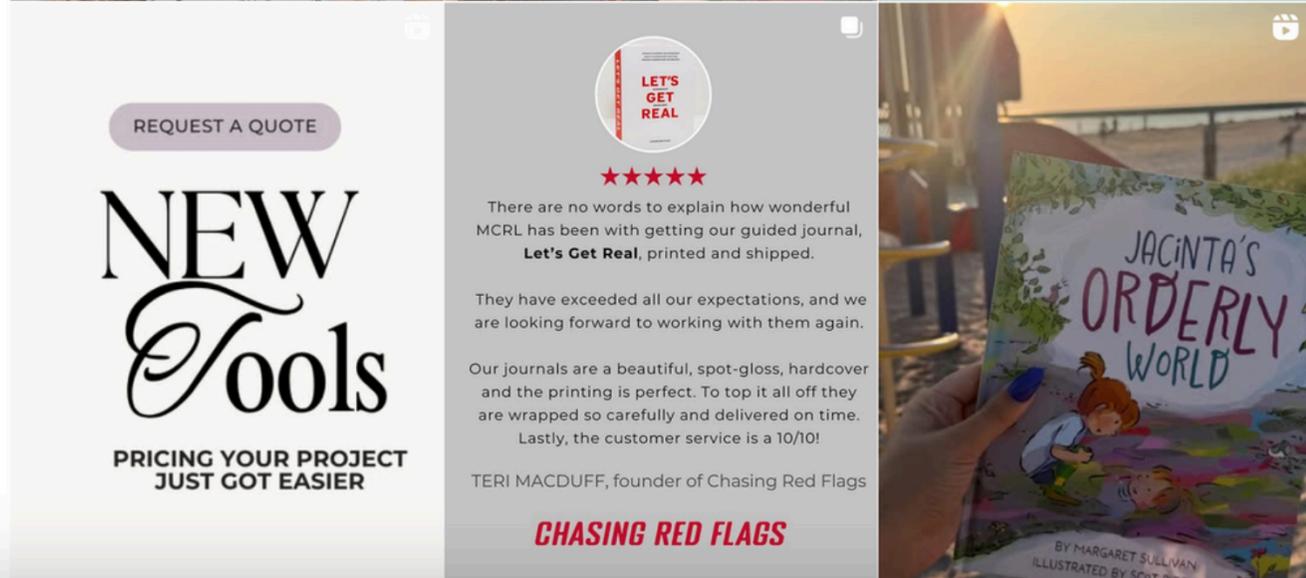
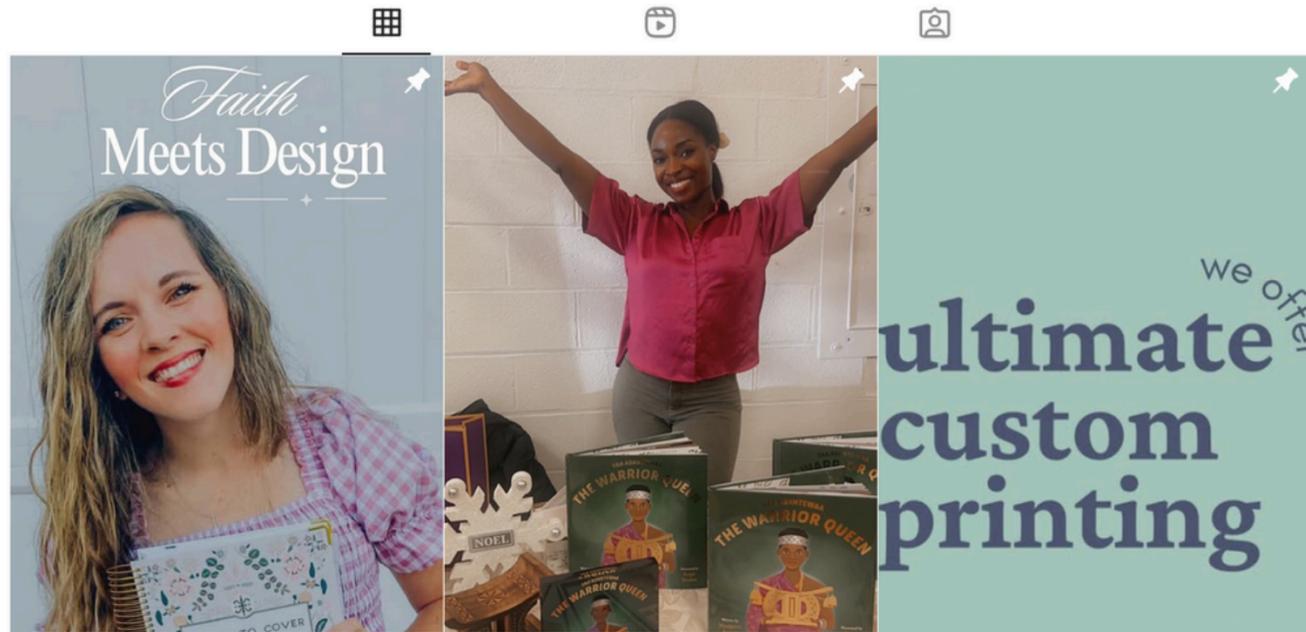
FAQs



About Us



Green Focus



Follow us for more examples of custom features!

@boardbookprinting @mcrprint



Understanding Your Quote

Let's Break It Down

Hardcover Children's Book Offset Print Quote



5430 Timberlea Blvd, Unit 2, Mississauga, ON L4W 2T5 Office: 905-738-6222 Toll Free 1-888-988-6275

BILLING INFO :
 COMPANY
 NAME
 ADDRESS
 CITY, STATE, ZIP
 PHONE
 EMAIL
 WEB

QUOTE NUMBER 250816142541
DOCUMENT NUMBER 250816142541
SALES PERSON Fabrizio Sacco
QUOTE DATE Aug 18 2025
TERMS 50% Deposit,
 balance before shipped
QUOTE AMOUNT IN US , CAN, or UK

Description	Quantity	Unit Price	Amount
Hardcover book with soy ink, FSC paper and ESKA board Project Title: Finished Size: 8.62" x 11.25" # Of Pages: 28 Pages + Cover Binding: Smyth-Sewn Inside Paper: Matte Coated Inside Paper: FSC 105lb (157gsm) Inside Printing Options: 4/4 (CMYK) End Pages: Printing 4/4 (Full color/CMYK) Cover Type: recycled ESKA board Cover Printing Options: 4/4 (CMYK) Cover Finish: Matte Lamination Cover Thickness: 100pt (2.5mm) Cover Decorating Features: Deboss Dust Jacket: 105lb Gloss Paper Dust Jacket Printing Options: Full Color (CMYK) Dust Jacket Finishing: Matte Lamination	500 units By Sea	8.26	\$4,130.00
	1000 units By Sea	4.80	\$4,800.00
Shipping to Lacombe, Alberta, T4L 2L1, Canada *Some Conditions applied see below			Shipping costs included

With Offset, as **QUANTITY**
PRICE/book **PROFIT**

options

PRICES INCLUDE 1 BOUND PROOF*, PRINTING AND DELIVERY TO ONE LOCATION

Board Book Quote

Read the fine print

GET AN INSTANT QUOTE

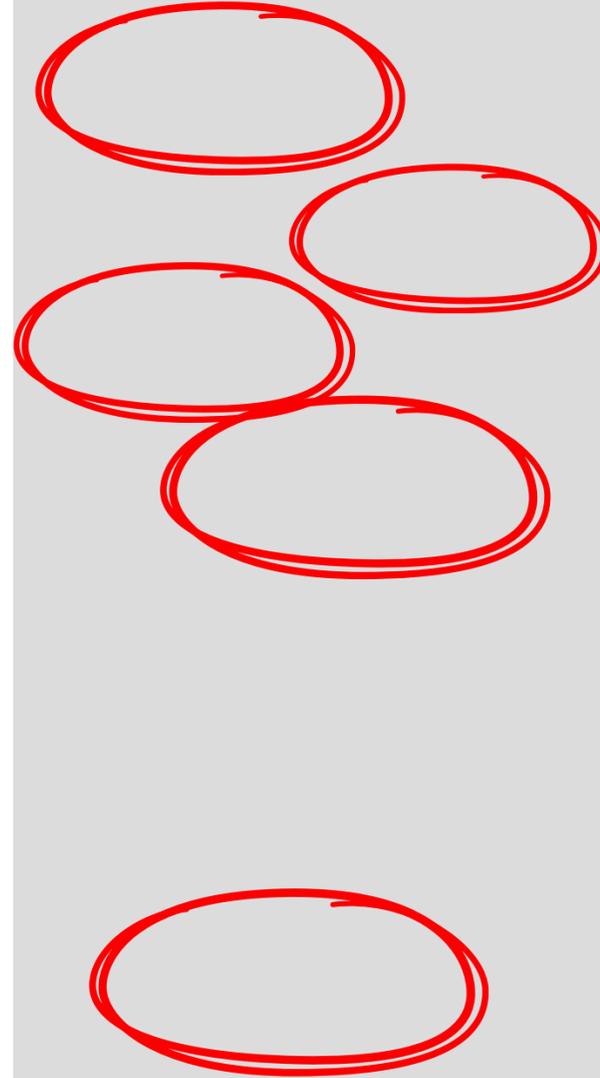
5430 Timberlea Blvd, Unit 2, Mississauga, ON L4W 2T5 Office: 905-738-6222 Toll Free 1-888-988-6275

BILLING INFO :
COMPANY
NAME
ADDRESS
CITY, STATE, ZIP
PHONE
EMAIL
WEB

QUOTE NUMBER 250820160206
DOCUMENT NUMBER 250820160206
SALES PERSON Fabrizio Sacco
QUOTE DATE Aug 22 2025
TERMS 50% Deposit,
balance before shipped
CAD
QUOTE AMOUNT IN

Description	Quantity	Unit Price	Amount	
Project Title: children's full colour board book	300 units By Air	14.40	\$4,320.00	<input type="checkbox"/>
Finished Size: 6.5" x 6.5"				
# Of Pages: 26 Pages + Cover				
Binding: Boardbook				
Paper Type: White Board	500 units By Sea	10.39	\$5,195.00	<input type="checkbox"/>
Paper Thickness: 40pt (1mm)				
Paper Printing Options: 4/4 (CMYK)				
Cover Thickness: 40pt (1mm)	1000 units By Sea	5.78	\$5,780.00	<input type="checkbox"/>
Cover Printing Options: 4/4 (CMYK)				
Rounded Corners: Yes				
Finishing: Gloss Lamination				
Shipping to , Ontario, , Canada <small>*Some Conditions applied see below</small>			Shipping costs included	

PRICES INCLUDE 1 BOUND PROOF*, PRINTING AND DELIVERY TO ONE LOCATION



Thank you for your business!

Sign to Confirm Order

Reject Quote

Not all printing quotes are created equal

- *Important to know **what is (and isn't)** included in your quotes!*
 - **Hard copy** vs digital proofs
 - crowdfunding & pre-launch marketing
 - Delivery to **final destination vs “port”**
 - **DDP (Delivered Duty Paid)**
 - no surprise costs or customs headaches

Ship Happens...

Unless You Use DDP  

1. No Customs Hassles
2. One Clear, Upfront Price
3. Smooth, Worry-Free Delivery

PAID IN FULL

Peace of Mind, Delivered

Beware of only looking at price

- A lowball or outlier quote could mean printer is excluding things ie adding fees later
- Consider ALL the factors important to you:
 - human support
 - project/production management
 - supply chain/customs expertise
 - relationships with freight forwarders
 - estimated timeline
 - referrals / client reviews

If a price is too good to be true, it probably is.



**Ways to Save
on your print quote**

1. TRIM SIZE

- least amount of paper waste
- most economical sizes are 8.5 x 11 and 7 x 10

2. PRINT MORE

- with offset, the more you print the lower the cost/book = higher profit margin

3. PAGES

- be conscious of your page count

4. COLOR

- If fewer pages need color, you can save when offset printing (not applicable with POD)

**6 Ways to
Save Time &
Money**

5. **PROFESSIONAL DESIGN/FORMATTING**

- illustrator is often not a book formatter
- save time, and re-work by hiring a experienced print designer

6. **PRINT MULTIPLE TITLES**

- bundle your books for savings on shipping

**6 Ways to
Save Time &
Money**



Your Checklist when comparing quotes



Quote Evaluation Checklist...

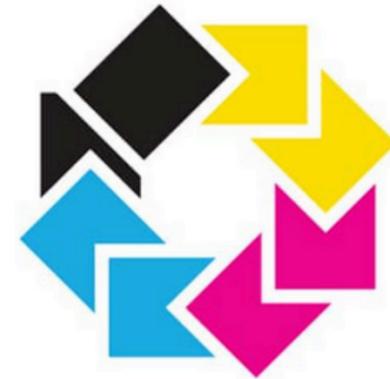
- ✓ Are **SAMPLES** available for quality verification?
- ✓ Is there a **PRINTING EXPERT** you can talk to?
 - responsive - good indicator
 - speak your language/timezone
 - knowledgeable rep to answer questions
 - review your files for any printing issues
 - provide peace of mind
- ✓ Is the **QUOTE clear and easy to understand?**
 - description of materials itemized
 - able to print desired features
 - hard copy proof provided
 - “extra” fees listed
 - provides an all-in price/book

**Compare
Apples to
Apples**

Quote Evaluation Checklist...

- ✓ Will the printer handle all the customs/duty/tax **paperwork**?
- ✓ Is **shipping** to your final destination with **DDP** included?
- ✓ Will printer provide an accurate timeline?
- ✓ “Hot off the press” **photos or videos** possible for marketing?
- ✓ Are the **Google Reviews, Reddit, FB positive**?

**Tips When
Comparing
Quotes**



MCRL
OVERSEAS GROUP
★★★★★
Google rated offset printer

Thank You!

Whether you're an established publisher or it's your first time printing, we put you first.



Children's Books



Board Books



Card Sets & Games



Planners



Journals



Books

(art books, cook books, paperbacks, year books etc)

Our Services

EDUCATIONAL KITS CARD SETS BOARD GAMES





Gift Boxes & Packaging



Telescopic book boxes



Kitted Gift Sets



Book Set Boxes



Drawer Boxes



Mailer Boxes

If you can think it, we can print it!



- 1. Responsive Team**
- 2. Excellent Quality**
- 3. Competitive “All-In” Quotes**
- 4. Eco-Conscious Printer**

Why we're rated



on Google

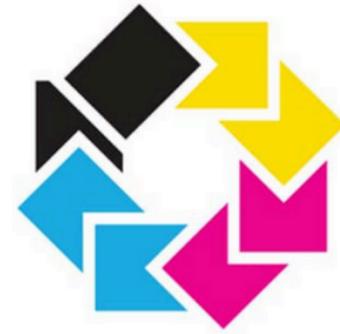
**Planting trees,
changing lives**



**TREES
FOR THE
FUTURE**



OVER
41,715
Trees Funded



MCRL

OVERSEAS GROUP



Google rated offset printer

Request an all-in quote

mcrllprinting.com/request-quote/