



SinaLite



BOOKLET SELL GUIDE

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BOOKLETS

OTHER COMMON NAMES

- Catalogs
- Books
- Magazines
- Guides
- Manuals
- Tracts
- Brochures
- Programs
- Pamphlets
- Digests
- Handbooks
- Zines

SIZE

8.5" x 11"

Our letter size Booklets are an excellent format for magazines, show programs, product guides and other text-heavy designs.

5.5" x 8.5"

These half size Booklets suit smaller designs such as menus, catalogs and instruction manuals.

*These sizes refer to the finished size of the book.

STOCK

100lb Gloss Text

100lb Gloss Text is a heavier glossy stock that exudes luxury.

80lb Gloss Text

80lb Gloss Text is a lighter glossy stock that is more economical.

COVER

Booklets can be ordered with either a self-cover (the same stock as the rest of the booklet) or a **14pt C2S Gloss cover**. When ordering, the **total number of pages includes the covers**.

PAGE COUNT

The following page counts are available:

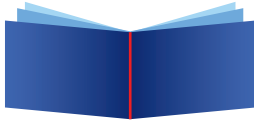
8	12	16	20	24
28	32	36	40	44
48	52	56	60	64

QUANTITIES

The following quantities are available:

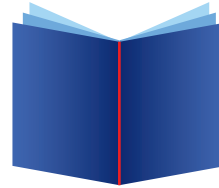
25	50	75	100	200	250
500	1000	2000	2500	3000	4000
5000	6000	7000	8000	9000	10000

BINDING



Short Edge

Select this if you would like to get your books stitched along the shorter edge.



Long Edge

Select this if you would like to get your books stitched along the longer edge.

BINDERY

Our booklets are printed, folded, collated and saddle stitched with staples.
Your customers can use them right out of the box.

TURNAROUND

We offer:



2-3 business days on some booklets

4-5 business days on all booklets

HOW IT WORKS



Place your order with a PDF file that contains the number of pages you want your booklets to have (including the covers). Custom sizes may require an additional fee.

Within 24 hours, Prepress will check your file. Then we will send you a low resolution proof. Download it to review it. We don't recommend viewing it in a browser, as it's not always accurate.

Approve the low resolution proof or submit a new file. The first change is free. After that, additional charges may apply.

The production turnaround time will begin once we receive your written approval. If you approve after 1 PM ET, your job will enter production the following business day.

TIPS

Make sure your file contains single pages, not spreads.



We don't recommend having text that crosses over two pages.



If your file looks like it may be a calendar, we may impose it calendar style (with the last page upside down like the last page of a calendar).

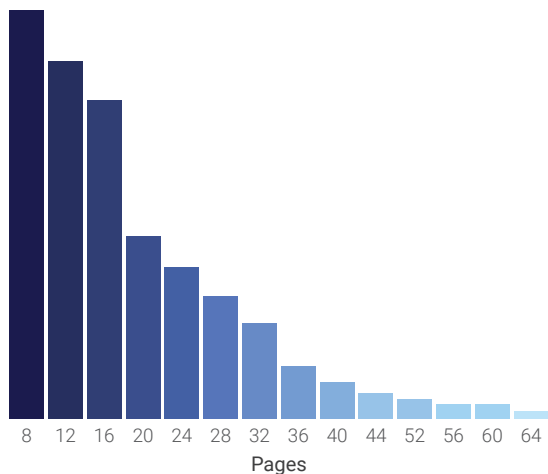


See our [File Preparation Guidelines](#) and [Setup Guides](#) for more information.



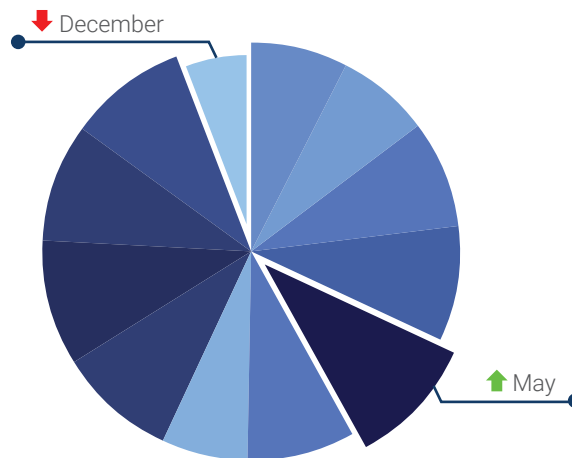
MOST POPULAR PAGE COUNTS

Fact: The lower the page count, the higher the popularity.



MOST POPULAR MONTHS FOR BOOKLETS

Most popular month: May
Least popular month: December



MOST POPULAR PAGE COUNT BY TYPE

100lb Gloss Text (8.5x11): 8pg

80lb Gloss Text (8.5x11): 8pg

100lb Gloss Text (5.5x8.5): 8pg

80lb Gloss Text (5.5x8.5): 16pg



TYPES OF BOOKLETS ORDERED

Fact: Clients prefer letter size booklets more than half size booklets.
They also prefer a thicker text stock.

100lb Gloss Text (8.5x11)



80lb Gloss Text (8.5x11)



100lb Gloss Text (5.5x8.5)



80lb Gloss Text (5.5x8.5)



MOST COMMON QUANTITIES ORDERED BY TYPE

100lb Gloss Text (8.5x11): **100**

80lb Gloss Text (8.5x11): **1000**

100lb Gloss Text (5.5x8.5): **1000**

80lb Gloss Text (5.5x8.5): **2000**

YOUR BOOKLET CUSTOMERS

- Retail stores
- Machinery suppliers
- Charity groups
- Religious groups
- Theaters and concert halls
- Educational institutions
- Travel agencies
- Interior designers and decorators
- Architects
- Renovation companies
- Landscapers
- Home builders
- Restaurants, bars and cafés
- Event venues and conference centers
- Summer camps
- Museums and art galleries
- Health organizations
- And more



DID YOU KNOW?

FACTS ABOUT CATALOGS

- People found catalogs the most interesting type of standard mail (about 31% higher than newspapers and magazines).¹
- There has been a 23% increase in overall response for catalogs.¹
- 65% of Millennials have made a purchased that was influenced by a catalog.²
- The average response rate for catalogs is 4.3%, compared to email at 0.1%.³
- 57% of consumers prefer printed catalogs over digital/electronic catalogs.⁴
- 69% of consumers consult a printed catalog before making an online purchase.⁴
- Catalogs influence an average of 2.5 purchases.⁴
- More than 77% of recipients visit a retail store due to a catalog promotion.⁴

¹USPS Household Diary Study

²InfoTrends Direct Marketing Production Printing & Value-Added Services: U.S. Report

³DMA & Demand Metric Response Rate Report

⁴Source: Xerox-InfoTrends Research



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