

## GLOSSARY OF CREATESPACE™ TERMS

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

*The Indie book publishing industry, like many industries, has a language unto itself. To equip you with as much knowledge as possible, we have defined frequently used industry and CreateSpace terms.*

**A Acquisitions** is the stage in which we review file(s) for members with purchased services to ensure they meet our specifications and will move through the rest of the bookmaking process smoothly.

**Adobe® Reader** is free software distributed by Adobe Systems® that is used for viewing digital PDF (Portable Document Format) files. PDF files are compact and complete with the fonts, images, graphics and layout from the source document used to create them. PDF files can be viewed by anyone with Adobe Reader.

**Adobe® Illustrator** is software that uses sophisticated drawing tools to create vector artwork, such as logos and illustrations.

**Adobe® InDesign** is page layout software used by publishing and design professionals to create page layouts for print or digital distribution with built-in creative tools.

**Adobe® Photoshop** is software that allows one to manipulate, edit, process and refine digital images.

**Amazon.com®** is the world's leading online retailer and one of the distribution channels available for all CreateSpace titles.

**Amazon® Advantage** is a self-service consignment program that enables you to promote and sell products directly on Amazon.com.

The **Amazon Breakthrough Novel Award (ABNA)** is an international fiction-writing contest open to unpublished and independently published novels, sponsored by Amazon.com along with Penguin Group (USA) and CreateSpace.

**Amazon Instant Video™** is a distribution channel for CreateSpace DVD content providers to make titles available in the Amazon Instant Video store, where U.S. based customers can download to own or download to rent high-quality TV shows, movies and more.

**Amazon® Marketplace** allows one to buy and sell used products on the same page where Amazon.com sells the item new.

CreateSpace authors may complete an **Author Biography** in their online account to provide readers with details about their background, career and awards, or recognition they have received. Any information that helps establish the author's credibility or personalizes the author to their readers and target audience should be included in the author bio.

**Author Central** is a free service provided by Amazon.com where authors can share up-to-date information about themselves and their work with millions of readers. Authors can add a biography, photos, blog, video, and tour events to their Author Page on Amazon.com.

**Author/Member Orders** are orders placed through your CreateSpace Member Account where you pay just the fixed and per-page charge plus shipping and handling.

After book files have been reviewed and approved for printing, members have the opportunity to order an **Author/Printed Proof** to make sure they are satisfied with the final, printed product prior to making the title print-ready and available for purchase.

**B Baker & Taylor** is a leading distributor of books and entertainment.

**BISAC** (Book Industry Standards and Communications) categories are a standard classification system used by the book industry to categorize books. Through your account, you, the author, can select a BISAC category to represent your book.

**Bleed** is the part of an image that extends beyond the edge of the printed page to accommodate for cutting and/or trimming tolerance to ensure there are no white lines around the edges of the page. Bleed area should not include any "live" elements that cannot be cut during the manufacturing process.

**Blog** is the industry term for a "Web Log," or an online, web-based journal. Blogs are usually maintained by an individual with regular entries of commentary, descriptions of events, or other material such as graphics or video. Authors often use blogs to post up-to-date relevant information online for fans and other writers. CreateSpace blogs at [wwwcreatespace.com/resources](http://wwwcreatespace.com/resources).

**Book Block** is a term used to describe the formatted interior file of your book complete with images, chapter headings, page numbers and other elements added when your book is laid out.

**Book Expo America** (BEA) is the largest publishing event in North America that brings what's new and what's next in the world of publishing.

**Brick & Mortar Bookstores** are non-online based bookstores where there is physical inventory.

**C Case Bound Laminate** is a hardback book where the cover image is printed, laminated and bound directly on the boards that make up the cover of the book.

We offer a **Click-to-Call** feature so that our members can [reach a live representative](#). This offering allows you to enter your phone number and then request for us to call you immediately or in five minutes. This service is available to U.S. or Canada customers 24 hours a day, 7 days a week.

**CMYK** is a subtractive color model used in color printing, as well as a term used to describe the printing process itself. CMYK refers to the four inks used in some color printing: cyan, magenta, yellow, and key (black). The CMYK model works by partially or entirely masking colors on a lighter, usually white, background. Such a model is called subtractive because the inks reduce light that would otherwise be reflected and "subtracts" brightness from white. Also referred to as **Full Color** printing.

**Community** is CreateSpace's online discussion board where you can post content and freely exchange thoughts, ideas, knowledge and opinions with other members from your project creation to marketing, and everything in between.

A **Contributor** is a party who plays a significant role in the creation of a work, including co-authors, illustrators, editors and translators, among others.

**Copyright** is a form of protection grounded in the U.S. Constitution and granted by law for original works of authorship fixed in a tangible medium of expression. Copyright covers both published and unpublished works.

**Cover Art** is an image, graphic or photo that is prepared for use within a cover design and must be submitted per submission specifications.

**Cover Creator** is our free interactive online tool that allows you to quickly and easily create professional looking cover artwork for your book.

**CreateSpace Direct** is our wholesale distribution channel through which you can make your book available directly to certified resellers.

The **CreateSpace eStore** is an e-commerce-enabled web page hosted by us that is customizable by you to create an individualized web storefront for the sale of your title.

**crowdSPRING** is a global marketplace for crowdsourced creative services where buyers select from among designs created to the buyer's specification. Whether you need help with an idea or already have something in mind, crowdSPRING's vast pool of designers will typically deliver 100+ custom concepts for your consideration.

**D** Once your title is available, a **Detail Page** is created on retail sites through the distribution channels you enroll in to present your title's product information, cover image and more to potential customers.

**Digital Printing** is the method of printing books directly from digital files rather than plates as in traditional printing. Print-on-Demand uses this printing method.

Members who purchase content creation services through CreateSpace will receive a **Digital/Electronic Proof**, Adobe PDF files of their book block and cover for review.

**DIY** (Do-It-Yourself) is our free publishing solution where you can do it all yourself.

**DOC**, abbreviation for 'document,' is the file extension associated with digital documents created in Microsoft Word®. DOC files have a .doc or .docx file extension.

To **Download** is to receive data to a local system from a remote system, or to initiate such a transfer of data or files.

**DPI** (Dots per Inch) is the measure of image resolution; the higher the number, the sharper the image. To ensure the highest quality printing, CreateSpace recommends that images submitted for use are at least 200 DPI.

**Drop Ship** is a retail practice of sending items from a manufacturer directly to a customer.

A **Dust Jacket** is the detachable, printed outer cover for hardback books.

**E** An **EAN** (European Article Number) specifically refers to the standardized 13-digit bar code numbering system. A barcode such as the one that will go on the back cover of a book is coded using the ISBN-13. The ISBN-13 consists of several parts, including a prefix of 978 or 979 indicating the industry (books in this case).

An **eBook** is the electronic version of a book that is readable on computers or other electronic devices such as eBook readers.

**Endnotes** are notations that are made at the end of each chapter or the complete book to cite sources used throughout.

A font is **Embedded** when the font files are included inside an electronic document. This is possible with PDF, Microsoft Word® for Windows® and some other applications.

**Enterprise** is our platform for publishers who have at least 25 or more titles and offers additional programs and benefits beyond the standard CreateSpace Indie membership. [Find out if this program is right for you.](#)

[Expanded Distribution](#) offers the potential to distribute your book to more of your customers through more channels, including retailers, bookstores, libraries, academic institutions, resellers, wholesalers and distributors. Titles eligible for this channel can be listed through the Baker & Taylor and Ingram distributors.

**F** A **Flattened** file is an image or layout that has been created using a program such as Photoshop and is saved as a file format that is no longer editable, such as JPG.

A **Fleuron** is a decorative element used to indicate a section break in a manuscript.

**Formatting** is the process through which your manuscript and cover design elements are converted into book form using sophisticated page layout and design software.

**Front Matter** contains the first section of a book, which would include material such as the title page, copyright page, table of contents, dedication, preface, acknowledgments, introduction and prologue.

**Fulfilled by Amazon** is an Amazon.com program that allows you to store inventory and fulfill orders through Amazon's fulfillment centers. Amazon also handles all customer service and product returns for "Fulfilled by Amazon" items.

**G** **Grayscale** is a photo or image made up of varying shades of gray.

The **Gutter** is the inside margin or blank space between two facing pages in a book.

**H** A **Halftone Image** is an image that has been converted from continuous tone to a series of dots that simulate shades of gray.

**Hard Cover** books are bound using thick, sturdy binding boards.

A **Hard Return**, also referred to as a carriage return, is a paragraph break created by hitting the Enter key on the keyboard to signify the end of a section of text.

A **Header/Footer** can include a title, author name, page number, etc. that is printed on any document; headers are shown at the top of the page, footers at the bottom.

**I** **Imposition** is the stage in the bookmaking process for members with purchased services in which CreateSpace creates the print files of your book that will be recognized by our printers to actually produce copies of your book.

**Independent Publishing** is the publishing solution that allows you to use free tools to publish your work without waiting to be picked up by a traditional publisher. You keep the rights and are free to publish & distribute your work as you like.

The **In-House Proof** stage of the bookmaking process is when an internal copy is printed and examined for production quality assurance purposes. During this process, we review the book for possible problems with the formatting of the print files, not content or text. Also referred to as a Hard Copy Proof (HCP).

**Ingram** is the largest book distributor in the world.

**Interior Reviewer** is a free online tool that can assist you during the title setup process offering instant feedback on interior files with flags for potential problems.

An **ISBN** (International Standard Book Number) is a unique number used to identify a book and its publisher and assigned to every version of a book, including paperback, eBook or hardback books.

**J** **JPEG** (Joint Photographic Experts Group) is an image format used to compress still images. JPEG files have a .jpg or .jpeg file extension.

**K** A **Kindle** is an eBook reader which uses wireless connectivity to enable users to shop for, download, browse and read eBooks, newspapers, magazines, blogs and other digital media.

**Kindle Direct Publishing** (KDP) is a fast, easy self-publishing tool that lets you publish your digital book content for the Amazon Kindle wireless reading device.

**L** An **LCCN** (Library of Congress Control Number) is a number requested from the Library of Congress so that a book may be listed in their catalog. A book will need to have this number to be listed in libraries in the U.S.

**Library Cloth Binding** is a cover of durable cloth used on hardback books.

The **List Price** is the recommended price that retailers sell a product, which is set by the CreateSpace member.

**Live Elements/Graphics** are the content that is placed within the viewable area (or safe zone) of a page that is always seen. Ensuring all elements are contained within this area safeguards that no essential elements are cut during the bookmaking process.

The Amazon.com **Look Inside!**™ feature allows customers to browse front matter, back matter and up to 20% of a book's main body and is intended to create a browsing experience similar to what a customer has in a retail bookstore. All CreateSpace books are automatically included in **Look Inside!**™

**Low Resolution** refers to a lack of pixels in an image causing it to be blurry or for the edges to appear jagged.

**M** **Marketing Central** is a dedicated online destination with a variety of free, expert-created marketing information, helpful tips, and tools to help you better control your marketing success.

The CreateSpace **Member Dashboard** lists all of your titles and their status, gives you access to your royalty and account information, order status and more.

A **Member ID** is a unique number assigned at account creation that identifies a member's individual CreateSpace account.

**Member Support** is our team of dedicated customer support professionals that are equipped to assist with questions throughout the process of setting up and making title(s) available through CreateSpace and more.

**Metadata** is the data that describes an item that is housed and managed in a database. For books, the metadata refers to the book's title, contributor names, physical properties, descriptions, etc.

X Y Z

**N** **NaNoWriMo** (National Novel Writing Month) is an event where participants begin writing on November 1 and have a goal to write a 50,000-word (approximately 175-page) novel by 11:59:59 on November 30.

**O** **Offset Printing** is the printing technology in which an image is transferred or "offset" to a blanket for crispness and then to the substrate (paper). Most conventional publishers use this method to print books, as it reduces the per book cost for large print runs.

**Out of Print** is a term used to describe an edition of a book that is no longer available, and no new copies will be manufactured. Copies already in circulation may be available from secondary sources.

**Overlay** is the process used to cover the surface of an existing element, page or image with a decorative layer or design.

**P** A **Page Break** indicates where one book page should end and the next begin.

**Pagination** is the process of dividing information (content) during page layout into separate pages. Pagination can also refer to the page numbering in a book.

**PDF** (Portable Document Format) is a universal file format that preserves the fonts, images, graphics and layout from a source document, regardless of the platform used to create it. PDF files are compact and complete and can be viewed by anyone with Adobe Reader.

**Perfect Bound** is a type of binding that uses glue to bind loose sheets of paper together with a cover. This is the most common type of binding for paperback books and is used by CreateSpace.

A **Pixelated Image** is a low-resolution image where you can see the individual squares, dots or pixels that make up the image.

**PPI** (Pixels per Inch) is a measure of image resolution; the higher the number, the sharper the image. For all practical purposes, DPI and PPI are interchangeable terms.

A **Press Release** is a statement/document written especially for distribution to the media for the purpose of announcing something newsworthy.

[Preview](#) is a CreateSpace tool that allows authors to share short excerpts of their book with others to collect feedback.

**Print-on-Demand** (POD) is a publishing business model in which books are printed after they are ordered, allowing authors and publishers to produce books with minimal risk and without the hassle of inventory and warehousing.

**Print-Ready** is the term CreateSpace uses to denote that your book is completed and ready for printing and distribution through our various retail and wholesale channels.

The **Print File** is the final document used to manufacture a book.

The **Project Homepage** provides a central place for members to manage the entire book setup process; this includes completed steps, incomplete steps and steps that require action.

A CreateSpace **Project Team** consists of associates that belong to different groups, and fulfill specific CreateSpace services (Editorial, Design, and Marketing) that are assigned to activities for the same project.

A **Publishing Consultant (PC)** is the CreateSpace associate who guides prospective members interested in CreateSpace's professional Editorial, Design and Marketing services through the publishing process and recommends specific publishing solutions and products to help them achieve their publishing goals.

**Q** **QuarkXPress®** is software for creating and editing complex page layouts used by publishing and design professionals.

**R** **Registration** is the method of aligning overlapping colors to create one single image, accomplished by printing each color separately until the full color image is complete. There are many different styles and types of registration, many of which employ the alignment of specific marks.

**Resolution** is a measurement of the quality of an image. Resolution is typically defined in terms of pixels per inch (PPI) or as the number of dots per inch (DPI). For all practical purposes in discussing resolution, pixels and dots are essentially interchangeable.

**Resources** is an online educational destination available on the CreateSpace web site that features helpful articles, blogs, webinars and tutorials.

**RGB** is an additive color model in which red, green and blue light is added together in various ways to reproduce a broad array of colors. The name of the model comes from the initials of the three additive primary colors; red, green and blue. Color monitor displays and TVs use this additive model to represent color.

**Royalty** is the amount of money an author receives for each copy of his or her title that is manufactured and fulfilled by CreateSpace or the distributors we work with through Amazon.com and the Expanded Distribution Channel for retail and wholesale orders.

**RTF (Rich Text Format)** is a file format supported by many word processing programs. RTF files have an .rtf file extension.

**S** We are so confident that you will be satisfied with our products and services that we offer a **Satisfaction Guarantee**.

A **Section Break** is extra space between the sections of a book that may contain a decorative fleuron or blank white space.

A **Service Coordinator** is a position within our organization with responsibilities for acting as a liaison between members and service providers, helping all parties understand their common objectives and assisting them to plan and achieve them.

A **Spread** is the unit formed by two facing pages in a book or other publication. Sometimes referred to as a **Two-page Spread**.

**Standard Distribution** is included with your free CreateSpace membership and offers you the opportunity to make your book available through your CreateSpace eStore and/or Amazon.com.

**Showcase** is an area of the CreateSpace site featuring successful CreateSpace authors, filmmakers and musicians. It provides an opportunity for you to meet other members and learn how they are achieving success.

**Submission Specifications** are documents that outline all of CreateSpace's book specifications and requirements to confirm a book will print correctly and ensure a quality product is delivered to your customers.

**T** A **Template** is a pre-determined style to be used in formatting a book's cover and/or interior. Templates have specific, un-editable elements such as font, font size, chapter headings, headers and footers.

A **Thumbnail** is a low-resolution image of your book's front cover that will be displayed on various online retail sites, such as Amazon.com and the CreateSpace eStore.

**TIFF** (Tagged Image File Format) is an uncompressed image file format. TIFF files have a .tif or .tiff file extension.

A **Title ID** is a unique number, assigned to each individual title created within a member's CreateSpace account.

**Trade Paperback** refers to a paperback book bound with a heavy paper cover.

**Transparency** describes the translucency of an image or object.

**Trim Size** is the size in which your final book will be printed. Trim sizes are always indicated as width in inches by height in inches (ex: A trim size of 6"x9" means the printed book will be 6 inches wide and 9 inches tall).

**Trim Marks/Crop Marks** are marks placed in a document to define where the artwork is trimmed after it is printed. CreateSpace does not use Trim or Crop Marks in manufacturing.

**TXT** is the file extension associated with digital documents created or exported as "text only" which contain no formatting but preserve all standard characters.

**U** To **Upload** is to transfer a file from a computer to a server or other program/device.

A **URL** (Uniform Resource Locator) is basically the street address of a website or other file accessible on the Internet. A URL can be recognized by its "http://" or "https://" beginning. An example is <http://www.createspace.com>.

**V** **Variance** describes when file attributes may vary slightly from print run to print run and day-to-day depending on many different factors, causing slight deviations in color, placement and measurements of a single product.

A **Vector** image is a series of mathematically defined lines and curves that create illustrations that can be scaled to any size without losing their crisp, smooth edges. **Y Z**



A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

**W** In typesetting, **Widows/Orphans** are single lines of text at the beginning or end of a paragraph, which are left dangling at the top or bottom of a column, separated from the rest of the paragraph. A **Widow** is a paragraph-ending line that falls at the beginning of the following page/column, thus separated from the remainder of the text. While an **Orphan** is word, part of a word, or line that appears by itself at the end of a paragraph.