

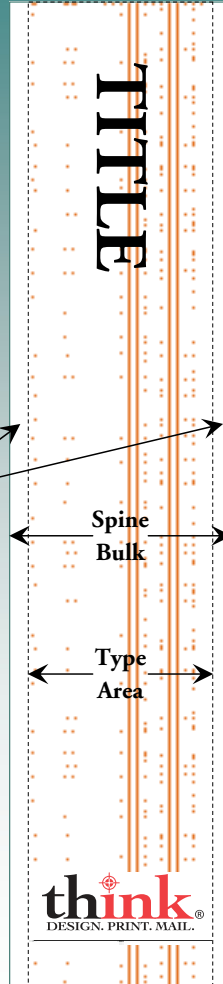
CALCULATING SPINE BULK AND TYPE AREA

DEFINITIONS

PPI Pages per inch

Spine Bulk The bulk or width of a book, including the cover material. In the diagram, the area between the solid lines.

Type Area The type space, contained within the spine bulk, available for art, and logos. In the diagram, the shaded area.



Type and art should not extend into this area unless you intend for it to bleed onto the front or back cover.

Spine bulk formula:

$$\frac{\text{Page count}}{\text{PPI}}$$

Type area formula:
Spine bulk - 1/16 inch

Example:

(Pages: 352 PPI: 540)

$$\begin{array}{r} 352 \\ \div 540 \\ \hline = 0.65185 \end{array}$$

Spine bulk = .6519"

Type area = .6519 - .0625 = .5894"