



**Many shapes & sizes, many possibilities...**

## Large or Small, Copresco Prints & Binds Them All

What dimensions are best for your book, manual, or publication?

### Form Follows Function

Architect Louis Sullivan's maxim "form follows function" definitely applies. The deciding factor in book size should be determined by its use.

### Don't Be Limited

Unfortunately, many printers (particularly online stores) are only equipped to deal with certain standard sizes.

The old Henry Ford's cliché "you may choose any color you like as long as it is black" often applies when selecting a size for your printed materials.

There are some good reasons to use standard sizes, most notably economy.

### Popular Sizes

Some common sizes are:

- 5" x 8"
- 5½" x 8½"
- 6" x 9"
- 8½" x 11"

It should be noted that there are no "official" sizes for most items. Those listed above are simply the most commonly used. These sizes are in many cases simply a matter of habit, not intention.



Steve holds two recent Copresco projects: the coffee table book measures 12"x12¼", while the pocket-sized directory is 4¼"x 5½".

So why utilize a size that differs from the norm? There are numerous reasons.

### Compatibility

Some books and manuals need to fit in a particular space. This might be on a shelf or packaged with other non-print items.

A custom size may be warranted to maximize use of packaging or display space.

### Consistency

Over the course of centuries, books have been produced in every conceivable size.

Publications that are published consistently, such as quarterlies or year-books, should match previous editions in size for instant recognition and consistent appearance on a bookshelf.

### Portability

Many manuals and reference guides are meant to be carried about in the factory, on the road, or in the field. Smaller size formats may be designed to fit in a pocket, a purse, or a glove compartment.

### Uniqueness

One reason for using standard sizes is to make a product fit in with everything else.

Sometimes the opposite is true: you want your book to stand out from the rest, to stick out of the pile, and to garner attention.

### Readability

An aging population prefers large print, which may not be practical in ordinary formats.

In other cases, reproductions of old manuscripts might be unreadable if reduced in size to fit standard formats. A good example would be historical books with photos of old newspapers.

### Security

An odd size may be intentionally used to limit reproduction. For example, music is often printed on oversized paper to hinder unauthorized scanning and copying.

### We're Here To Help

At Copresco, every project is custom-made, so we can probably accommodate the custom size you need. So when you need choices, call the company that understands. Call Copresco.

### Hall of Fame

Copresco President Steve Johnson has been inducted into the Ben Franklin Honor Society. This "Nobel Prize of print" recognizes a lifetime of outstanding contributions to the graphic arts.



Steve Johnson holds his Ben Franklin Society plaque and ribbon honoring many decades of achievements in print and publishing.

Inductees are often those captains of industry in the twilight of their careers. Not so for Steve, as he made clear in his acceptance speech!

"While I'm honored by this recognition for past accomplishments, I have no intention of resting on my laurels and look forward to many more innovations and contributions to the graphic arts industry in decades to come."

(630) 690-2000

[www.copresco.com](http://www.copresco.com)



Digital On-Demand Printing

262 Commonwealth Drive  
Carol Stream, IL 60188

Address Correction Requested

To start our Thanksgiving dinner last year, I turned to our six-year-old daughter and said, “Would you like to say grace?” “I don’t know how,” she said. “Just say what Mommy always says,” my wife offered. Our daughter bowed her head. “Dear Lord, why on earth did I invite all these people?”



One of the best prayers we’ve heard:



“Lord, please make me the kind of person my dog thinks I am.”



A German shepherd went to a Western Union Office, took out a blank form and wrote, “Woof, woof, woof, woof, woof, woof, woof, woof, woof, woof.” The clerk examined the paper and said, “There are only nine words here—for the price you could send one more ‘woof.’” “But,” the dog replied, “that wouldn’t make any sense.”



Ninety-nine percent of lawyers give the rest a bad name.

A city dweller lost control of his car in the country and it slid into a ditch. Luckily, a farmer came to help with a big workhorse named Buddy. He hitched Buddy up to the car and then yelled, “Pull, Nellie, pull! C’mon, Buster, pull! Let’s go, Coco! Pull, Buddy—heeyah!” As the horse easily dragged the car from the mud, the motorist had to ask: “Why did you call your horse by three wrong names before using his real one?” “Buddy is blind,” the farmer explained. “If he thought he was the only one pulling, he wouldn’t bother to try!”



When inventor Robert Fulton demonstrated his first steamboat in 1807, critics lined the shore and taunted him, “It’ll never start!” After a lot of clanking and puffing, the huge boat began cranking its way up the river. There was a moment of silence, then the surprised crowd began shouting, “It’ll never stop!”



**Q.** Why did the police arrest the turkey?  
**A.** They suspected it of fowl play.



**Q.** What’s a turkey’s favorite type of doll?

**A.** Gobble-heads!



A man flying in a hot-air balloon realized he was lost. He spotted a man on the ground, lowered his balloon and shouted, “Excuse me sir—can you tell me where I am?” “Yes I can! You’re in a hot-air balloon,” the man replied. “You’re hovering 30 feet above this field.” “You work in information technology, don’t you?” sighed the balloonist. “Yes—how did you know?” “Because everything you told me is technically correct,” came the reply, “but it’s not useful.” The man below said, “I take it you are a corporate manager.” “I am,” confirmed the balloonist, surprised, “How do you know that?” “Because,” said the man on the ground, “you asked for my help, and although you’re in the same trouble you were in before we met, now it’s my fault.”



**Overnight Lite** is published monthly by Copresco for the edification and amusement of our clients and friends.

**Subscriptions:** Subscriptions to *Overnight Lite* are complimentary and available only within the United States of America. To subscribe, visit [www.copresco.com/lite.htm](http://www.copresco.com/lite.htm)

**Submissions:** Reader comments, suggestions and submissions of both humorous and technical material are welcomed. Submissions will be fully credited if requested.

**Postmaster:** Send address corrections to Copresco's *Overnight Lite*, 262 Commonwealth Dr., Carol Stream, IL 60188

**Copyright:** All contents ©2023 Copresco. All rights reserved.  
ISSN 1930-2274

---

**Copresco**  
262 Commonwealth Drive  
Carol Stream, IL 60188-2449  
phone (630) 690-2000 fax (630) 690-8182  
<http://www.copresco.com>