



International Standard Book Numbers...

ISBN Numbers Help Self-Publishers Sell Books

Whatever book that you are planning to publish; be it a textbook, a cookbook or a family history, you will need an ISBN number.

What is an ISBN?

An ISBN (International Standard Book Number) is a 13-digit number that identifies printed books or book-like products.

Any publisher or self-publishing author that wants to sell books in stores, through wholesalers or through online services, needs an ISBN.

What's the Purpose?

An ISBN establishes and identifies one title or edition of a title, in a specific format, from one specific publisher.

ISBNs are linked to essential information that allows booksellers and readers to know which book they're buying, what the book's about and who the author is.

Unique Marketing Tool

The ISBN number is unique to that edition, which allows more efficient marketing of books through various distribution channels.

Without an ISBN, the book may never be discovered in bookstores or on online media.

One for Each Edition

An ISBN number is required for each edition of the book that you are publishing. For example, if you have hardcover and paperback versions of your book, each version must have its own ISBN.

Bar Codes Add Big Value

Bar coding is another good reason to get an ISBN. Bar codes contain vital pricing and inventory information for booksellers.

Publishers must have an ISBN to get a bar code.

You Are the Publisher

Copresco, like all printers, is a manufacturer of books. You are the publisher.

We print millions of impressions of short-run publications, books and manuals.

Our diversified products run the gamut from booklets, bulletins, catalogs, workbooks, handbooks, textbooks and technical materials to training aids, guidebooks, newsletters, cookbooks and calendars.

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So, for your next book project, call the national leader. Call Copresco.

More on the Numbers

As we have explained in our lead story, a book that is published should have an ISBN number.

Manuals, or other documents that are included with a product or service, do not require ISBNs.

Periodicals

Published work that appears in new editions on a regular basis may use an ISSN (International Standard Serial Number).

These publications include newspapers, magazines, yearbooks and newsletters like *Overnight Lite*.

In Memoriam

We were saddened by the death of Alvin Blick, 79, our imaginative cartoonist.

Alvin has been amusing *Overnight Lite* readers with his distinctive style of illustrations for our jokes page since January 2006.

Well-Known Illustrator

Alvin had a long and distinguished career as a graphic designer with leading Chicago advertising and direct marketing agencies.

His last two cartoons appear on the back page of this issue. We will be rerunning some of his best drawings in future issues of our newsletter.

Thanks for the Memories

We will miss your keen sense of humor and creative flair, Alvin.

Our sincere condolences to your family and friends.

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A screenshot of a web browser displaying the Copresco website. The browser's address bar shows "http://copresco.com/". The page content includes the heading "Get an ISBN for your book:" followed by the URL "http://www.isbn.org". Below this, it states "Search is one of the many uses of an ISBN. Enter a number into Amazon or Google, or use one of these specialty ISBN search engines:" and lists two URLs: "http://www.isbnsearch.org" and "http://isbndb.com".



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"Head for the airport—there will be a plane waiting there for you," the editor shouted to the photojournalist assigned to shoot a huge wildfire. She raced to the tarmac where a plane sat with its motor running, jumped in and shouted, "Go!" As the plane climbed high into the air she said, "Take me right over the top of the fire, then rush me back so I get these shots to my editor." After a long pause, the young man at the controls said, "Um, you're not the instructor?"



A tourist asked the local resident, "Have you lived in this village all your



life?" Replied the native, "Not yet."



Tell people that there are more than 300,000 billion stars in the universe and they will believe you without question. Tell them a porch railing has wet paint on it and they have to walk up and touch it to make sure.



Sign on an ATM machine: "To protect the security of your account, our checkers will swipe all debit and credit cards."

Announcement in Rock Hill Herald: "Low Self-Esteem Support Group, 7:00 to 8:30. Eastview Baptist Church (Use back door)."



One summer evening, during a violent thunderstorm, a mother was tucking her



son into bed. She was about to turn off the light when he asked, with a tremor in his voice, "Mommy, will you sleep with me tonight?" The mother smiled and gave him a reassuring hug. "I can't dear," she said. "I have to sleep in Daddy's room." A long silence was broken at last by his shaky little voice: "The big sissy."



"No wonder nobody comes here. It's too crowded."—Yogi Berra



"That's really a beautiful fur coat," a friend remarked, "but don't you pity the poor beast who suffered that you might have it?" "Why," the woman replied, "are you suddenly worried about my husband?"

When the last scene of Titanic faded to black and people began rushing for the exits, one patron shouted: "Quick! There are only enough cars in the parking lot for half of us!"



Plan to Be Spontaneous Tomorrow



"Dad," a young boy asked, "what has really great curves, gives you tingles in your stomach and makes you want to jump out of your chair and whistle?" "Easy," replied the father. "It's Chris Sale's pitching." "Thanks, Dad," the boy said as he skipped away happily. "I knew there was a reason Mom said I'd better ask you."



Q: How is a circus different from a singles bar?

A: The circus clowns don't talk.



Overnight Lite

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Copresco

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