

## Difference between Printer's Spread and Reader's Spread on booklets

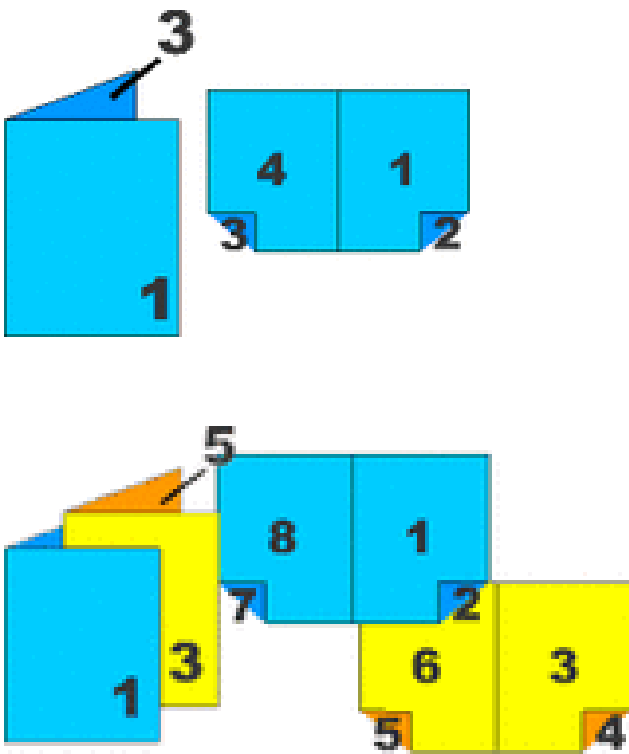
Page 1, Page 2, Page 3, Page 4 ... that's the order in which we read a book or newsletter, this is called reader spread. However that is not necessarily the order that it is printed.

Pages in a booklet are printed out of order. We will now take a look at some simple examples that demonstrate imposition or printer spreads -- the process of printing multiple pages on a piece of paper in such a way that when folded (and perhaps cut) they end up in proper 1, 2, 3, 4 order for readers.

In the first example, a simple 4 panel insert/booklet. Add 4 more pages to that booklet and your page numbering changes as shown in the second illustration.

When setting up booklet artwork, it is important that the pages are set up in printer spreads. The pdf proof we send for approvals is also laid out in printer spread as well.

We will strongly recommend that your designer put together a mockup of the booklet, to confirm the page order and plan placement of images.

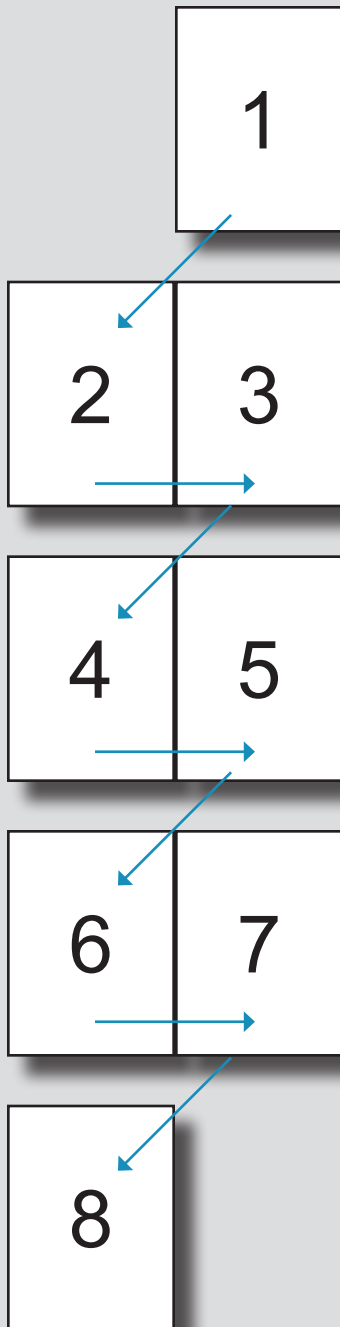


# Reader's Spreads VS. Printer's Spreads

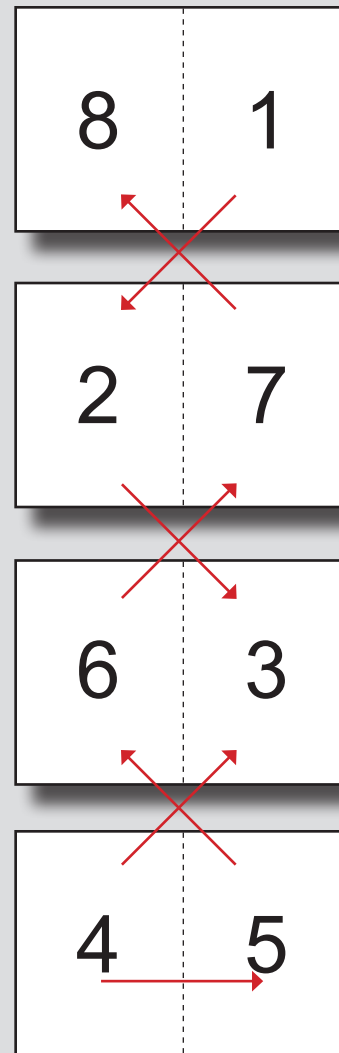
**Reader's Spreads** show consecutive pages in two page spreads. They are in the correct order for someone to read the document.

**Printer's Spreads** are not in consecutive page order, they are in proper order so that when the document is printed, trimmed, assembled all the pages appear consecutively.

## Reader's Spreads



## Printer's Spreads



**Helpful Hints:** Odd page numbers are always on the right. The page numbers of a spread when added together should equal 1 number more than the total page count.

For example, for an 8 page book, printers spreads are:

$$\begin{array}{ll} 8 \ \& \ 1 = 9 & 2 \ \& \ 7 = 9 \\ 3 \ \& \ 6 = 9 & 4 \ \& \ 5 = 9 \end{array}$$