

A book design proposal from 1106 Design

Thank you for choosing 1106 Design. We can't wait to offer you our top-quality design and editorial services along with our signature hand-holding.

On the following pages, you'll find a detailed description of all the services we offer to help you prepare your book for printing or electronic distribution. Most items on the following pages can be ordered a-la-carte and as you are ready to proceed.

Yes, we offer a volume discount. Order any combination of services totaling \$3,000 or more, and get 10% off.

The team of professionals at 1106 Design guarantees you the highest quality design and prompt, personal service. We appreciate your business and look forward to helping you. Communication is key to a successful and enjoyable job, so please feel free to ask questions.



Phone: 602.866.3226

Fax: 602.866.8166

E-mail: office@1106design.com

Web: www.1106design.com

Mailing Address:

610 East Bell Road, #2-139

Phoenix, Arizona 85022-2393

■ Cover Design with Marketing Consultation (Level 1)

When you set out on a journey, it helps to have a destination in mind, and a map. The buying public has been trained to pick up books that have a certain *look*. Our book marketing expert will review your manuscript and identify strong market matches that are bestsellers in your genre. Designing your cover so that it is current with the popular and bestselling books in your genre will give your book instant credibility.

This research process takes several hours, but once done, we'll book a 90-minute collaborative phone and web session with you to review the results. By the end of this session, we will have agreed on three distinct design directions for your cover—a clear road map for the design process to follow. Then, we'll provide:

- Three front cover concepts for you to choose from. Price includes research time and purchase of royalty-free images from our sources that best convey the results of the research above, custom typography, digital image blending and manipulation as needed, and color selection to bring out the best in the images.
- Refinement of one of these concepts based on your feedback.
- Up to three hours of time for revisions is included; thereafter \$85/hour.
- Layout of front cover, back cover and spine, including a free bar code.

\$1,595

■ Cover Design, Comprehensive (Level 2)

Three front cover concepts will be developed. Price includes research time and purchase of royalty-free images from our sources that best convey the message of your book, custom typography, digital image blending and manipulation as needed, and color selection to bring out the best in the images.

- Refinement of one of these concepts based on your feedback.
- Up to two hours of time for revisions is included; thereafter \$85/hour.
- Layout of front cover, back cover and spine, including a free bar code.

\$1,100

■ Cover Design, Professional (Level 3)

Three front cover concepts will be developed using hi-resolution digital images you choose from Shutterstock.com. We will purchase up to three images. Price includes custom typography, digital image blending and manipulation as needed, and color selection to bring out the best in the images.

- Production of front cover, back cover and spine and a free bar code.
- Up to two hours of time for revisions is included; thereafter \$85/hour.

\$895

■ Cover Design, Basic (Level 4)

One front cover concept will be developed using high-resolution digital images you choose from Shutterstock.com. We will purchase up to two images. Price includes custom typography, digital image blending and manipulation as needed, and color selection to bring out the best in your chosen image.

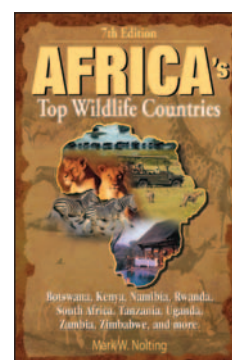
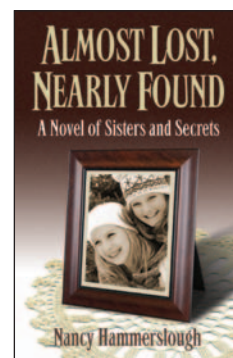
- Production of front cover, back cover and spine and a free bar code.
- Up to one hour of time for revisions is included; thereafter \$85/hour.

\$500

■ Cover Design, E-Book (Level 5) (Included free with any level above)

- Same as Level 4, except only the front cover will be designed.
- Up to one hour of time for revisions is included; thereafter \$85/hour.
- An e-book cover image is included free with the purchase of any print cover above.

\$300



■ Interior Page Layout (6x9 or smaller from your Word file)

With the availability of text processing tools now available to everyone today, book typesetting has become a misunderstood craft. We don't just "click a button" that makes the text automatically snap into final form . . . we work line by line, word by word, and sometimes letter by letter to achieve optimal spacing between words and letters to maximize reading comprehension and minimize reader distractions.

Here are just a few of the issues we attend to during the formatting process to give your book a professional appearance:

- We ensure facing pages end on the same baseline without the first line of a paragraph landing on the bottom of a page, or the last line of a paragraph landing on the top of a page. When the text doesn't cooperate with these rules (which is often), we rework previous paragraphs and pages as needed.
- We fix paragraphs that end in a word with less than five characters (including punctuation) or a word fragment (the stub end of a hyphenated word).
- We banish "ladders" (too many hyphens in a row) and find and fix hyphenated compound words, both of which distract the reader.
- We eliminate word stacks—when the same word falls one above the other on several consecutive lines of text.
- We adjust any overly tight or loose lines that software often allows to slip through.
- We watch for rivers of white in the text—when word spaces fall in a pattern that is distracting to the reader.
- We eliminate hyphens at the bottom of a right-hand page so that the reader won't have to hold a thought while the page is turned.
- We make sure the last page of a chapter has at least four lines of text.

These items are only the beginning. Software out of the box only goes so far . . . it is this level of human intervention that turns your manuscript into typographic art, and when you see the results, we know you'll agree that this time is well-spent.

- The first step in designing the interior of your book is to create a sample chapter, where we show you our ideas for the text design. There are subtleties in the use of font styles and sizes that make a book look like a real book, and not a word-processed document. We'll work back and forth with you on this sample until you are completely satisfied. Then, we typeset the rest of the book to match the sample. We don't use templates. We always give your book a unique look compatible with your subject matter.
- One hour of revisions for each 100 book pages is included in the per page price below. Additional revisions are chargeable at \$85/hour. (One or two changes per book page can be completed within this time limit. To avoid additional charges, please finalize your manuscript before the book design process begins.)

\$4.25 per final book page (\$3.25 for novels)

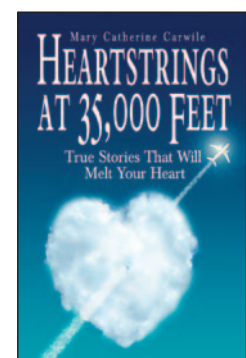
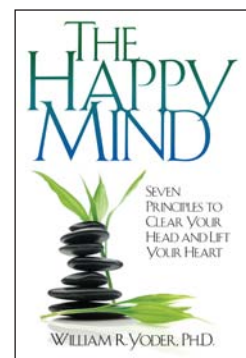
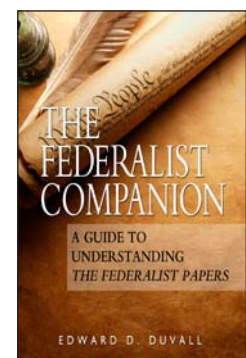
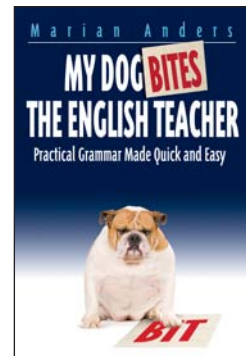
For planning purposes, 200–300 words typically fit on a typeset book page, depending on the type size, margins, and other variables. The word count of your manuscript can be found under the Tools menu.

Please note: Prices listed above apply to books that are at least 100 pages in length, with black and white interiors, fewer than 10 tables or images, and fewer than 20 sidebars. Please contact us for a custom quote if your book specs differ.

■ Proofreading

- Complete proofreading of your layout AFTER typesetting is the standard procedure in publishing for maximum quality. You'll be amazed at the errors our proofreaders find, even in the most carefully edited manuscripts. We'll mark items using the *Chicago Manual of Style* or your own style sheet as a guide. Then, we'll send you a marked-up laser proof for review of our findings and addition of your own changes.

\$2.00 per final book page



■ Copyediting

Copyediting by an experienced book editor is *necessary* to make your book as good as it can be. Copyediting corrects errors in grammar, spelling, punctuation, capitalization, and consistency.

\$25 per thousand words

The price above is subject to a review of the manuscript and includes one pass of editing. Sometimes additional passes between editor and author are required to bring the manuscript up to professional publishing standards. If so, we will obtain your written permission to proceed at \$75/hour.

■ Substantive Editing

In addition to the areas addressed by copyediting above, a substantive edit considers a manuscript's intended audience and examines its structure. Unclear and awkward writing may be reworked to improve clarity and the flow of ideas, and portions of the manuscript may be restructured.

\$65 per thousand words

The price above is subject to a review of the manuscript and includes one pass of editing. Sometimes additional passes between editor and author are required to bring the manuscript up to professional publishing standards. If so, we will obtain your written permission to proceed at \$75/hour.

■ Editorial Evaluation

If you're unsure about editing, this service can help you decide. We'll review your manuscript and comment on the quality of the research, writing, overall clarity, and potential level of market interest. Then we'll summarize the services needed to improve the manuscript and/or your book's eventual marketability.

\$150 to evaluate the first 75 pages of your manuscript

If, after receiving the evaluation, you hire us to edit your book, we'll credit this cost to the editing price.

■ Book Title Consulting

What could be more important than exactly the right title for your book? Your book title is, in essence, a promise to the reader. It must capture their imagination and communicate your core message in just a few words. It's possible for a well-written, superbly-designed book to languish if the title is all wrong. Our book marketing expert knows what works with buyers and what doesn't, and will help you craft the perfect title so you can get some rest!

\$300

■ Author Bio and Back Cover Copywriting

A well-designed cover catches the eye, then the back cover text convinces people to buy. Your sales pitch and biography must establish your credibility and speak directly to your target audience so they are encouraged to buy.

\$375

■ Indexing (Level 1)

Customers, book store purchasers and acquisition librarians turn to the index first when deciding whether or not to buy a book. In Level 1 indexing, our indexer will read every word of your book, apply critical thinking skills, and include cross-references and multiple entries that make the entire text of the book easily accessible to your reader.

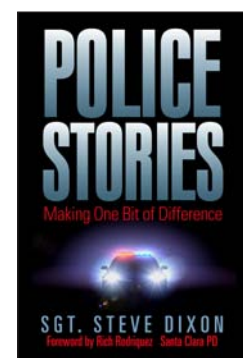
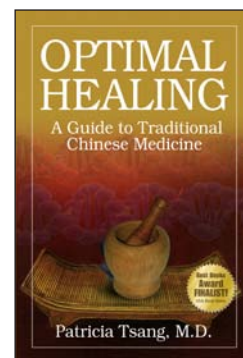
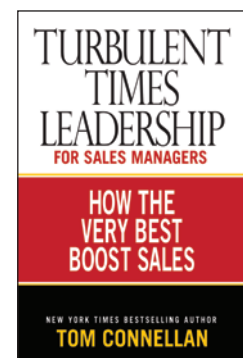
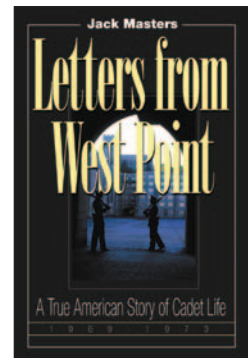
\$4/indexable book page

Front matter, back matter, glossaries, references, and bibliographies are not typically indexed.

■ Indexing (Level 2)

From your list of terms, our indexer will compile the index, judging which instances of the term should and should not be listed. For example, it would be distracting to list every instance of a word, rather than those pages where the term is discussed in some detail.

\$2.50/indexable book page



■ Indexing (Level 3)

Some authors prefer to compile their own index. We can process your index from markers you place in the Word file prior to typesetting. Our software will process the index electronically without changing your judgment.

No charge

■ Printing Coordination (for offset printing)

We'll write a request for quote and send it to three to five printers who specialize in books. Then, we'll follow-up with your chosen printer on all technical aspects of the job until books are manufactured and shipped. We'll check the printer's proofs to make sure no technical errors have occurred, and then forward them to you for final approval. This is an unbiased service. We do not buy the printing for you, mark up the printer's price, or receive a commission of any kind from the printer. We gather the information on your behalf, present the actual quotes, and advise on the relative strengths and weaknesses of each printer who responds.

\$300

This service is available only for books that we design and typeset.

■ Postcard or Bookmark

Postcards and bookmarks are a low-cost way to bring your book to the attention of buyers, retailers and librarians. Price includes front and back design and one round of revisions for either item. (For both items, double the price.) Printing is not included.

\$150

■ Advance Reading Copy

If you plan to request book reviews prior to publication, it's standard practice in the industry to send an Advance Reading Copy or ARC. ARC covers typically contain different text than the eventual retail cover. Price includes setting up this cover and sending it and the text files to the vendor of your choice.

\$125

This service is only available for book covers and interiors that we have designed.

■ Digital Book Printing and Mailing (soft cover only)

We can print your books digitally, and deliver them wherever you wish (in the U.S.). Whether you need a box of books for ARCs, a speaking engagement, or books mailed directly to your buyers, we can help. Turnaround time for most orders is just a few days, plus time for shipping by the method you request.

- Printing prices are as follows for books 6" x 9" and smaller:

Bulk orders to one address:

Printing: \$10 order fee + \$1.63 per book + \$.03 per page. (Minimum of 40 pages required for manufacturing; \$2.93 minimum charge per book when page count is below 100 pages).

Packing: \$.98 per box + \$.07 per book.

Shipping: additional based on method and destination zip code.

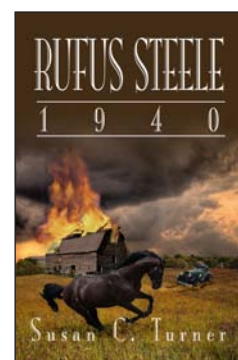
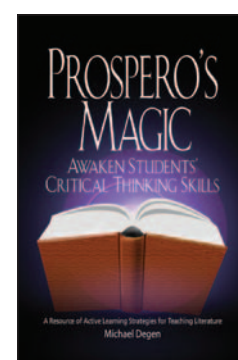
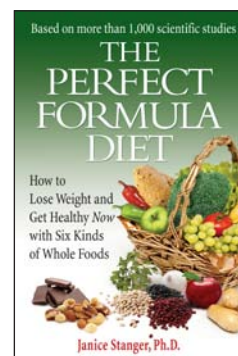
Individual orders to different addresses: Add \$3 per address for data entry.

Minimum order: 25 books. Arizona residents, please include sales tax.

■ Logo Design

People buy from companies they *trust*. A professional corporate identity builds on the credibility established by your book cover and helps your business to be recognized as a serious publishing company. Conversely, a homemade or poorly-designed logo sends the message that your company is new, small, and possibly risky to do business with.

- Our logos are unique designs, created exclusively for your company, not templates that are sold to hundreds of clients. Your logo is carefully planned to be legible in any size and on any background, and it will work well on the most common business materials, from banners, to business cards, to book spines.



- Six to twelve logo concepts will be shown.
- Up to two hours of revisions to one concept are included in the price.
- Additional concepts, if required, \$50 each.
- Price includes design of letterhead, envelope, and business card in Adobe InDesign for commercial printing, and conversion to common file formats.

\$800

■ Poster, Banner or Sell Sheet

Design of a one-sided poster, banner or sell sheet for direct mail or point-of-purchase events. One round of revisions is included in the price.

\$175

■ Book Promotion Press Kit

Design of four pages to help the media promote your book. Press kits typically include a press release, testimonials, interview questions (with answers), and an author biography. One round of revisions is included in the price. Copywriting available on request at additional cost.

\$400

■ Ready for Media Inquiries

You'll be prepared to respond at a moment's notice when the media asks about your book or you want to build a web site. When the job is complete, we'll send the following items to you:

- InDesign files of cover and text (Mac)
- PDF files of cover and text
- Author photo (Four versions: high and low res, black and white and color)
- Front cover (Four versions: high and low res, black and white and color)
- Corrected text saved as a Word file.

\$150

Price is the same for either the cover or the interior or both.

■ E-book Conversion

We have a partnership with eBookArchitects.com, owned by Joshua Tallent. Joshua is the best in the business. He can convert your book to any number of popular e-book formats including ePub and Kindle. Services include full-service e-book preparation, file conversions, hardcopy digitization (using OCR), code cleanup, troubleshooting and error-checking, screenshots, and more. Please tell Joshua we sent you. E-book conversion is typically completed after your book has been formatted, proofread, and corrected.

■ Book Cover Evaluation (If you already have a cover)

Are you sure your existing cover will meet the standards of the book industry? We'll offer an unbiased 10-point evaluation using the same criteria used by distributors, retailers, reviewers (and buyers!) to answer that question.

\$75

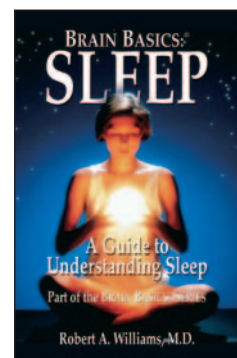
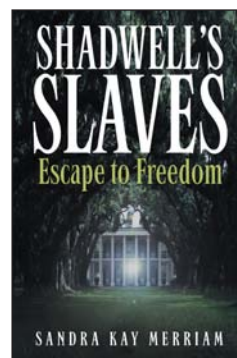
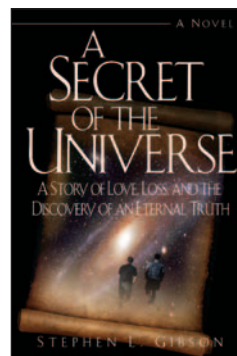
■ Hand holding is always cheerfully included at no additional charge!

■ File Protection

At 1106 Design, your files are always safeguarded. We backup files every hour throughout the day and archive your files in two locations when the job is complete.

■ Revisions and Additional Charges

Deposit for cover design are non-refundable once concepts have been presented. Cover design prices do not include custom illustration. We will be happy to quote a firm price for this after a discussion of your requirements. Revisions beyond those specified above are chargeable at \$85/hour. Postage and handling, overnight deliveries, more than one in-person meeting, more than 100 emails, and requests for other services not specifically detailed here are additional.



■ Turnaround Time

We complete every job as quickly as possible. When all the materials for your job are received, we will send you a tentative schedule. Adherence to this schedule will ensure that your project is completed in the shortest possible time. If you have a must-make date or an event, please let us know so we can schedule accordingly.

■ Payment Arrangements

We request a 50% deposit to begin work. This can be sent via regular check (preferred) or at <http://www.1106design.com/payments> which will bring you to PayPal. It is not necessary to have a PayPal account to use this feature. Once at the PayPal screen, you can click “Continue” at the lower left (near the credit card icons) to use your credit card instead.

■ Copyright

By signing this proposal, client acknowledges that he/she has obtained all necessary permissions to publish the material(s) that will be submitted and agrees to indemnify, defend and hold harmless 1106 Design, LLC, its employees, vendors and associated companies from any copyright infringement action that may arise.

■ Kill Fee

In the event of cancellation, you are obligated to pay for work completed up to the date of notification, including expenses. We will send files of completed work to you when payment in full has been received.

■ Rights

All work performed by 1106 Design is *work-for-hire*. All rights to the artwork we create are conveyed to the client upon payment in full for the job. 1106 Design reserves the right to decline to work on any manuscript, without liability, if we believe the content promotes illegal activity of any kind or is offensive in any way.

■ Client-supplied Images and Graphics

Grayscale or color photos must be supplied as high-resolution 300 dpi .tiff files at final size. Black and white “line” art must be supplied as 600 dpi or .eps vector files. Please note: attempting to increase the resolution after the files has been created does not produce acceptable results. We will notify you in advance if images you supply require correction for proper printing. We will be happy to make these adjustments, whenever possible, and this time will be calculated as revisions. Sometimes, images seem fine but problems emerge when the printer processes the files. 1106 Design is not responsible for any such problems or for delays or costs associated with incorrectly prepared artwork supplied by the client.

■ Payment

Should payment not be made according to the terms and conditions set forth in this agreement and this account is placed with a licensed collection agency, client agrees to pay all costs from court actions, including, but not limited to, interest and attorney and process server fees initiated as a result of client’s default. All legal action will be initiated in a Maricopa County, Arizona court. Client further agrees to pay for any collection fees that shall not exceed fifty percent (50%) of the outstanding balance at the time of default. Client further agrees to pay a \$25 returned check fee if client’s check is returned due to non-sufficient funds or for any other reason.

Thanks for taking the time to read this information. Please feel free to ask any question. We’re always happy to explain anything that may be unclear. Thank you again for the opportunity to help you create a beautiful book.

If all items above are agreeable to you and you have no further questions, please complete the order form on the next page and return it with your deposit. The order form can be filled out on screen and submitted electronically, or you may fill it in by hand and fax it to (602) 866-8166. It’s not necessary to overnight your deposit if paying by check—regular mail is fine. We’ll begin as soon as we receive your order form and manuscript.



As detailed in the preceding pages, I am ordering the following services:

- Cover Design (Check one: Level 1 2 3 4 5).....\$ _____
- Interior Page Layout (Check one: Non-fiction: \$4.25/pg. Fiction: \$3.25/pg.)....\$ _____ (estimated)
- Proofreading (\$2.00/pg.)\$ _____ (estimated)
- Copyediting (\$25 per thousand words)\$ _____
- Substantive Editing (\$65 per thousand words)\$ _____
- Editorial Evaluation (\$150—free if you subsequently hire us for editing)\$ _____
- Book Title Consulting (\$300)\$ _____
- Author Bio and Back Cover Copywriting (\$375).....\$ _____
- Indexing (Check one: Level 1 (\$4/pg.) 2 (\$2.50/pg.) 3 (no charge).....\$ _____ (estimated)
- Printing Coordination (\$300)\$ _____
- Postcard or Bookmark (\$150 ea.)\$ _____
- Advance Reading Copy (ARC) (\$125)\$ _____
- Digital Book Printing/Fulfillment.....\$ _____ *(estimated)
- Logo Design (\$800).....\$ _____
- Poster, Banner or Sell Sheet (\$175 ea.)\$ _____
- Book Promotion Press Kit (\$400).....\$ _____
- Ready for Media Inquiries (\$150)\$ _____
- Book Cover Evaluation (\$75).....\$ _____
- Hand-holding.....**FREE!**
- Total cost of services ordered**\$ _____
- Subtract 10% discount (If total is \$3,000 or more)**.....\$ - _____*
- 50% deposit**.....\$ _____

Check or e-check preferred, or you may send deposit via PayPal, www.1106design.com/payments

Client Signature: _____ Date _____

Client Contact Information:

Name: _____

Address: _____

City/State/Zip: _____

Telephone: _____ Fax: _____

Alternate phone: _____ E-mail: _____

From whom did you first learn about our services? _____

May we mention your book on social networking sites as work proceeds? _____

Book Specifications (necessary for design):

Trim size of book: _____ Binding style: _____

White or creme paper? _____ ISBN: _____ Price of book: _____

Title for front cover: _____

Subtitle or other text for front cover: _____

Author name for front cover: _____

*Digital book printing/Fulfillment excluded. Prices in this proposal effective for orders placed through December 31, 2011 only. 1106DesignQuote2011-2)

Frequently Asked Questions and Referrals to People We Trust

■ Can I see some references for your services?

Absolutely! See <http://1106design.com/testimonials/> for a continually updated list of happy clients. Feel free to contact any one of them to check us out.

■ How much should I charge for my book?

If you need a little help in publishing business finance and management, contact Marion Gropen, a financial and management consultant to publishers. Advice is delivered question by question or in DIY packages. See www.GropenAssoc.com or phone 888-3GROPEN.

The Self-Publishing Manual, Volume 1, by Dan Poynter, devotes an entire chapter to this subject, and is an excellent resource for dozens of other topics.

■ Where do I get an ISBN?

Every book needs an ISBN (International Standard Book Number), which is obtained from RR Bowker, the official ISBN agency in the United States. Visit <http://www.myidentifiers.com> to choose the option that is right for your publishing goals. We recommend buying a block of 10 numbers. They never expire, and can be used for various formats of your book (for example, hard cover, soft cover, large print editions, e-book editions, etc.) It may not be necessary to purchase the barcodes offered. We include a free barcode with every cover design.

■ What about the Library of Congress?

A Library of Congress Catalog Control Number (LCCN) is a unique identification number that the Library of Congress assigns to the catalog record created for each book in its collection. Librarians use this number to locate a specific title in the national databases and for other purposes. Under certain circumstances, a Preassigned Control Number (PCN) can be assigned before the book is published. For details and eligibility, as well as links to copyright information, visit <http://pcn.loc.gov/>.

■ What is a P-CIP block?

P-CIP stands for Publisher's Cataloguing in Publication data. This information is used by librarians to catalog your book. It typically appears on the copyright page, and is optional. Your ISBN and PCN should be obtained before you request a P-CIP data block. To obtain a P-CIP block for your book visit, <http://www.quality-books.com/pcip.htm>.

■ How do I arrange for e-book distribution?

E-books utilize new technology that is changing very rapidly. A convenient way to dip your toe into the e-book waters is to sign on with Smashwords, an "e-book aggregator." Smashwords is a free service that helps you publish, promote, distribute and sell your book as a multi-format e-book, ready for immediate sale online at a price you determine. Visit <http://www.smashwords.com> for complete information. We can help format your manuscript for this program if needed.

■ Who's the best for print-on-demand (POD)?

We recommend Lightning Source <http://www.lightning-source.com> (owned by Ingram) for simple, cost-effective print-on-demand and fulfillment services. Lightning Source is not a subsidy publisher. In fact, most subsidy publishers print their books at Lightning Source and pay you a small royalty for each copy sold. You can set up your title at Lightning Source and keep the difference between their manufacturing/distribution costs and the cover price (less retail discounts) while working directly with the largest POD printer in the world. We recommend that you set up your title as a publisher (creating your own publishing company, if you don't already have one), and not as an author. The author track at Lightning Source will bounce you right back to their subsidy publisher clients.

■ Who can help with marketing?

Brian Jud is an author, book-marketing consultant, seminar leader, television host and president of Book Marketing Works, LLC. He works with authors and publishers to help them sell more books into special markets and on TV and radio shows. Visit www.bookmarketing.com to learn more.

The Coalition of Independent Authors is a website where authors help authors market their books. Here you can list your book, sell from your site, and pocket the middleman costs. Visit www.coalition-independent-authors.com.

Reader Views is a one-stop service for authors. They offer reviews, publicity, book videos, as well as coaching on proposal creation. They will also act as an agent and send your proposal to publishers. Please visit: <http://www.readerviews.com>.

A Writer's Assistant, owned by Mary Babic, a Certified Professional Virtual Author's Assistant, helps non-fiction authors with book assembly, including fact checking, permissions, and book marketing. Contact her at <http://auritersassistant.com>.

■ Who can help with audio books?

Recording and producing audio books is the specialty of Raven Audio Books since 1998. John Mahoney works with each author or publisher personally. Thousands of commuters are or could be listening to your audio book. Placing Respect, Integrity, Honesty and Quality Above All Else is "the code" of this business. <http://www.raven-audiobooks.com>

■ What if I have more questions?

We welcome all your publishing questions. If we can't help you directly, or don't know the answer, we probably know someone who can help. So please ask away. We mean it when we say that hand-holding is our most important service!