

# **AUTHORHOUSE DESCRIPTION OF SERVICES**

## **PUBLISHING YOUR BOOK**

### **Expedited Publishing**

#### *Rapid Release<sup>SM</sup>*

- AuthorHouse will expedite the publication of Work, in accordance with publishing options selected above:
  - Paperback Publishing (includes Essential and Premium Poetry)- thirty (30) days from receipt of all materials
  - Hardcover Distribution (includes Premium Hardcover and Premium Hardcover Poetry) - forty-five (45) days from receipt of all materials
  - Color/Children’s Paperback Publishing - sixty (60) days from receipt of all materials

### **Protection and Registration**

#### Library of Congress Control Number

- AuthorHouse shall obtain a control number for Work from the Library of Congress and print it within the book
- AuthorHouse will send one (1) copy of Work to the Library of Congress upon publication

#### US Copyright Registration

- AuthorHouse will complete all forms and requirements to register Author’s Work with the United States Copyright Office (USCO)
- AuthorHouse will send two (2) copies of Work to the USCO and will send Author the original copy of the registration certificate

### **Copyediting Services**

#### Standard Copyediting

- Review of Work for grammar, spelling, punctuation, consistency, and word usage
- Author will receive a finished MS® Word document with suggestions, allowing Author to accept or reject each suggested change
- Within forty-five (45) to sixty (60) business days

#### *Rapid Release Copyediting*

- Review of Work for grammar, spelling, punctuation, consistency, and word usage
- Author will receive a finished MS® Word document with suggestions, allowing Author to accept or reject each suggested change
- Within five (5) business days

#### Expanded Copyediting

- Review of Work for grammar, spelling, punctuation, consistency, and word usage
- Additional assessment of content support and resolution, evaluation of flow, presentation, and sentence structure
- Author will receive a finished MS® Word document with suggestions, allowing Author to accept or reject each suggested change
- Within forty-five (45) to sixty (60) business days

#### Content Editing

- Review of Work for grammar, spelling, punctuation, consistency, and word usage
- Additional assessment of content support and resolution, evaluation of flow, presentation, and sentence structure
- Personal dialogue with editor, which will include an in-depth look at their entire manuscript, its contents, character descriptions, and themes
- Author will work with Editor to make changes, updates, and corrections to Work during the process
- Within sixty (60) to seventy-five (75) business days

### **Illustration Services**

#### Custom Illustrations

- Artist will work with the Author to create artwork to include with the Work
- Author will receive illustration(s) provided by an Illustrator who is skilled and proficient in a variety of artistic styles and mediums
- Number and type of illustrations provided will be based on Author’s selection, according to Custom Illustrations Submission Form and Agreement

## Cover Design Services

### Personalized Back Cover

- AuthorHouse shall include an image and/or up to two hundred (200) words of custom text promoting Author and Work
- If Author selects Hardcover Distribution, AuthorHouse shall include up to seventy-five (75) words of custom text on each of the two (2) inside dust flaps
  - Author agrees to submit the image (full-color or black and white) and/or text desired with Agreement
  - The picture must be at least 2” x 3” but not be more than 8” x 10”

### Custom Cover Illustration

- Author will work with an AuthorHouse Design Consultant and Illustrator to create original artwork for Author’s book cover
- Includes up to five (5) hours of consultation and design production time by an AuthorHouse Illustrator
  - Additional time with the Illustrator is available for purchase at an hourly rate of \$79.00
- Includes Personalized Back Cover and *Book Cover Trend Report*

## Format

### Electronic Distribution (not available with Color/Children’s format)

- Availability of Author’s work in eBook format, available for download through AuthorHouse bookstore
- Assignment of additional ISBN for eBook version

### Hardcover Distribution (not available with Color/Children’s format)

- Availability of Author’s Work as a hardcover book, with dust jacket, under same terms of Paperback Publishing
- Assignment of additional ISBN for hardcover version
- Book must be a minimum of one hundred and eight (108) pages in finished format

## Image Insertion

### Stock Art Image Placement

- Author may view images supplied by AuthorHouse and select royalty-free stock art images for placement into their Work
- Price is per image selected

### Image Scanning

- AuthorHouse will scan and create electronic versions of Author’s hardcopy images for placement into the finished Work

### Image Insertion

- Author may select this option if images need to be inserted into finished Work
- AuthorHouse will place up to ten (10) black and white images OR fifty (50) full-color images (full-color only available with Color/Children’s format) at no added cost to Author

### Image Manipulation

- AuthorHouse will provide adjustments of Author images as needed
  - Includes, but is not limited to, cropping, resizing, light and dark alterations, and rotation

## Data Entry

### Data Entry

- AuthorHouse will data enter (type) Author’s manuscript into an electronic format for layout and design
- Price for service is based on final page count of manuscript
- Difficulty of material may require additional fees

## PROMOTING AND SELLING YOUR BOOK

*AuthorHouse retains the right to refuse to promote books that contain content that is deemed to be false, defamatory, or otherwise injurious to third parties. This may include content that is obscene or could be construed as hate speech.*

### **Personal Marketing Tool**

#### Book Marketing Kit

- Author will receive 100 business cards, 100 bookmarks, and 100 postcards
- Each will include Work's cover, title, Author's name, ISBN, purchase information, and short description, which Author supplies

### **Public Relations and Assisted Promotion**

#### Standard Publicity Package

- AuthorHouse will provide the Author with a professionally-written press release for his/her book and distribute it to one hundred (100) targeted media outlets
- Author will also receive a copy of *Your Voice in Demand* that includes tips on sending press releases and other marketing ideas

#### Expanded Publicity Package

- AuthorHouse will provide the Author with a professionally-written press release for his/her book and distribute it to three hundred (300) targeted media outlets
- Author will receive a copy of *Your Voice in Demand* that includes tips on sending press releases and other marketing ideas
- Author will receive thirty (30) "starter" press kits
- Consists of a folder including custom-designed Fact Sheet, Author Biography Sheet, and copy of Author's press release

#### Newswire Plus

- AuthorHouse will provide the Author with a professionally-written press release about his/her book and distribute it via wire service to media outlets across the United States

### **Personal Media Valet Services**

*(Author understands AuthorHouse will audit Work to ensure program prerequisites are met.)*

#### *Regional*

- AuthorHouse shall promote book within a regional area of Author and Work
- Includes Standard Publicity Service, one (1) Book Marketing Kit, fifteen (15) Press Kits, and direct follow-up with ten (10) specific media contacts over a 30-day timeline
- Author understands to qualify for Regional Media Valet, Author's book must be copyedited by AuthorHouse and have purchased a minimum of Cover Focus Consultation
- Should Author not utilize these services, Work will be reviewed for entrance into the program

#### *National*

- AuthorHouse shall promote book within a national area of Author and Work
- Includes Expanded Publicity Service, Newswire Plus, one (1) Book Marketing Kit, thirty (30) Press Kits, 15-minute radio interview, thirty (30) days of Front Page Initiative and direct follow-up with twenty (20) specific media contacts over a 45-day timeline
- Author understands to qualify for National Media Valet, Author's book must be fiction or non-fiction (poetry not eligible), copyedited by AuthorHouse and have purchased a minimum of Cover Focus Consultation
- Should Author not utilize these services, Work will be reviewed for entrance into the program

#### *Targeted Non-Fiction*

- AuthorHouse shall promote book within a national, targeted area of Author and Work
- Includes Expanded Publicity Service, Newswire Plus, Professional Book Review, 15-minute radio interview, two (2) Book Marketing Kits, fifty (50) Press Kits, sixty (60) days of Front Page Initiative and direct follow-up with thirty (30) specific media and organizational contacts over a 60-day timeline
- Author understands to qualify for Targeted Non-Fiction Media Valet, Author's book must be non-fiction (fiction and poetry not eligible), copyedited by AuthorHouse and have purchased a minimum of Cover Focus Consultation
- Should Author not utilize these services, Work will be reviewed for entrance into the program

## **Print Advertising**

### *ForeWord Magazine Advertisement*

- AuthorHouse shall place a full-color advertisement featuring Author's Work in an issue of *ForeWord Magazine*
- Information will include Work's cover, title, Author's name, ISBN, purchase information and a short description of Work
  - AuthorHouse will supply a 40-word synopsis of Work to Author for review before placement in advertisement

### *New York Times Book Review Advertisement*

- AuthorHouse shall place a black and white advertisement featuring Author's Work in *The New York Times*
- AuthorHouse will write the forty (40) word text for this 3.5" x 1.25" space
- Author will be featured alongside eleven (11) other authors on one (1) full page in the Sunday Book Review Section

## **Bookstore Marketing**

### *Book Buyers Preview*

- AuthorHouse will submit an electronic version of Author's book to use as a preview in book trade distributor systems, such as Ingram Book Group, Baker & Taylor, and Bowker BooksinPrint.com™
- Approximately 6-8 pages of text out of Author's book will be used for preview

### *Booksigning Kit*

- Author will receive ten (10) posters, thirty (30) custom-designed flyers, and one hundred (100) postcard invitations
  - Items will feature the cover of the book to help promote personal appearances and book signings

### *Booksellers Return Program*

- Author's Work will be returnable for purchases made by bookstores
- One-year (1) contract extends from the date that Work is made available for sale
- Author receives a copy of the book's iPage from the Ingram database showing the book's returnable status and list of tips on how to best contact bookstores in order to generate more book sales

## **Internet and Web Marketing**

### *Google and Amazon Book Search Program*

- AuthorHouse will submit an electronic version of Author's book to Google® for inclusion in their Book Search program
- AuthorHouse will submit an electronic version of Author's book to Amazon.com® for inclusion in their Search Inside!™ program

### *Author Web Marketing Service*

- \$99 upgrade will allow for Author to select domain name
- AuthorHouse will produce a Web site with Author-populated content available at Author's domain name
- Updates to Author's Web site content will occur no later than twenty-four (24) business hours after adjustment in the Author Center
- AuthorHouse also agrees to provide Author with a copy of *Best Practices in Web Publishing*
- AuthorHouse will use commercially reasonable efforts to notify Author within sixty (60) days of contract expiration so that Author can renew without an interruption of service
- Initial service lasts for term of one (1) year, but can be renewed at Author's discretion for a longer term

### *Content Management Service*

- AuthorHouse will make periodic updates to Author's Web site on behalf of Author
  - Author can submit changes and text to AuthorHouse via e-mail, and by mail if e-mail is not available
  - AuthorHouse will provide one (1) update per month for the term of one (1) year
  - Additional years of this service can be added at any time
- Author must have purchased Author Web Marketing Service