



Publishing Services

for People, by People

AUTHOR:

TITLE:

ISBN

M-Y Books Ltd

187 Ware Road
Hertford
Herts Sg13 7EQ
UK
01992 586279
Jonathan@m-ybooks.co.uk

1. How It Works

Unlike most Print-On-Demand and E-Book production services, M-Y Books is not an automated or standardised process. That's because we believe every book and every author is unique and should be treated as such! And that's why we quote a price for each of the services listed below that's specific to your manuscript – because some need more 'polishing' than others, some require more editing input than others and, of course, some are very short and some are very long! Don't forget that our proof-readers and editors are all published authors in their own right – so they're rather more helpful and sympathetic to your style and content than your average computer!

Simply click (or tick if working with a hard copy) to indicate the services you would like to use.

Please note that you will need to supply us with the completed book in Microsoft Word or similar format (Please note, there may be an extra charge for PDFs or unusual electronic formats). We can even scan and reproduce copy from printed books!

2. Pre-Production Services

These are applicable for E-books as well as for printed books – and in our view they're all just as important for both formats. Here is a stage-by-stage run-down of the services we provide in the order in which they need to take place.

£	<input type="checkbox"/>	TICK	READER'S REPORT: One of our professional editors will read your work and write a concise one-page report detailing any amendments or editing he or she feels are necessary.
£	<input type="checkbox"/>	TICK	PROOFREADING: We thoroughly check and amend the typescript to remove any technical or grammatical errors.
£	<input type="checkbox"/>	TICK	COPY EDITING: Sometimes recommended when the proofreader finds that the manuscript needs more detailed and involved work, this ranges from slight rewriting in places to enhance description or character to re-ordering chapters and episodes within them.
£	<input type="checkbox"/>	TICK	FRONT COVER CONCEPT AND DESIGN: Creating imagery and layout of front cover only for sign-off (This is developed into full cover in the production stage). At this point we will also discuss and agree design and printing issues (for print books only): weight and type of paper, back cover copy and pricing.
£	<input type="checkbox"/>	TICK	AUTHOR BIOGRAPHY: written by one of M-Y Books' professional writers for use online, in press releases etc.
£	<input type="checkbox"/>	TICK	AUTHOR PHOTO PORTRAIT: Photographed by M-Books' professional photographer for use on book jackets/covers, online and press releases etc.
£	<input type="checkbox"/>	TICK	ILLUSTRATION/PHOTOGRAPHY: Usually only needed for non-fiction.
£	<input type="checkbox"/>	TICK	COMMERCIAL METADATA: M-Y Books generate the commercial metadata that is essential to make the book visible online.

3. Production Services – Printed Books

Only when all of the elements you have selected from ‘Pre-Production Services’ have been completed to your complete satisfaction will we move on to actually making your book. As before, simply tick the boxes to indicate the elements you would like to use.

£	<input type="checkbox"/>	TICK
£	<input type="checkbox"/>	TICK
£	<input type="checkbox"/>	TICK
£	<input type="checkbox"/>	TICK
No of copies: Price per copy: Total:		
£	<input type="checkbox"/>	TICK
No of copies: Price per copy: Total:		

BARCODE CREATION: So that your book will be recognised and properly recorded by retail systems all round the world. (Without a barcode most retailers will refuse to stock it).

BRITISH LIBRARY COPIES: M-Y Books delivers five copies of the book (printed versions only) to be delivered to the British Library depository which keeps copies of all books published in the UK.

DATABASE REGISTRATION: Ensuring your book is listed with all necessary industry databases to allow universal access for the book retail and library systems.

PAPERBACK LAYOUT AND TYPESETTING: Creating the finished front, spine and back cover layout and formatting your manuscript. Includes up to 3 illustrations – extra illustrations charged according to quantity and complexity of layout.

PAPERBACK PRINTING: Your professionally finished paperback printed on demand using your selected weight and type of paper, binding and cover finish.

HARDBACK LAYOUT AND TYPESETTING: As Paperback but with jacket layout for clothbound with dust jacket or typesetting for casebound (no jacket).

HARDBACK PRINTING: Your professionally finished hardback book printed on demand using your selected weight and type of paper, binding and cover finish.

4. Production Services – E-Books

£	<input type="checkbox"/>	TICK
£	<input type="checkbox"/>	TICK
£	<input type="checkbox"/>	TICK
£	<input type="checkbox"/>	TICK
£	<input type="checkbox"/>	TICK

E-BOOK CONVERSION: For all E-Book formats we need to convert your manuscript into the correct format for each kind of E-Book reader and online stores.

EPUB FORMATTING: This is the industry standard format, in which almost all E-Books are produced.

KINDLE FORMATTING: This is required for your book to be sold on Amazon worldwide and to be read on their Kindle readers (your text must first be formatted in EPUB before conversion to MOBI)

PDF: because it is now only used for reading on computers this is not recommended if you propose selling your book widely.

ILLUSTRATED E-BOOK FORMATTING: Prices quoted on a bespoke basis according to number and complexity of illustrations.

5. Marketing – All Formats

£	TICK
£	TICK
£	TICK
£	TICK
£	TICK
£	TICK
£	TICK

AUTHOR FACEBOOK/TWITTER PAGES: Set up by our in-house experts, written and designed to compliment the style and layout of your book(s). A vital marketing tool that helps you build awareness of your work.

AMAZON AUTHOR PAGE: This is your personal presence on the world's most influential online bookseller.

PRESS/MEDIA RELEASE WRITING: Take advantage of our professional writers to create press and media releases that grab editors' attention and get your book featured and reviewed.

MARKETING MATERIALS DESIGN & PRINT: Posters, postcards, business cards and leaflets – designed and printed by our team to compliment your book design and help you promote it effectively.

ADVERTISING & MEDIA BUYING: Concept and design of press advertisement and liaising with press to secure media space at the best rates.

REVIEW COPIES - RETAIL: Promoting your book by supplying review copies to selected Head Buyers of retail chains and the Library Service both locally and nationally.

REVIEW COPIES - MEDIA: Promoting your book by supplying review copies to selected radio stations, regional newspapers, literary supplements, book review websites and specialist journals relevant to your subject matter.

6. Sales & Distribution

£	TICK
£	TICK
£	TICK
£	TICK

PRINT SALES: M-Y Books will publish and print your professionally finished paperback or hardback and ensure availability from all retail channels, internet retail channels and library channels in the USA, Canada and throughout the UK/Europe, offering the book at the normal industry standard retail discount of 50% against the RRP.

ON-DEMAND PRINTING AND SALES WORLDWIDE: M-Y Books offers its authors the best POD print on demand system available. Aligned with Amazon.com and many other retailers, it promises fast turnaround on orders, with no up-front print charges and 6-monthly (twice yearly) royalty payments.

E-BOOK DISTRIBUTION: M-Y Books ensures your book's presence on all major online E-Book retailers including Amazon UK, USA & Canada, Ingrams, Bertrams, Gardners and many more.

7. Costs and Revenue

%

%

ROYALTY PAYMENTS: are based on sales for the periods ending December 30 and June 30 and are payable within 60 days respectively. Books are printed and sales orders fulfilled directly.

PRODUCTION COST PER BOOK is 1p per page for normal paper (80 Gsm) and a 1.5p per page for 90 Gsm with the option to add paperback (soft cover) at £1.00 or a hard cover (laminated full colour) of £2.00 subject to normal market variations in finish.

SALES FULFILMENT: We aim for 24-hour turnaround on sales orders received by e-mail, telephone and post. We have full supplier accounts with Amazon UK, USA & Canada, Ingram's, Bertram's and Gardners

PRINTED BOOK ROYALTY RATE The author will receive the percentage shown on net revenue for all sales of the printed version

NET REVENUE PER RETAIL BOOK sold based on a standard paperback \$15 rrp will be \$7.50 and after print cost, retail discount and delivery \$3.50 approx (or other currency equivalent).

E-BOOK ROYALTY RATE: The author will receive the percentage shown of net revenue (defined as income received after retail discount). At the month end of each quarter you will receive an itemized sales summary and the GBP/other currency total to invoice M-Y Books Ltd

IMPORTANT: Each amendment after author-approved publication is subject to a £50 charge plus print upload fees where applicable.

8. Payment Terms

£ TICK

£ TICK

PAYMENT TERMS: 70% of the overall agreed budget is payable on commencement with 30% paid on receipt and agreement of the final digital proofs and cover design in digital PDF format either by Paypal (international) or BACS for UK bank accounts.

PRINTED BOOK production/cover design/extensive design work for Paperback Format (including itemized marketing services).

E-BOOK production and distribution..

9. Copyright

The Author retains full copyright in all senses and for all uses of the work in all formats, versions and editions.

10. Termination

A.

If for whatever reason the author and or the publisher as understood in the terms of this contract should wish to terminate this agreement then it should be by use of notice of termination giving 90 days notice in writing serviced by registered post. After which time and notice M-Y Books will undertake to delete all sales links and other links to the title on sale and will redirect distribution.

B.

In the event of non-payment of royalties within 60 days of the agreed upon payment schedule, the Author may terminate the contract with only 30 days notice in writing by registered royal mail.

C.

In the event of termination of contract by either party, M-Y Books will provide a full summary accounting of all monies owing immediately due and payable. Any copies of the book in M-Y Book's possession will be returned to the Author at the Author's reasonable expense.

11. Commencement & Renewal

This agreement will commence upon the day of: Until:

After which it may be renewed by agreement of both parties to a renewal contract for continued publication and partnership

8. Parties to this Agreement

The Publisher

J H Miller on Behalf of M-Y books Ltd
187 Ware Road
Hertford
Herts SG13 7EQ

Signed :

Date:

The Author

NAME:
ADDRESS:

Signed :

Date: