

# AUTHORHOUSE DESCRIPTION OF SERVICES

Thank you for engaging us to provide certain services in relation to the publication of your book and other related activities as described below. This Description of Services shall form part of and shall be read in conjunction with the Services Order Form and our standard Terms which are located at [www.authorhouse.co.uk](http://www.authorhouse.co.uk), under 'Get Published'/'Agreements'.

## PUBLISHING YOUR BOOK

### Publishing Options

#### OPTION 1 - Standard Paperback Publishing (black and white interior)

- Prepare the main body of the Work for distribution as a black-and-white quality trade paperback
- Design a full-colour cover
- Obtain an International Standard Book Number (ISBN)
- Register UK copyright at the Agency for Legal Deposit Libraries
- Register the Work with distributors so that it may be available for sale via "print-on-demand" (printed as ordered) technology at AuthorHouse's designated retail outlets using these systems
- Author receives up to ten (10) image insertions, one (1) paper galley, and one (1) complimentary copy of Work

#### OPTION 2 - Colour Paperback Publishing (full-colour interior)

- Prepare Work's interior for distribution as a full-colour quality trade paperback version
- Design a full-colour cover
- Obtain an International Standard Book Number (ISBN)
- Register UK copyright at the Agency for Legal Deposit Libraries
- Register the Work with distributors so that it may be available for sale via "print-on-demand" (printed as ordered) at retail outlets using these systems
- Author receives up to fifty (50) image insertions, up to two (2) hours of design time, one (1) CD-ROM galley, and one (1) complimentary copy of Work

#### OPTION 3 - Waterstone's Basic Package

- Prepare the main body of the Work for distribution as a black-and-white quality trade paperback
- Design a full-colour cover
- Obtain an International Standard Book Number (ISBN)
- Register UK copyright at the Agency for Legal Deposit Libraries
- Register the Work with distributors so that it may be available for sale via "print-on-demand" (printed as ordered) technology at AuthorHouse's designated retail outlets using these systems
- AuthorHouse shall send five (5) advance copies of the Work to the Author
- AuthorHouse shall send three (3) advance copies of the Work to the specified branch of Waterstone's to be displayed in the store and to be made available for purchase, for a ten (10) week period

#### OPTION 4 - Waterstone's Premium Package

- Author shall receive all items included in the Waterstone's Basic Package (OPTION 3)
- AuthorHouse shall send fifteen (15) additional advance copies of the Work to the Author
- Author shall receive US Copyright (OPTION 14) and a registered UK copyright at the Agency for Legal Deposit Libraries
- Rapid Release*<sup>SM</sup> Service (OPTION 13)
- Standard Press Release Package (OPTION 23)

#### OPTION 5 - Borders Basic Package

- Prepare the main body of the Work for distribution as a black-and-white quality trade paperback
- Design a full-colour cover
- Obtain an International Standard Book Number (ISBN)
- Register UK copyright at the agency for legal deposit libraries
- Register the Work with distributors so that it may be available for sale via "print-on-demand" (printed as ordered) technology at AuthorHouse's designated retail outlets using these systems
- AuthorHouse shall send five advance copies of the Work to the Author
- AuthorHouse shall send three advance copies of the Work to the specified branch of Borders to be displayed in the store and to be made available for purchase, for a ten (10) week period

#### OPTION 6 - Borders Basic Colour Package

- Prepare Work's interior for distribution as a full-colour quality trade paperback version
- Design a full-colour cover
- Obtain an International Standard Book Number (ISBN)
- Register UK copyright at the agency for legal deposit libraries
- Register the Work with distributors so that it may be available for sale via "print-on-demand" (printed as ordered) at retail outlets using these systems
- Author receives up to fifty (50) image insertions, up to two (2) hours of design time, one CD-ROM galley, and one (1) complimentary copy of Work
- AuthorHouse shall send five advance copies of the Work to the Author
- AuthorHouse shall send three advance copies of the Work to the specified branch of Borders to be displayed in the store and to be made available for purchase, for a ten (10) week period

#### OPTION 7 - Borders Premium Package

- Author shall receive all items included in the Borders Basic Package (OPTION 5)
- In addition, AuthorHouse shall send fifteen additional advance copies of the Work to the Author
- Author shall receive US copyright (OPTION 14) and a registered UK copyright at the agency for legal deposit libraries
- Rapid Release* Service (OPTION 13)
- Standard Press Release Package (OPTION 23)

#### OPTION 8 - Borders Premium Colour Package

- Author shall receive all items included in the Borders Basic Colour Package (OPTION 6)
- In addition, AuthorHouse shall send fifteen additional advance copies of the Work to the Author
- Author shall receive US copyright (OPTION 14) and a registered UK copyright at the agency for legal deposit libraries
- Rapid Release* Service (OPTION 13)
- Standard Press Release Package (OPTION 23)

## **Pre-Publication**

### **OPTION 9 - Copy-Editing Programme**

- This is a professional copy-editing service provided by accomplished copy-editors with years of experience at many of the established publishing houses in the UK
- The AuthorHouse network of seasoned copy editors will provide the all-important objective 'eye' which most writers need
- They will apply the UK publishing industry's style guide standards as laid out in the Oxford Guide to Style and the Oxford Dictionary for Writers and Editors, and their editorial processes will ensure that your book is checked for grammar, spelling and punctuation as well as for issues of general consistency such as names and places

### **OPTION 10 - Custom Illustrations**

- AuthorHouse will provide Author with the services of the Program performed by an Illustrator who is skilled and proficient in a variety of artistic styles and mediums
- Illustrator will work with the Author to create artwork to include with the Work
- Author also agrees to read and sign both the "Custom Illustrations Program Agreement" and "Custom Illustrations Submission Information Form," which, with Author's signature, will become part of this Agreement

## **Book Formatting**

### **OPTION 11 - Hardcover Distribution (Available only with OPTIONS 1, 3, 4, 5, & 7)**

- AuthorHouse shall prepare the Work for distribution as a hardback book
- Obtain an International Standard Book Number (ISBN)
- Register the Work with distributors so that it may be available for sale via "print-on-demand" (printed as ordered) technology at AuthorHouse's designated retail outlets using these systems
- All hardback books must be greater than one hundred eight (108) pages in length, and 6" x 9" in dimension

### **OPTION 12 - Electronic Distribution (Available only with OPTIONS 1, 3, 4, 5, & 7)**

- AuthorHouse shall prepare the Work for distribution and sale in electronic format (e-book) through AuthorHouse.co.uk

### **OPTION 13 - Rapid Release<sup>SM</sup> Service**

- AuthorHouse will expedite the publishing process
- Standard paperback books will be completed within forty-five (45) days of submission of all materials
- Hardcover books will be completed within sixty (60) days of materials submission
- Colour paperback books will be completed within seventy-five (75) days of submission

## **Rights Management**

### **OPTION 14 - US Copyright Registration**

- AuthorHouse shall complete all forms and requirements to register the Author's Work with the United States Copyright Office (USCO)
- Upon publication, AuthorHouse will send two (2) copies of the Work to USCO and will send the Author the original copy of the registration certificate when it has been received from USCO

### **OPTION 15 - US Library of Congress Control Number**

- AuthorHouse shall obtain a control number for the Work from the Library of Congress and upon publication will send one (1) copy of the Work to the Library of Congress
- The Library of Congress Number will be printed inside the book

### **OPTION 16 - Distribution Channel Access Fee, Additional Year(s) (DCAF)**

- By selecting any of Options 1 through 8, the Author will receive two (2) years of ongoing accessibility to the Work for purchase by the Author and third parties at no charge
- If the Author selects Option 12, s/he will receive (an) additional year(s) of ongoing accessibility to the work for purchase by the Author and third parties
- The Distribution Channel Access Fee covers additional distribution time of one (1) year for one (1) format of the Work

## **Book Cover Design**

### **OPTION 17 - Personalised Back Cover**

- Include the Author's photograph and/or up to two hundred (200) words of customised text promoting the Author and the Work
- Author understands that the style and format of the cover is entirely at the discretion of AuthorHouse
- If the Author selects Hardcover Distribution, AuthorHouse shall include up to seventy-five (75) words of customised text promoting the Author and the Work on each of the two (2) inside dust-jacket flaps of the hardback version
- The Author agrees to submit the photograph (full-colour or black-and-white) and/or text requested with the Agreement
- The photograph must be at least 2" x 3" (51 mm x 76 mm) in size, but not more than 8" x 10" (203 mm x 254 mm)

### **OPTION 18 - Cover Focus Consultation**

- AuthorHouse will provide Author with guidance on possible and/or marketable artwork ideas for the Author's book cover
- This consultation is executed via a one (1) hour conference call with the Author's Design Consultant and Cover Designer
- Includes a Personalised Back Cover

### **OPTION 19 - Custom Cover Illustration**

- Author will work with an AuthorHouse Design Consultant and Illustrator to create original artwork for Author's book cover
- The service includes up to five (5) hours of consultation and design production time by an AuthorHouse Illustrator
- The Custom Cover Illustration will be produced by AuthorHouse
- Additional time with the Illustrator is available for purchase at an hourly rate of £40.00
- Personalised Back Cover is included

### **OPTION 20 - Exclusive Cover Design**

- Author will work closely with an AuthorHouse Illustrator to create original artwork for Author's book cover
- The service includes up to fourteen (14) hours of consultation and design production time by a professional AuthorHouse Illustrator
- Original artwork can be created in watercolour, pastel, acrylic, graphite, pen & ink, collage, digital media or photography
- Available styles include: traditional, contemporary, whimsical and portraiture
- Additional time with the Illustrator is available for purchase at an hourly rate £40.00

# PROMOTING AND SELLING YOUR BOOK

## Direct Marketing Pieces

**\*\*Each carries information about the Work. Each will include the Work's cover, title, ISBN, and the Author's name; information on how to purchase the Work; and short descriptions which the Author will supply**

### OPTION 21 - Marketing Kit

- Author will receive one hundred (100) bookmarks, one hundred (100) postcards, and one hundred (100) business cards

### OPTION 22 - Printed Promotional Pieces

#### Business Cards

- AuthorHouse shall create 1000, 2500, or 5000 (of Author's choosing) business cards regarding Work

#### Bookmarks

- AuthorHouse shall create 1000, 2500, or 5000 (of Author's choosing) bookmarks regarding Work

#### Postcards Cards

- AuthorHouse shall create 1000, 2500, or 5000 (of Author's choosing) postcards regarding Work

## Public Relations

### OPTION 23 - Standard Press Release Package

- AuthorHouse will work with an external public relations agency to write a press release for Author's new book
- This press release will be distributed to approximately one hundred (100) media contacts throughout the UK
- Author will receive a list of the media outlets to which the press release has been sent for future follow up

### OPTION 24 - Advanced Press Release Package

- AuthorHouse will work with an external public relations agency and the Author to discuss various angles and possibilities for a press release campaign
- AuthorHouse and the external public relations agency will write a press release and distribute it to approximately two hundred (200) media contacts throughout the UK
- Author will receive a list of the media outlets to which the press release has been sent for future follow up

### OPTION 25 - Standard Publicist Package

- Author shall receive a one (1) hour meeting with the Publicist to plan a bespoke marketing strategy
- The Publicist will provide a one (1) page report outlining the marketing strategy
- The Publicist will act as the Author's media contact for thirty (30) days
- The Publicist will create a unique E-bulletin designed to the Authors specification

### OPTION 26 - Advanced Publicist Package

- Author shall receive all items included in the Standard Publicist Package
- Author shall receive the Standard Press Release Package (OPTION 23)
- The Publicist will follow up the Press Release on behalf of the Author
- The Publicist will work with Author for a period of sixty (60) days
- The Publicist will act as the Author's media contact for sixty (60) days
- The Author will receive an initial appraisal of business issues
- The Publicist will contact National and Regional media on the Author's behalf

## Public Relations - US

### OPTION 27 - Media Alert

- After an Author has purchased the Standard Publicity Package or Expanded Publicity Package, the Author can elect to have additional press releases sent out for special occasions, i.e. book signings, speaking events, awards
- Each Media Alert will be sent to fifty (50) media outlets in the Author's selected city

### OPTION 28 - Press Release Service

- AuthorHouse will provide the Author with a professionally written press release written for his/her book (in US English) for the US market
- Author will receive a copy of *Your Voice in Demand* which includes tips on sending press releases and other marketing ideas

### OPTION 29 - 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 in the US or Canada
- Author will also receive a copy of *Your Voice in Demand* which includes tips on sending press releases and other marketing ideas

### OPTION 30 - 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 in the US or Canada
- Author will also receive a copy of *Your Voice in Demand* which includes tips on sending press releases and other marketing ideas
- Author will also receive thirty (30) "starter" press kits
- Each "starter" press kit will consist of a folder that includes a custom-designed Fact Sheet, an Author Biography Sheet, and a copy of the Author's press release

### OPTION 31 - Newswire Plus

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

### OPTION 32 - Book Review

- AuthorHouse will contract with an independent review service in the US to provide the Author with an independently written review of the Author's Work
- Author will receive a copy of the review upon completion

### **Print Advertising**

#### **OPTION 33 - *Guardian* Newspaper Advertising**

- AuthorHouse shall place a full-colour, 1.37" x 2.2" (35 mm x 56 mm) advertisement of the Work in the Saturday Review Section of the *Guardian* newspaper
- The information published will include the Work's cover and title, the Author's name, the ISBN, and a short description of the Work which the Author will supply
- This advert and five (5) others featuring AuthorHouse Authors' works will together comprise a collective advertisement within the Saturday Review Section

#### **OPTION 34 - *The Bookseller* Magazine Advertising**

- AuthorHouse shall place a full-colour, 1.37" x 2.2" (35 mm x 56 mm) advertisement of the Work in an issue of *The Bookseller* magazine
- This magazine reaches booksellers, librarians, literary agents and readers throughout the UK
- The information published will include the Work's cover and title, the Author's name, the ISBN, and a short description of the Work which the Author will supply
- This advert and seven (7) others featuring AuthorHouse Authors' works will together comprise a collective advertisement within *The Bookseller* magazine

#### **OPTION 35 - *The Writers Forum* Magazine Advertising**

- AuthorHouse shall place a full-colour, 1.37" x 2.2" (35 mm x 56 mm) advertisement of the Work in an issue of *The Writers Forum* magazine
- This magazine is targeted to writers of novels, short stories, plays film scripts and poetry throughout the UK
- The information published will include the Work's cover and title, the Author's name, the ISBN, and a short description of the Work which the Author will supply
- This advert and seven (7) others featuring AuthorHouse Authors' works will together comprise a collective advertisement within *The Writers Forum* magazine

### **Print Advertising - US**

#### **OPTION 36 - *ForeWord Magazine* Advertising**

- AuthorHouse shall place a full-colour, 1.5" x 4" (38 mm x 102 mm) advertisement of the Work in an issue of *ForeWord Magazine* magazine
- This magazine reaches booksellers, librarians and readers throughout the US
- The information published will include the Work's cover and title, the Author's name, the ISBN, information on how to purchase the Work, and a short description of the Work which the Author will supply

#### **OPTION 37 - *New York Times* Advertising**

- AuthorHouse shall place a black-and-white, 3.5" x 1.25" (89 mm x 32 mm) advertisement of the Work in the Sunday Book Review Section of the *New York Times*
- This advert and thirteen (13) others featuring AuthorHouse Authors' works will together comprise a full-page advertisement within the Sunday Book Review Section

### **Bookstore Availability**

#### **OPTION 38 - Booksigning Kit**

- Ten (10) full-colour posters
- Thirty (30) custom-designed flyers
- One hundred (100) postcard invitations featuring the cover of the book to help them promote his/her appearances and book signings

#### **OPTION 39 - Booksellers' Return Programme**

- Author's Work may be returned by bookshops purchasing the Author's Work
- One- (1-) year contract commences on the date that the Work becomes available for sale
- Author receives an iPage Report from the distributor's database, showing the title as returnable

### **Internet and Web Marketing**

#### **OPTION 40 - Domain Name**

- AuthorHouse shall select and register one (1) domain name in respect of the Work and set up automatic links between it and the Work's unique page on authorhouse.co.uk
- This domain name and the setting up and maintenance of the links shall be valid from the purchase date or the Work's first date of availability for sale on the AuthorHouse Web site, whichever is later
- The Author understands that the domain name is registered under the name of AuthorHouse and that registration transfer will incur a £20 administration charge

#### **OPTION 41 - Book Search Programme**

- AuthorHouse will submit an electronic version of the Work to Google® for inclusion in Google's Search programme and Amazon.co.uk's *Search Inside!*<sup>™</sup> programme

#### **OPTION 42 - Bookstore Front Page Feature**

- AuthorHouse will display the Author's book cover as a featured book on the .co.uk bookshop, along with seven (7) other titles for a period of thirty (30) days