



# Book Design & Layout

Jennifer Omner, ALL Publications, phone 503-690-2438

**Selections for** \_\_\_\_\_

(print your name here)

This document assists in designing your book and preparing it for the printer. Together we can make your hard work look beautiful by taking time now to choose design elements. My goal is to express your unique style through the design of your book and have you be thrilled with its appearance!

Elements covered in the following pages include:

Paperback or hardcover

Cover or jacket design

Illustrations and photographs

Size

Fonts

Drop/Raised/Small caps

Headers/Footers

Pricing

Promotional items

***Please note:***

Your manuscript needs to be submitted in Microsoft Word®, Rich Text Format (RTF), or Text (TXT—this format does not support type embellishments such as bold, italics, etc.). If you have questions, please ask me!

All editing needs to be completed ***prior*** to sending your manuscript to me for design and layout.

Unlike many self-publishing services, you retain the rights to your book and you do not buy your own books back at a discount. They are yours!

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Please mark your selections and/or call me at 503-690-2438 to discuss your book. You can fax this document to me at 503-645-8054 or mail it to me: Jennifer Omner, ALL Publications, 11400 NW Plainview Road, Portland, OR 97231-2524.

## My book will be:

- Paperback                       Hardcover

## Printing:

- I will handle printing my book                       I want you to handle printing my book                      Quantity to print \_\_\_\_\_

## Cover or jacket design:

- I own a photograph or illustration that I want you to use on the cover  
 I have an idea, but I need a designer to work with it (custom work)  
 I will be submitting the finished cover artwork in a high-resolution pdf file, ready to print

## Inside my book:

Graphics (illustrations, photographs, charts, maps, drawings, etc.) add to the design complexity. There is a per item charge for incorporating and sizing graphics. This charge does not include creating them.

- Quantity 1-10:    \$25 each  
Quantity 11-20:   \$20 each  
Quantity 21+:     \$15 each

- I own graphics that I will submit *electronically* (acceptable formats include .jpg, .eps, .tif, .ai, .psd)  
Quantity of black & white graphics \_\_\_\_\_      Quantity of color\* graphics \_\_\_\_\_

\*Color adds to the printing price. Color photographs and most color illustrations can be reproduced in black and white.

- I have ideas for the illustrations and I need a graphic artist (custom work)  
 I need you to scan my photographs (\$30 each for black & white up to 5 x 7 inches; inquire for larger sizes and color)

## I want the finished size of my book to be:

- 5 ½ x 8 ½ inches                       6 x 9 inches                       7 ¾ x 9 inches                       8 ½ x 11 inches  
 Other

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**My finished book will be this many pages (see below to estimate page numbers):**

- under 48 pages
- 48 pages to 149 pages
- 150 pages to 249 pages
- 250 pages to 349 pages
- 350 pages to 449 pages
- over 450 pages

## **Estimating number of pages:**

Here is a guideline for estimating your page count. Many factors will determine final page count such as photographs, illustrations, number of chapters, dialogue, design, and more.

About 300 words fit on a 6 x 9 inch page. Microsoft Word® and other software programs have a feature that will give you the word count of a document. Take the word count of your manuscript and divide it by 300. This will give you a rough page count for a book with no illustrations and fairly solid text. This method does not apply to poetry, cookbooks, picture books, children's books, and perhaps your unique book.

The page count of your book will be more closely calculated after the first 10 pages have been designed and formatted for printing.

## **Terms:**

When you approve the first 10 pages of your book formatted for printing, 50% of the total estimated amount is due. The balance is due after you have approved the completed format, and *prior* to submitting the file to the printer. More about pricing later in this document, now for the fun stuff . . .

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## Font (type style)

What font would you like for the body text?

### Adobe Caslon Pro

This is a sample of Adobe Caslon Pro, 12 point. Numbers look like this: 0123456789. Text looks: “Wunt amcommy nostrud dipit nullupt atincilissim zzril iliscip sumsandre te eum num dolestrud dolore feugiamet, sendreros nullandrer iurero corper susto dolorper aut alissecte dipsuscinih ea commolo borerate ming eniamet ing enibh ea con henim eugiam alit num adipsumsan euis at?”

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Tie min vulla consequat ipsuscin volenis digniam et nulla commodo er aliquissisl ing et, vol-or sequatem nim zzril ullut lobore doloreetum nulla faccum odolortis eros nullum ver acin

### Adobe Jenson Pro

This is a sample of Adobe Jenson Pro, 12 point. Numbers look like this: 0123456789. Text looks: “Wunt amcommy nostrud dipit nullupt atincilissim zzril iliscip sumsandre te eum num dolestrud dolore feugiamet, sendreros nullandrer iurero corper susto dolorper aut alissecte dipsuscinih ea commolo borerate ming eniamet ing enibh ea con henim eugiam alit num adipsumsan euis at?”

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Tie min vulla consequat ipsuscin volenis digniam et nulla commodo er aliquissisl ing et, vol-or sequatem nim zzril ullut lobore doloreetum nulla faccum odolortis eros nullum ver acin henibh eratie ex et, quametum diatie dolorpe rci

### Garamond Premier Pro

This is a sample of Garamond Premier Pro, 12 point. Numbers look like this: 0123456789. Text looks: “Wunt amcommy nostrud dipit nullupt atincilissim zzril iliscip sumsandre te eum num dolestrud dolore feugiamet, sendreros nullandrer iurero corper susto dolorper aut alissecte dipsuscinih ea commolo borerate ming eniamet ing enibh ea con henim eugiam alit num adipsumsan euis at?”

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Tie min vulla consequat ipsuscin volenis digniam et nulla commodo er aliquissisl ing et, vol-or sequatem nim zzril ullut lobore doloreetum nulla faccum odolortis eros nullum ver acin henibh eratie ex et, quametum diatie dolorpe rci

I pick Adobe Caslon Pro

I pick Adobe Jenson Pro

I pick Garamond Premier Pro

None of the above. I want this font: \_\_\_\_\_

(Please note: If I don't already own the font you want, the cost to purchase it will be an additional charge.)

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## Drop, Raised, or Small Caps

How would you like the first letter of each chapter (or first few words with small caps) to appear?

### Drop Cap:

**D**unt amcommy nostrud dipit nullupt atincilisim zzril iliscip sumsandre te eum num dolestrud dolore feugiamet, sendreros nullandrer iurero corper susto dolorper aut alissecte dipsuscinibh ea commolo borerate ming eniamet ing enibh ea con henim eugiam alit num adipsumsan euis at.

I want Drop Caps

### Raised Cap:

**D**unt amcommy nostrud dipit nullupt atincilisim zzril iliscip sumsandre te eum num dolestrud dolore feugiamet, sendreros nullandrer iurero corper susto dolorper aut alissecte dipsuscinibh ea commolo borerate ming eniamet ing enibh ea con

I want Raised Caps

### Small Caps:

DUNTAMCOMMYNOSTRUD dipit nullupt atincilisim zzril iliscip sumsandre te eum num dolestrud dolore feugiamet, sendreros nullandrer iurero corper susto dolorper aut alissecte dipsuscinibh ea commolo borerate ming eniamet ing enibh ea con henim eugiam alit num adipsumsan euis at.

I want Small Caps

### Standard:

Dunt amcommy nostrud dipit nullupt atincilisim zzril iliscip sumsandre te eum num dolestrud dolore feugiamet, sendreros nullandrer iurero corper susto dolorper aut alissecte dipsuscinibh ea commolo borerate ming eniamet ing enibh ea con henim eugiam alit num adipsumsan euis at.

I want a standard capital letter

# Book Design & Layout

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## Headers and Footers

Headers are located at the top of the page. Footers are located at the bottom of the page. How would you like the page numbers and other information (book title, author's name, chapter titles, etc.) to appear on the pages of your book? Please pick from the following examples or describe your preference (see pages 6–8).

<p>2</p> <p style="text-align: right;"><i>Author's Name</i></p> <p>The number 2 above is a placeholder for the page number. The Author's Name above is a placeholder for your name on even numbered pages. There is no footer in this selection.</p>	<p><i>CHAPTER TITLE</i></p> <p style="text-align: right;">3</p> <p>The CHAPTER TITLE above is a placeholder for your chapter titles on odd numbered pages. The number 3 above is a placeholder for the page number. There is no footer in this selection.</p>
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I want the information formatted like this at the top of the pages.

<p>The number 2 below is a placeholder for the page number. The Author's Name below is a placeholder for your name on even numbered pages. There is no header in this selection.</p> <p>2</p> <p style="text-align: right;"><i>Author's Name</i></p>	<p>The CHAPTER TITLE below is a placeholder for your chapter titles on odd numbered pages. The number 3 below is a placeholder for the page number. There is no header in this selection.</p> <p><i>CHAPTER TITLE</i></p> <p style="text-align: right;">3</p>
------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

I want the information formatted like this at the bottom of the pages.

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## Headers and Footers continued

<i>BOOK TITLE</i>	<i>Chapter Title</i>
<p>The BOOK TITLE above is a placeholder for your book title, centered at the top of the even numbered pages. The number 2 below is a placeholder for the page number, centered at the bottom of the page.</p>	<p>The Chapter Title above is a placeholder that will change for your chapter titles, centered at the top of the odd numbered pages. The number 3 below is a placeholder for the page number, centered at the bottom of the page.</p>
2	3

I want the header and footer combination above.

<i>BOOK TITLE</i>	<i>Chapter Title</i>
<p>The BOOK TITLE above is a placeholder for your book title, left-justified on even numbered pages. The number 2 below is a placeholder for the page number. It will be left-justified at the bottom of the page.</p>	<p>The Chapter Title above is a placeholder that will change for your chapter titles, on odd numbered pages. The number 3 below is a placeholder for the page number. It will be right-justified at the bottom of the page.</p>
2	3

I want the header and footer combination above.

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## Headers and Footers continued

I don't want any of the header and footer options on the previous pages. I want this (please explain in the blank space below or attach an example)\*:

I also want a graphic in the header or footer (please explain in the blank space below or attach an example)\*:

\*An additional charge might be incurred depending on the complexity of what you have described.

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**Is there anything else you envision for the design of your book?**

(Please feel free to attach examples of work you really like.)

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## Pricing

*(The pricing in this document is current through December 31, 2008. The website [www.ALLPublications.com](http://www.ALLPublications.com) will always have a current version of this document.)*

These figures will give you an idea of the price for the design and layout of the **interior** pages of your book, in black ink. Printing and book cover design are not included. All editing needs to be completed *prior* to sending your manuscript to ALL Publications for design and layout.

under 48 pages .....	\$595–\$795
48 pages to 149 pages.....	\$795–\$995
150 pages to 249 pages .....	\$995–\$1195
250 pages to 349 pages.....	\$1195–\$1395
350 pages to 449 pages.....	\$1395–\$1595
over 450 pages .....	\$1595+
layout index .....	\$195
add color to design.....	\$500

Based on your selections and my design expertise, I will initially design and format 10 pages of your manuscript. You will review and approve these pages before paying a deposit. If you want something different after reviewing the first 10 pages, I will make the changes and resubmit those pages to you for approval. If you have design changes after reviewing the second set of 10 pages, there is a \$50 per hour charge for additional changes. You will need to approve the design of the first 10 pages of your book before work progresses.

You will receive electronic pdf files to review the first 10 pages *and* your completely formatted book (extra charge for hard copy sent to you via mail). Changes after you receive the completely formatted book will be charged at \$50 per hour. Upon your approval and final payment, a high-resolution pdf file will be sent to the printer. You will approve a hard copy proof from the printer prior to your book printing. Changes at this point will incur an extra charge from the printer.

## Terms

When you approve the first 10 pages of your book formatted for printing, 50% of the total estimated amount is due. The balance is due after you have approved the completed format, and *prior* to submitting the file to the printer.

Please initial if you agree to the information on this page: \_\_\_\_\_

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## Other services offered by ALL Publications

Design book cover

Coordinate book printing

Acquire ISBN Number, Bar Code, and Library of Congress Control Number (LCCN) for your book: \$95 total or \$35 per item

## Other possible costs associated with publishing a book

Hard copy for review (instead of an electronic version)

Book cover design or coordinate design

Editor's charge

ISBN number

The International Standard Book Number (ISBN) is a unique number that identifies one title or edition of a title from one specific publisher and is unique to that edition.

Bar Code

Your ISBN can be translated into a worldwide compatible bar code format. Bar code scanning is used in the U.S. by major bookstore chains for book publications and book-related items.

U.S. Copyright Office: Literary Works Registration (preregistration is also available for a fee to protect your work in progress)

If requested, I will give you the application form to fill out, sign, and submit with your payment and two copies of your completed book.

## PROMOTIONAL ITEMS

### Postcards

If you would like postcards to promote your book, the front of your postcard will be a replica of your book cover in full-color and the back will be in black ink and provide information about your book and how to order it. The size will be 4 x 6 inches for mailing at the current postcard rate.

Design fee \$95 (if you have changes to the design presented, those changes will be billed at \$50 per hour)

Printing

Quantity 500..... \$178.75

Quantity 1000.....\$224.25

Quantity 2500 .....\$360.75

Quantity 5000..... \$529.75

Inquire about other quantities (note that quantities below 500 cost the same as 500)

Shipping charge is additional

Mailing list and postage are not included

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## Business Cards

Business cards can be designed and printed to promote yourself and your book. You can hand out these instead of giving away copies of your book! These are full-color business cards printed on one side. They are the standard business card size: 2 x 3 ½ inches.

Design fee \$95 (if you have changes to the design presented, those changes will be billed at \$50 per hour)

Printing

Quantity 500..... \$85.50

Quantity 1000..... \$135.00

Quantity 2500 .....\$290.00

Inquire about other quantities (note that quantities below 500 cost the same as 500)

Shipping charge is additional

## Bookmarks

Bookmarks are another way to promote your book. These are full-color bookmarks printed on one side. Size: 2 x 6 ¾ inches.

Design fee \$95 (if you have changes to the design presented, those changes will be billed at \$50 per hour)

Printing

Quantity 1000.....\$208.75

Quantity 2500 ..... \$275.00

Shipping charge is additional

## Postcards, business cards, and bookmarks to promote your book

Yes, I want:       postcards       business cards       bookmarks

Yes, please design and print:

Quantity of postcards to print \_\_\_\_\_ Quantity of business cards to print \_\_\_\_\_ Quantity of bookmarks to print \_\_\_\_\_

No, I'll pass on these promotional items