



# Book Design & Layout

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

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Author \_\_\_\_\_

Date \_\_\_\_\_

Book Title \_\_\_\_\_

This worksheet identifies your options, assists in designing your book, and preparing it for the printer. We can make your hard work look beautiful by taking time now to discuss these elements. My goals are to convey the emotion and message of your book through the design, produce a saleable product, and have you be thrilled with its appearance.

Elements covered in this worksheet include:

Paperback, hardcover, eBook

Size

Printing

Cover or jacket design

Fonts

Drop, raised, and small caps

Headers and footers

Pricing and options

Graphics

Promotional items

**Please note:** Your manuscript needs to be submitted in Microsoft Word® or Rich Text Format (RTF). 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 publishing services, when working with me:

- 1) You keep all profits from the sale of your books,
- 2) You retain the rights to your book, and
- 3) You are the publisher.

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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 503-501-4851 or mail it to me: Jennifer Omner, ALL Publications, 11400 NW Plainview Road, Portland, OR 97231-2524. We can meet in person if you are in the Portland, Oregon area.

## My book will be

- Paperback
- eBook format:
- Hardcover
- screen-version pdf file for selling from my website (non-reflowable)
- ePUB (standard format for Sony readers, Apple products, etc.)
- Kindle (Amazon's reader)

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

- 5 ½ x 8 ½ inches
- 6 x 9 inches
- 7 x 10 inches
- 8 ½ x 11 inches
- Other

## Printing

How many books can you sell? Your answer and the contents of your book will help determine the printing method (offset or digital). If there are many pictures, illustrations, and graphics in your book, you will get the best quality with offset printing. The cost-effective quantities for offset printing are 1000+ per print run. If you want to start with less than 500, I recommend digital printing. Some size restrictions might apply depending on the digital printer although the sizes listed above are fairly standard.

Quantity to print \_\_\_\_\_

- I know I want to handle printing my book and plan to use this book printer: \_\_\_\_\_
- I want you to handle printing my book (500 copies or more)
- I'm unsure

## 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

# Book Design & Layout

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**My finished book will be this many pages (see below to estimate number of pages)**

- 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 can 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 files to the printer. More about pricing later in this document, now for the fun stuff . . .

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## Font (typeface)

Is there a specific font you would like for the text (the majority of words on the page)? The three options below provide legible text. Look at the numbers, capital Ws, and question marks to help see the differences among them. I will pick a font for the chapter headings based on the contents of your book, and I'd be happy to pick the font for the text also.

### Adobe Caslon Pro

This is a sample of Adobe Caslon Pro, 12 pt.

Numbers look like this: 0123456789. Letters look like this: a b c d e f g h i j k l m n o p q r s t u v w x y z and A B C D E F G H I J K L M N O P Q R S T U V W X Y Z.

Text: “Wunt amcommy nostrud dipit nullupt atincilisim zzril iliscip sumsandre te eum num dolestrud dolore feugiamet, sendreros nullandrer iurero corper susto dolorper aut alissecte dipsuscinihb ea commolo borerate ming eniamet ing enibh ea con henim eugiam alit num adipsumsan euis at?”

Te min henit lum vero odipit delismo dignisit non ut venim il esto et accumsan eriure dit vel dipit luptatisim do odolore dignim vel dip et adio do consequisi. Susci blan er se faccum velit exer ipit ad dolorpe riuscilit, sit ilit nulputpatum dolore magna.

### Garamond Premier Pro

This is a sample of Garamond Premier Pro, 12 pt.

Numbers look like this: 0123456789. Letters look like this: a b c d e f g h i j k l m n o p q r s t u v w x y z and A B C D E F G H I J K L M N O P Q R S T U V W X Y Z.

Text: “Wunt amcommy nostrud dipit nullupt atincilisim zzril iliscip sumsandre te eum num dolestrud dolore feugiamet, sendreros nullandrer iurero corper susto dolorper aut alissecte dipsuscinihb ea commolo borerate ming eniamet ing enibh ea con henim eugiam alit num adipsumsan euis at?”

Te min henit lum vero odipit delismo dignisit non ut venim il esto et accumsan eriure dit vel dipit luptatisim do odolore dignim vel dip et adio do consequisi. Susci blan er se faccum velit exer ipit ad dolorpe riuscilit, sit ilit nulputpatum dolore magna.

### Minion Pro

This is a sample of Minion Pro, 12 pt.

Numbers look like this: 0123456789. Letters look like this: a b c d e f g h i j k l m n o p q r s t u v w x y z and A B C D E F G H I J K L M N O P Q R S T U V W X Y Z.

Text: “Wunt amcommy nostrud dipit nullupt atincilisim zzril iliscip sumsandre te eum num dolestrud dolore feugiamet, sendreros nullandrer iurero corper susto dolorper aut alissecte dipsuscinihb ea commolo borerate ming eniamet ing enibh ea con henim eugiam alit num adipsumsan euis at?”

Te min henit lum vero odipit delismo dignisit non ut venim il esto et accumsan eriure dit vel dipit luptatisim do odolore dignim vel dip et adio do consequisi. Susci blan er se faccum velit exer ipit ad dolorpe riuscilit, sit ilit nulputpatum dolore magna.

I pick Adobe Caslon Pro

I pick Garamond Premier Pro

I pick Minion Pro

Please pick for me.

None of the above, please present another option.

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 henim eugiam alit num adipsumsan euis at.

I want raised caps

### Small Caps:

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 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

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## Headers and Footers

A header is located at the top of a page and a footer is at the bottom. 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 examples on this page and the next, or describe your preference on page 8, or I will present a combination that works well in your book.

|  |                   |  |          |
|--|-------------------|--|----------|
| <i>2</i>   | <i>Book Title</i> | <i>Chapter Title</i>   | <i>3</i> |
| <p>The Book Title above is a placeholder for your book's title on even numbered pages. The 2 above is a placeholder for the page number. There is no footer in this selection.</p> |                   | <p>The Chapter Title above is a placeholder for your chapter titles on odd numbered pages. The 3 above is a placeholder for the page number. There is no footer in this selection.</p> |          |

I want this information at the top of the pages.

|  |                   |  |          |
|--|-------------------|--|----------|
| <p>The Book Title below is a placeholder for your book's title on even numbered pages. The 2 below is a placeholder for the page number. There is no header in this selection.</p> |                   | <p>The Chapter Title below is a placeholder for your chapter titles on odd numbered pages. The 3 below is a placeholder for the page number. There is no header in this selection.</p> |          |
| <i>2</i>   | <i>Book Title</i> | <i>Chapter Title</i>   | <i>3</i> |

I want this information at the bottom of the pages.

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## Headers and Footers continued

|   |  |
|---|--|
| <i>Author's Name</i>  | <i>Chapter Title</i>   |
| The Author's Name above is a placeholder for your name, centered at the top of the even numbered pages. The 2 below is a placeholder for the page number, centered at the bottom of the page. | The Chapter Title above is a placeholder for your chapter titles, centered at the top of the odd numbered pages. The 3 below is a placeholder for the page number, centered at the bottom of the page. |
| 2   | 3  |

I want the header and footer combination above.

|  |  |
|--|--|
| <i>Book Title</i>  | <i>Chapter Title</i>   |
| The Book Title above is a placeholder for your book title, flush left on even numbered pages. The 2 below is a placeholder for the page number. It will be flush left at the bottom of the page. | The Chapter Title above is a placeholder for your chapter titles, flush right on odd numbered pages. The 3 below is a placeholder for the page number. It will be flush right at the bottom of the page. |
| 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 or attach an example)\*:

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

**Is there anything else you envision for the design of your book?** (Please describe or attach examples of work you like.)

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

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## Pricing

*This pricing is valid through December 31, 2010. The Services page of [www.ALLPublications.com](http://www.ALLPublications.com) will always have a current version of this document.*

## Interior design and formatting

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 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+                           |
| lay out index .....                                       | \$195                             |
| lay out references or bibliography over 10 pages .....    | \$195                             |
| add color to design.....                                  | \$500                             |
| screen-version pdf file eBook (included in above pricing) |                                   |
| format interior for an ePUB file.....                     | \$200+ (price depends on content) |

## Cover design

If you own a photograph or illustration that you would like to have made into a book cover, that generally runs \$500–\$700 for a paperback book. This includes creating a front cover, back cover, and spine, and 2 revision cycles. Additional revisions are available at \$50/hour. You provide the marketing copy and I'll make it pop. (Tip: Consider gaining endorsements to use on the back cover.)

You don't own an eye-catching photo for the cover? We'll discuss your book and develop a plan. I can refer you to sites *or* do an initial photo search to provide you with various options. My initial photo search is included in the price above, additional searches available at \$75/hour. Cost of the photo is additional.

- I own a photograph or illustration to use on the cover
- Please provide me with sites so I can search for a photograph
- Please search for a photograph based on our discussion
- Yes, please convert my book cover you've designed into a file for use on my website and other online promotions: \$25

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## Also 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 converted to 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 and white up to 5 x 7 inches; inquire for larger sizes and color)
- Yes, I have reviewed the instructions below regarding incorporating graphics into my manuscript

## Instructions for incorporating graphics in the manuscript

To include any graphics (illustrations, photographs, charts, maps, drawings, etc.) please follow these steps.

1. Do not include the graphic files *in* the manuscript, they should be in separate files. If you have created charts or graphs in Microsoft Word®, please email me your manuscript so I can advise you what we can do.
2. Label the file with a name that makes sense to you. For example, instead of IMG0094.jpg change the name to FarmersMarket.jpg.
3. At the appropriate place in your manuscript, type in BOLD letters: **PLACE PHOTO NAMED FarmersMarket.jpg HERE.**  
If you don't type this in your manuscript, I won't know where you want your graphic placed. This also helps you think through your graphics before giving them to me, which saves you money. If you decide you want a graphic in a different place, or want a graphic swapped after I have received your materials, the charge to redo it is \$50/hour billed in quarter hour increments.
4. Send your graphics to me electronically if you have a few, or on a disk if you have many. These files need to be high resolution for print so the file size will be large.
5. Only send me the graphics you intend to use in your book.

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## Meetings

One meeting is free of charge to determine if we are a good fit. We will discuss your project, my process including this worksheet, and publishing. Ideally this meeting happens about the same time the professional editing of your manuscript is being completed. This meeting can be in person in the Portland area, or via telephone. If the meeting exceeds 2 hours, the excess time will be charged at \$95/hour.

Additional in-person meetings, consultations, thinking through to make a decision, etc. are available at \$95/hour. Sign a contract and I'll include another one-hour in-person meeting. Communication is essential and I've found email and telephone to be as effective, if not more so, than additional meetings. I design books for many out-of-state authors and we work successfully via email and telephone.

## The process

We meet (in person, phone, or email) and then I assemble a contract based on our discussion. You have an opportunity to review the pricing and sign it. After receiving the signed contract and a professionally-edited manuscript, I will begin:

- Based on your selections in this worksheet and my design expertise, I initially design and format 10 pages of your manuscript.
- You review and approve these pages, or if you want something different, I will make the changes and resubmit the pages to you for approval.
- If you have design changes at this point, there is a \$50 per hour charge for those changes.
- You will need to approve the design of the first 10 pages of your book before work can progress.
- I complete the layout of your book and email you the file for approval.
- While you're reviewing that, I generally start on the cover because the page count needs to be finalized to obtain the measurement of the spine.

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 you or the printer (if I'm coordinating printing). 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. If I am *not* coordinating the printing of your book, I will send *you* the print-ready files after your approval and payment.

Please initial if you agree to pricing information in this document: \_\_\_\_\_

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## Other services offered by ALL Publications

Consultation only at \$95 per hour

Coordinate book printing for runs of 500+ when I have designed the book

If I design the interior pages only, I will review the cover design for accuracy prior to submitting files to the printer. If the cover is not print-ready, it's \$95/hour to fix it or communicate with your cover designer.

You coordinate printing and need my help beyond receiving the print-ready files: \$95/hour

This includes, but is not limited to, filling out your printer's required paperwork or online forms, telephone calls and emails regarding printing, and uploading files.

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

- I will obtain these on my own
- Please order 1 ISBN
- Please order 10 ISBNs
- Please order 1 bar code
- Please order an LCCN

## Other possible costs associated with publishing a book

Editor's charge

Hard copy for review (instead of an electronic version)

ISBN

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. Each format (paperback, hardcover, version of eBook, etc.) must have its own ISBN. Sold individually or in blocks of 10 or more.

Bar Code

Your ISBN can be translated into a worldwide compatible bar code format. Bar code scanning is used by bookstores and retail stores when selling books 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 to fill out, sign, and submit with your payment and two copies of your completed book.

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## 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 (note that quantities below 500 cost the same as 500)

Quantity 1000.....\$224.25

Quantity 2500 .....\$360.75

Shipping charge is additional, mailing list and postage are not included

### 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 (note that quantities below 500 cost the same as 500)

Quantity 1000..... \$135.00

Quantity 2500 .....\$290.00

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

### Please design my promotional items, I'll coordinate printing myself

Yes, please design only:     postcards             business cards             bookmarks