



**W. BRUCE CONWAY**  
Book Design & Self-Publishing.”

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## **Publishing Packages & Services Price List**

Job Project Code: \_\_\_\_\_

### **W. Bruce Conway Publishing Packages & Additional Services Price List - page 1 (10.1.2010)**

#### **Book and Cover Design Package Deals** (additional services not specified in packages are extra / see page 2)

##### **Cover or Dust Jacket Design**

\$50 per hour -Full color cover design with creative typography, stock or author-supplied photograph(s), ISBN#, laser barcode, color proofs/ CD/DVD backup included.

##### **Economy Book Design Package - \$595**

- Full color cover, designed with creative typography
- ISBN#/Copyright submission/laser barcode
- forematter pages: title page/CIP data page/acknowledgement page
- Manuscript formatting and layout/auto page numbering/type choices
- Convert final book design/layout into Acrobat .pdf for printer submission / backup to CD or DVD.

##### **Basic Book Design Package - \$795**

- Full color cover designed with creative typography and stock photo (and/or author supplied art)
- ISBN#/Copyright submission/Library of Congress PCN#/laser barcode
- fore matter pages: title page/CIP data page/table of contents/acknowledgement page
- Manuscript formatting and layout/auto page numbering/type choices
- Insertion of author-supplied graphic elements (photos, charts, graphs, illustrations, cartoons).
- Convert book to Acrobat Portable Document Format (.pdf)
- Print-On-Demand through BookSurge/Amazon.com. This POD package allows authors to order their books at special discount prices, and have consumer retail orders processed online and automatically shipped to buyers. Book orders are transacted via credit card, GooglePay or PayPay. Booksurge/Amazon sends monthly checks, or make automatic electronic transfers into author bank accounts.

##### **Intermediate Book Design (With POD), and online bookstore - \$995**

- Full color cover design with creative typography, stock photo, or author supplied photograph/s and art elements
- ISBN#/Copyright submission/laser barcode/Library of Congress PCN#
- fore matter pages: title page/CIP data page/table of contents/dedication page/acknowledgement page/forward/introduction
- backmatter pages: Notes/glossary/about the author
- Manuscript formatting and layout/auto page numbering/type choices
- Insertion of author-supplied graphic elements (photos, charts, graphs, illustrations, cartoons).
- Convert book to Acrobat Portable Document Format (.pdf)
- Print-On-Demand through LightningSource (Ingram). This POD package allows authors, book stores and distributors to order their books at wholesale prices. Book orders are transacted via credit card, GooglePay or PayPay. Booksurge/Amazon sends monthly checks, or make automatic electronic transfers into author bank accounts.

More on page 2

## **Publishing Packages and Additional Services Price List - page 2 (10.1.2010)**

### **Setup Author's Virtual Publishing Company/Ingram POD Package - \$695**

Illumina will create and setup an author's own Virtual Publishing Company with complete POD retail/wholesale control.

#### **The V.P.C./Ingram POD Package includes:**

- Company name search/State name search/ and Bowker registrations
- Logo design/Business Card/Stationary Letterhead/ Envelope
- Print-On-Demand wholesale vender setup with web-based control panel for book printing/order processing/online sales and fulfillment
- Inclusion into BookSurger/Amazon or LightningSource/Ingram International distribution partner channels (for both POD setups there there is an additional charge of \$160)
- Full web site design with cyberstore (accepts credit card and online payments) Web site design includes and one year web hosting package, free domain name search and registration.

#### **Additional Publishing Services - (If not included in Book Design Packages)**

- Consulting fee - \$50 per hour
- Concept development - \$50 per hour
- Print brokerage and publisher communication/facilitation - \$50 per hour

#### **Graphic and technical services**

- Book formatting and page layout - \$50 per hour
- Typesetting/Entering revisions and corrections into manuscript - \$50.00 per hour
- Consulting with editors and proofreaders for author - \$50.00 per hour
- Image scanning: \$5.00 per print scan, \$8.00 per scan for slides
- OCR (optical character recognition) of previously printed book manuscript. - 1.00\$ per page
- Image manipulation: (crop/adjust color/cleanup/resize/special effects) - \$50.00 per hour
- Logo/business card/letterhead/stationary design package - \$299.00 - \$499.00 (request bid)
- B & W laser printout - \$.10 cents per page
- Color proofs - price dependant upon image size and quantity
- Backups to CD and DVD for archiving - \$8.00 per disk
- Troubleshooting of pre-formatted author manuscript - \$50.00 per hour
- Editing corrections/changes to author's manuscript - \$50.00 per hour
- Typographical design and manipulation - \$50.00 per hour
- Macintosh computer system technical support for graphic art, photographic and publishing systems. - \$70.00 per hour
- Registering copyright for author - \$50.00 per hour + required copyright filing fee.
- Creation of laser bar code for book cover - \$25.00

#### **Web Site Design & Management**

- Web site design with optional cyberstore (to accept credit card and online payments) \$50 per hour. Bids available upon request.
- Web-hosting package, free domain name search and registration - \$69.00 per year.

#### **ISBN (International Standard Book Numbers)**

- ISBN number plus Barcode for book jacket: \$50.00