



*CheckPoint*  
*Press*

# ***Author's Guide***

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## INTRODUCTION

Welcome to the CheckPoint Press *free* author's guide.

CheckPoint Press aims to utilise the best of traditional publishing standards with the advantages of modern technology. Accordingly, and in addition to our *new e-books program* (on p 29), we offer two quality publishing services:

(i) 'No-fees' *traditional-style contracts* for deserving authors (see pages 9 & 26), and (ii) low-cost *self-publishing services* for quality manuscripts, including full-or-part colour books, in hardback, paperback and/or e-book formats.

It is important that you read through this document carefully before emailing us with specific questions, or entering into contract with us. This is one of the ways we keep administration costs down, and pass those savings to our clients.

Thank you for your understanding.

***Please note: all manuscripts must pass an editorial appraisal before becoming eligible for inclusion in the CheckPoint Press library. Please see page 13 for instructions on how to submit your manuscript for appraisal.***



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Seven Free Copies			
Available to the Retail Market			
Worldwide Distribution			

## OVERVIEW

CheckPoint Press is an author services and publishing company. We are here to help you, the author, publish your work.

We will do our very best to ensure that you and your work are treated with professional respect and courtesy throughout.

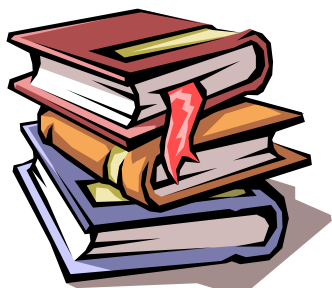
We use innovative Print-On-Demand (POD) technology to ensure expedient, cost-effective and eco-friendly publishing practices, and can print and dispatch hardback and paperback titles in any language, in black-and-white or colour, from multiple printer locations to any destination worldwide.

Our aim is to guide the prospective author as smoothly as possible through the sometimes-complex decisions involved in book publishing.

We have found the key to efficiency and cost-effectiveness is to allow the author to do what he or she does best, and then let each respective specialist involved in the book-production process to apply their skills and expertise with the minimum of interventions. In other words, you the author write and polish your manuscript. Then we work alongside you to produce a quality book you can be proud of.

Just as with long-established 'traditional publishing' houses; in the great majority of cases it is usually not necessary to go into lengthy and detailed technical discussions with each and every author concerning the multiple choices available to each and every book designer, printer, publisher, distributor, wholesaler and retailer involved in the book-production process. For unless the author is familiar with these processes and can specify precisely what they require; engaging in unnecessary technical discussions can result in confusion, takes up valuable time, and may push the cost and viability of the process beyond practical limits.

Having said this however, we do of course remain open to discussing any aspect of book production that will help you feel more comfortable with our service, and we hope that this basic guide will help to answer most of your questions. Please understand however that the more complicated or drawn-out the book production process becomes – the more costly it becomes.



We therefore respectfully suggest that you, as the prospective author, should focus primarily on ensuring the literary quality of the manuscript *before* sending it to us. If your manuscript meets CheckPoint Press standards, we will then return a digital proof-sample of the proposed interior style for you to view before going any further. If it does not meet our standards, then we will advise accordingly. This is all part of our 'Free Consultation' service before any agreement is signed, so you have absolutely nothing to lose... but please ensure you submit your manuscript according to our submission guidelines on page 13 of this guide. Thank you.

Now please read on to see what a great deal we are offering to prospective authors..



## IMPORTANT!

### Please read this general overview of the publishing industry first.

Most authors approach publishers without fully understanding the way the publishing industry works. Accordingly, there is a considerable amount of confusion on the part of the prospective author, which can – and often does – put the author in a disadvantaged position when dealing with prospective publishers.

Currently, there are two main approaches to getting your hardcopy book published and ‘into the system’; (i) the long established ‘traditional publishing’ model, and (ii) modern Print-On-Demand (or POD) publishing. Without a clear grasp of the differences between these two publishing models, many authors fail to understand exactly what it is they are applying for when they submit their manuscripts for appraisal. The following table will hopefully illustrate the key differences, and the respective advantages and disadvantages of the two competing models, and therefore help the prospective author make the right decisions without getting embroiled in costly delays and confusion, and without falling prey to the many unscrupulous operators who would willingly separate you from your cash.

A third publishing option not covered in the table below is that of self-financed self-publishing, whereby the author engages a printer directly to print a run of books. This option however, is only suitable for those who do NOT need their books readily available in bookstores for ordering, dispatch and delivery worldwide. The following comparisons may include some generalisations. Not all publishing companies of course, will fall precisely and exactly into one of these categories. *E-book publishing services are also now available from Checkpoint Press as a separate, add-on service. Please see p \*\*\* of this guide and the website.*

	<b>Long-Established Traditional Publishing Model</b>	<b>New and Innovative Print-On-Demand Publishing</b>
1	Began with the invention of the European printing press in 1440	Began with the advent of modern digital technology in the late 20 <sup>th</sup> Century
2	Uses large ink-and-paper printing machines, type-set plates and/or lithographic plates	Uses compact laser printers and computer-generated digital files
3	From manuscript to publication usually takes many months	Book files that are ‘print ready’ can be turned into a new book in days
4	Uses a host of middlemen and a series of technical and mechanical steps to prepare the book for printing	Can be prepared for printing by one well-informed and capable person. No mechanical aspect or related costs are involved in the preparation stages
5	Needs to print numerous copies upfront in order to get price-per-copy down to a reasonable retail figure per unit	Can print just one copy at a time and still have a reasonable retail figure per unit
6	Needs a physical storage facility (warehouse) for the inventory whilst awaiting distribution	No storage is required, as book files are purely digital and can therefore be ‘stored’ on any computer or digital database
7	Needs a physical distribution network to transport the books (warehouses, trucks, drivers etc) Costs are paid upfront by publisher.	Uses existing distribution networks (such as Amazon.com / Ingrams etc) to process orders. Costs are paid by customers when they purchase your book

8	Needs a sales and marketing department to ensure the books are taken up by high street bookstores	Relies chiefly upon online marketing such as Amazon.com, and the direct promotions of the author and publisher (in some cases) to generate sales
9	Needs to sell the bulk of the pre-printed books in order to justify the cost of the print run in the first place – or face a financial loss	Doesn't have to sell any books at all in order to justify the creation of the book in the first place (e.g: private family memoirs etc)
10	Publisher assumes all the costs, and may even forward an advance to the author (which is later deducted from net profits and royalties)	Most POD publishers require the author to pay them for their services. Certain POD publishers (such as CheckPoint Press) may enter into 'partnership publishing' or even offer <i>free</i> 'traditional contracts' and then share the royalties with the author
11	Because of the considerable upfront costs and investment undertaken by the publisher, the author usually surrenders all their legal rights and most of their royalties	Because of the relatively modest <u>upfront</u> costs (no costly inventory; no paper-and-ink; no extra staff etc), author <u>should</u> keep most rights and bulk of royalties, depending upon contract terms, and the ethics of the POD publisher
12	Publisher assumes full control of book and its future (films, sequels etc), and strives to profit to the maximum. Royalties paid to authors are rarely more than 10%. (CheckPoint Press pays up to 80%)	Publisher (if they are ethical) negotiates fair terms with the author that reflects the realities of POD publishing; receives fair compensation regarding the genuine investment of the publisher (in time, skills and costs); and rewards the author fairly
13	Book will usually be available (via certain distributors) for ordering to bookstores worldwide, and will usually have some physical copies in certain high-street bookstores at some point in their history	POD books are 'available' for ordering to all bookstores worldwide, but will usually NOT be placed in high-street bookstores. However, this <u>can</u> be done, although there are certain extra costs, expenses and contractual obligations to consider
14	High-street bookstores demand discounts of up to 60% (or more) off the retail price before giving up shelf space, and non-selling books either have to be recycled, destroyed or returned to the publisher	To negotiate up to 60% discounts with high street bookstores; then print unsold books upfront; then pay for the return of unsold books somewhat defeats the whole concept of POD (print-on-demand) publishing
15	Unsold books have to be returned to the publisher – or destroyed – at the publisher's expense	Under normal conditions, no POD book gets printed until <u>after</u> it has been paid for. Therefore, no returns or related costs are generated
16	Because of the need to make substantial book sales, and because most sales occur when customers handle the product personally, the overall 'quality' of the book itself is more-or-less guaranteed. Professional book designers, editors and type-setters will all have played their part in constructing a quality product	Because <i>most</i> POD publishers make their money upfront for 'author services' (vs actual book sales) there are few guarantees that your book will be produced to industry standards. Also, unscrupulous publishers will often mislead the aspiring author into thinking they can 'place' the book into high street bookstores, simply by getting the author to pay more fees. This is a deliberate scam. Please be aware!
17	Books need to be commercially viable – at least to the point where they cover their considerable set-up costs and make some profit for the publisher and their affiliates. Accordingly, many 'worthy' manuscripts do not get accepted, and many questionable ones do – as long as they have the potential to turn a profit	Because of the relatively low set-up costs (compared to traditional publishing) non commercially-viable books (such as personal memoirs for example) can be produced regardless of the sales potential and STILL remain available to bookstores worldwide. In short, a POD book need not be a potential 'bestseller' to justify its creation. But here at CheckPoint Press we believe it should still be a quality product

## THE VERY BEST PUBLISHING DEAL ANYWHERE - FOR PROFESSIONAL WRITERS..

**PUBLISH YOUR BOOK FOR ONLY £99 UK!**  
(approx €120 Euro / \$150 US)

**INCLUDES ISBN, BARCODE, MARKETING SUPPORT,  
& WORLDWIDE SALES & DISTRIBUTION..**

*(For print-ready files only - see below)*

If your book's digital files are completely print-ready in pdf format, and require no adjustments, alterations or editing in order to meet our quality requirements, then we will publish your book for only £99 UK / €120 / \$150 with no other hidden extras or costs.\*

This is a great-value service for professional authors, editors, book designers or printers who already know how to prepare their own print-ready files and need to get their work into the global marketplace as quickly and inexpensively as possible - without making any of the compromises associated with indiscriminate self-publishing.

If your work qualifies,\*\* we will assign an ISBN and barcode and have it available in our worldwide distribution system for ordering and delivery anywhere in the world, and you as author will be able to purchase your own books at only 20% over pure printing costs.

However, the conditions for inclusion must be strict. If we feel your files are not fully ready when submitted for inspection, you will be advised accordingly. You may then either resubmit the files fully-prepared in order to qualify for this special package - or you may opt for one of our other high-value publishing packages.

\* International exchange rates apply. A digital proof of cover and interior is included. Paperback / hardback proofs will cost extra - as will your legal requirement to lodge copies with national libraries.

\*\* Our normal quality standards still apply in regards to content, theme, and quality of writing and editing

*See 'publishing options' on the CheckPoint Press website for more details*



Is my manuscript well-written, properly edited and formatted?

Does the Table of Contents match the page numbering?

Is the cover properly designed, aligned, 600 dpi image resolution, bleed areas, spine text, area for ISBN and barcode?

Am I sure everything is exactly as it needs to be?

**IF THE ANSWER TO ANY OF THE ABOVE IS 'NO' or 'DON'T KNOW' - THEN PLEASE SEEK EXPERT ASSISTANCE BEFORE SUBMITTING YOUR WORK FOR THIS £99 PACKAGE**



## FREE MARKETING SUPPORT & WORLDWIDE DISTRIBUTION..

**Including one-click ordering, dispatch & delivery to anywhere in the world..**

### IN ADDITION, WE PROVIDE YOU WITH..

- ✓ Free advice on book promotion strategies
- ✓ Promotional flyers for reviewers and resellers.....▶
- ✓ Your book details forwarded to all the major booksellers
- ✓ Automatic placement on dozens of international booksellers' websites
- ✓ Sample 'Look Inside' pdf feature, & placement on our website.....▶
- ✓ Referrals to professional book promotion agencies at discounted rates
- ✓ Your book lodged with national libraries
- ✓ Placement in our international direct-distribution system
- ✓ Standard trade discounts offered to bulk buyers



The image shows two examples of promotional flyers for new book releases. Each flyer includes the following information:

- CheckPoint Press, Ireland** contact details: Tel: 095 43779, Email: editor@checkpointpress.com, Website: www.checkpointpress.com
- CheckPoint Press** logo with the tagline "Boldly. With Something to Say."
- NEW TITLE RELEASE** header.
- INFORMATION FOR REVIEWERS & RESELLERS** sub-header.
- Book Title:** SECONDARY SCHOOL ASSEMBLIES For Busy Teachers; Vol 1 (top flyer) and SCHOOL TRIUMPH (bottom flyer).
- Author:** Mark Williams (& others) (top flyer) and Robert F. Kelly (bottom flyer).
- ISBN:** 978-1-906628-35-2 (top flyer) and 978-1-906628-36-9 (bottom flyer).
- Retail price:** UK €14.95 / US \$24.95 / Euro €16.95 (top flyer) and UK €14.95 / US \$24.95 / Euro €16.95 (bottom flyer).
- Book Details:** Paperback, 130 pages, 9 & W7 x 10in or 254 x 178 mm, Perfect Bound on White.
- Subject Codes:** (Adventure Fiction) 1: EDU000000 Education - General, 2: EDU025000 Education - Secondary, 3: EDU040000 Education - Classroom Management (top flyer); 1: Science - General, 2: Science - Physics, 3: Science - Chemistry, 4: Science - Biology (bottom flyer).
- Special Offer:** Available via Ingram's / Baker & Taylor at 25% trade discount - currently non returnable (POD). Bulk orders shipped direct from publisher at 30% discount.
- Additional Text:** "Assemblies For Busy Teachers" section on the top flyer describes the collection's content, including the story of Guy Fawkes and the gunpowder plot, and mentions that orders of 10 or more books earn a 30% discount.

*These services can cost hundreds or even thousands extra with other publishing operations. But with CheckPoint Press all this comes as standard with our self-publishing or traditional contract packages...*



## So.. **Traditional Contract** or **Paid Self-Publishing?**

*(For e-books please see p 28)*

CheckPoint Press offers two main choices to qualifying authors (*please see our submissions standards on page 13*). So the first decision you need to make is which of these two options best suits you? Generally speaking, fiction, poetry and personal memoirs will *not* qualify for a traditional contract.

*Candidates for the 'traditional contract' program might include academic works; professional social commentaries; text books; instruction manuals; interesting / famous biographies; second editions of previous good sellers; political commentaries; or indeed any book that we believe has 'something special to say' and deserves to be published..*

<b>Traditional Contract</b>	<b>Paid Self-Publishing</b>
No fees to qualifying authors	All-inclusive prices starting from only £200
3-year (negotiable) contracts	Choice of three publishing packages
CheckPoint Press guides the publishing process	Author guides the publishing process
50% net royalties	80% net royalties
Rights revert to author at contract's end	Author keeps all rights throughout

### **'NO FEES' TRADITIONAL CONTRACTS..**

If your work meets our quality standards in theme, content, and technical merit, we may offer you a 'traditional' publishing contract. This means that if we see exceptional merit and/or commercial promise in your work, we will undertake to produce your book at our expense under agreed conditions (see page 26).

#### **Negotiable Contracts**

The usual term of a CheckPoint Press traditional publishing contract is three years at 50% royalties. But we remain open to negotiations.

#### **Up to 50% Royalties**

50% royalties is a very healthy slice of profits for a traditionally-published author (the average in the industry would be 7%). In some cases, this figure may be adjusted to accommodate the costs of additional preparatory work on our part - or the sales potential of any given book.

#### **Regular Payments**

Royalties are paid quarterly; April, July, October and January, along with a detailed CheckPoint Press statement. Original book-sales statements will be made available on request.

#### **Files Revert to Author at Contract's End**

Once the contract is terminated (for any reason) all *original* files of your work will be returned to you unconditionally. Digital files of the published book can also be secured at a nominal rate commensurate with the original set-up costs to CheckPoint Press.

## **SELF-PUBLISHING PACKAGES AT A FRACTION OF THE COST..**

Traditionally, from completed manuscript to books-in-hand usually costs thousands. At CheckPoint Press, we produce books from start to finish at a fraction of that cost, with all-inclusive self-publishing packages starting from only £200 UK pounds, €250 Euros, or \$300 US dollars.\* Furthermore, you may purchase your own books one-at-a time or by the truckload at just 20% over direct production costs.

### **High Quality..**

All potential manuscripts are pre-screened for content and quality, and published books are finished to the highest industry standards. A CheckPoint Press book is a book to be proud of.

### **Author Friendly..**

You and your manuscript will be treated with courtesy and respect throughout. We will respond to emails promptly. We will keep you informed of progress on your book, and you the author, have the final say on all major decisions.

### **Fast & Efficient..**

No more waiting for months or years. Once we have signed an agreement, we promise to turn your print-ready files into a professional book in 40 days or less - often much quicker than this – depending of course on the complexity of the process.

### **Worldwide Circulation, Distribution and Delivery..**

We can deliver your books anywhere, anytime. CheckPoint Press is contracted with the largest printing and distribution services in the industry including Lightning Source printers in the USA, UK, Canada, Australia, Germany, Spain & Brazil, with distribution handled by Ingrams, Gardeners, Neilsen, Bowkers and Baker & Taylor. We also link into Amazon USA, UK, Canada, France, Germany and Japan, as well as numerous other booksellers worldwide, including W.H.Smiths, Easons, Barnes & Noble, Tesco, and many more..

### **Author Keeps All Rights & 80% Royalties!**

You may do whatever you wish with your finished book - including withdrawing it from our system should you choose to do so. As far as royalties are concerned - we believe we are offering the very best deal in the business, paying the author 80% of pure net royalties. In other words, no inflated production costs, no hidden extras, no complicated formulas. The author gets a straightforward 80% of whatever we get paid by retailers and wholesalers, and all backed up with original invoices. If you compare these generous rates and fiscal transparency to other self-publishing services – not to mention our dedication to book quality and client relations – this simply HAS to be the best deal in the business!

*See page 29 of this Author's Guide for our Self Publishing Agreement Terms & Conditions*

## THREE PAID 'SELF-PUBLISHING' PACKAGES

We keep our costs down by offering three easy-to-understand packages from only €200 Euro (UK £180 / US \$300) as detailed below:

*Please remember that we only publish quality books, and your manuscript must pass our (free) quality appraisal before acceptance (see page 9)*

- **Our BASIC PACKAGE** – for private paperback books *not* intended for the general retail market
- **Our STANDARD PACKAGE** – for paperbacks & hardbacks intended for the general retail market and worldwide distribution
- **Our CUSTOM PACKAGE** (for all other options, including hardbacks, colour books and e-books)

### At €200 (Euro), the Basic Package is for you if...

You only need to produce a few non-retail copies of your work (an academic thesis or dissertation, research projects etc)

You only intend to produce a handful of copies of your book to give to friends and family (personal memoirs, poetry, a family history etc)

You already have a definite market you can sell to without using our distribution service (teachers-to-students, lecturers-to-attendees etc)

You have no interest in putting your work into the international marketplace (e.g. an internal instruction manual for employees etc)

You are considering upgrading to the Standard or Custom packages at a later date

### At £300 (Euro), the Standard Package is for you if...

You want a professional, marketable paperback or hardcover book

Your book needs a high-impact full-colour cover (see example far right)

You intend to sell your book through traditional retail channels

You want the book available via Ingrams, Easons, Amazon.com etc..

You want the seven free copies offered with this package

You are building a career as a writer

### From only £250 (Euro) the Custom Package is for you if...

You want a book in an unusual size

You want a book with a colour interior

Your book contains more than four pages of images

Your manuscript is in a language other than English

Your book contains less than 80 or more than 400 pages (after interior formatting)

Your book contains multiple charts, diagrams, or other content requiring special formatting

You are submitting an existing book or finished manuscript to be scanned into our production and distribution system



*If you are not sure which package you need, just send your manuscript to the editor for an initial assessment as part of our FREE appraisal service*

**Basic Package €200 Euro (UK £180 / US \$300)** *Remember, you can also opt for the ‘Traditional Contract’ which is FREE to the author*

<b>Trim Size (inches)</b>	<b>Page Count*</b>	<b>Manuscript Screening</b>	<b>Interior Design &amp; Formatting</b>	<b>2-Colour Paperback Cover</b>	<b>Digital Proof Copy</b>	<b>ISBN</b>	<b>Seven Free Copies</b>	<b>Available to Retail Market</b>	<b>Worldwide Distribution</b>
5.5 x 8.5 or 6 x 9	80—200	Yes	Yes	Yes	Yes	No	No	No	Yes

**Standard Package €300 Euro (UK £260 / US \$420)**

<b>Trim Size (inches)</b>	<b>Page Count*</b>	<b>Manuscript Screening</b>	<b>Interior Design &amp; Formatting</b>	<b>Full-Colour Glossy Cover</b>	<b>Digital Proof Copy</b>	<b>ISBN</b>	<b>Seven Free Copies</b>	<b>Available to Retail Market</b>	<b>Worldwide Distribution</b>
5.5 x 8.5 or 6 x 9	80—200	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes

*\* Higher page counts may incur a **one-off only** set-up charge of €1.00 (Euro) per additional page over 200. For lower counts – see below.*

**Custom Package Choices (from €250)**

Our Custom Package is primarily for those wishing to produce any other type of book NOT covered by our Basic or Standard Packages.

Theoretically, we are able to produce any type of book that you would normally find in your local bookstore. This may include full-colour books; books in larger or smaller trim sizes; books with special paper types; hardcover and jacketed books; or books that require extra work including full editing; proofreading; inserting multiple images, diagrams or charts; or custom-made covers etc. We can also take existing titles or printed documents and scan them into our system to create a brand new book, and as technology advances we hope to keep abreast of any new techniques or services entering the marketplace.

Custom Packages are set up directly with the editor, and prices agreed before work commences. Naturally, if you only wish to make some small change or addition to the Basic or Standard Packages, such as wanting a full-colour glossy cover with a Basic book—or inserting an extra image in a Standard book for instance—we will of course work with you with the minimum of fuss, and simply add any extra charges as detailed in this Author’s Guide – or maybe even do it for free!

*Remember, you can also opt for the ‘Traditional Contract’ which, if you qualify, is FREE to the author.*

## Submission Standards and Guidelines

*To protect our high standards, CheckPoint Press will only accept original manuscripts (or part-manuscripts) that are submitted in accordance with the following guidelines. Dissertations, theses, print-ready PDF's or second editions of previously printed books are exempt from these guidelines. Please ensure your manuscript has been properly edited and proofread before submission. Thank you.*

1. Your manuscript should be submitted as a digital file capable of being read and edited on a PC. Files currently accepted are; Microsoft Word documents; Serif Page Plus documents; Open Office documents; PDF documents – either by email attachment, or a mailed-in CD.
2. Do not password-protect or otherwise restrict access to the document.
3. Your submission must contain the following, also submitted as digital files:
  - (i) A one-page (or less) synopsis / description of your book.
  - (ii) A provisional / tentative Table of Contents.
  - (iii) The first and last chapters of your proposed manuscript (or the whole manuscript).
  - (iv) A brief resume of the author detailing your expertise in the subject area of your manuscript.
  - (v) (In the case of books seeking a traditional contract) – a marketing-promotion plan outlining your target audience and the time and resources you are willing to invest in book promotion.
4. We are happy to receive professionally formatted print-ready files for our **£99 self-publishing** service, but otherwise request that manuscript files are submitted as per '1' above, as simple text documents, with minimal additional formatting.
5. Please advise if diagrams or images are to appear in the textblock; their quantity, colour or black-and-white, position and placement.
6. Your submission must be *exclusive* to CheckPoint Press. That is, that we expect the author to allow at least 21 days for us to either accept or reject the submission before the author approaches other agencies or publishers.
7. To protect our high standards and to ensure expediency, submissions containing fundamental grammar, syntax or spelling errors will usually not be considered – in which case, a generic advisory will be returned to the author, detailing the reasons for rejection. Please understand this is the only practical way to deal with multiple unsuitable submissions. No direct or personal offence is intended.

## KEY TO PACKAGE TABLE TERMS

### Trim Size

This is the size of the finished book as displayed on bookshelves. Our Basic and Standard Packages work with the two most popular paperback book sizes: 5.5 x 8.5 inches (216 x 140 mm) and 6 x 9 inches (229 x 152 mm). Other trim sizes will come under the Custom Package and should be arranged directly with the editor. For the full range of book sizes available, please view the table on page 20 of this guide.

### Page Count

This is determined by the amount of pages in the finished book – NOT the number of pages in your original manuscript. You will only know how many pages are in your finished book *after* we have completed the interior design and formatting. But as a general guide, if you have typed your manuscript double-spaced on A4-size paper using a No. 12 font for example, the number of pages in the finished book will be less than those of your unformatted manuscript. A page of text in a finished 6 x 9 book constitutes approximately 2,500 characters: ('characters' includes letters, spaces and punctuation). If you check the 'properties' of your manuscript and divide your characters' total by 2,500, you should get a good approximation of the number of text pages in the finished book – but please allow for front and end materials; title pages; diagrams; half pages and blank pages etc. Although the Basic and Standard packages are designed for books of between 80 to 200 pages, we can also accommodate from 48 up to 740 pages.

### Manuscript Screening

This is a *free* service from CheckPoint Press where we review your manuscript for content and quality. The main point of manuscript screening is to ensure the work is up to our quality standards and is ready for the next stage; interior design and formatting of the text. This is why we emphasize the need to edit and proofread your manuscript *before* sending it to us, because making major changes to the text down the line can quickly become costly. You do not need to worry about the intricacies of page design on your original manuscript, but you should ensure that it is free from spelling mistakes, and that all parts of the book are clearly marked, such as the Table of Contents, Introduction or Preface (if required), Chapter Numbers and Headings, Glossary and Endnotes (if required) etc. You may send your original manuscript to us in either paper or digital form, but to move ahead with producing your book, we will need the working manuscript in digital format (computer files or word processor files such as Microsoft word etc.)

### Interior Design & Formatting

This is where we take your digital manuscript and 'fit' it to suit professional publishing standards. This includes choosing the appropriate fonts and spacing for different parts of the book; sizing pages to fit printing specifications; adding running heads and page numbers; inserting dropped capitals for chapters; formatting the Table of Contents...and eventually sending the results back to you for your approval before moving on to the cover design. Don't worry if these terms sound like a foreign language. You will always get to see the finished product before we make any final decisions.

### Cover Design

This is part of our inclusive package. For books NOT intended for the retail market, cover design can remain relatively straightforward. This is why we offer simple-and-inexpensive two-colour covers for the Basic Package. For books intended for the retail market or for public distribution however, you would be ill-advised not to opt for a full-colour glossy cover. Unfortunately, unless you are formally trained in the process and have the required software on your home computer, the chances of the prospective author being able to design their own cover to industry specifications is highly unlikely. So, unless you request otherwise, CheckPoint Press will design a full-colour cover for your book in line with the theme or content of the

work, and will send a digital proof copy for your approval. If you wish to guide the cover-making process yourself, we recommend that you send your suggested design to us complete with original artwork (either by post or email attachment), and we will do our best to reproduce it before sending the digital proof for you to check. Please be aware that any extra work may induce extra charges—to be agreed in advance with the author of course.

### **Digital Proof Copies**

A digital proof is basically a computer-screen preview of finished work that we send to you for your approval each time we make changes to your book files. It is extremely important that you check over every aspect of these proofs for quality. You then sign off on the digital proof(s) so we can go ahead and list your book as a CheckPoint Press title—either for purchase by yourself at author's rates—or by the wholesale and retail industry at the prices you have determined in advance. *Note: It is standard procedure for us to check out a physical proof of your book before activating the title.*

### **ISBN**

The International Standard Book Number is only required for books intended for library distribution and public sale. This number identifies your book to hundreds of thousands of book retailers, printers, wholesalers, libraries and distributors worldwide, and is the key to ordering on the Internet.

### **Seven Free Copies**

This is our 'thank you' for using our Standard service. Seven copies are usually enough for most authors to send out as review copies, as a legal deposit for national libraries (see below), or to share with family and friends. If you then wish to purchase more copies for yourself—either for resale or as gifts—you can do so directly from CheckPoint Press at the very low author's rate, which is a fraction over direct printing costs (currently 20%).

**Legal Deposit:** Certain countries (including the UK and USA) require publishers to lodge copies of all produced works with National Libraries or other registered authorities (usually between 1 and 7 copies). Depending on legal requirements, these copies will be deducted from the seven free author copies (above), and sent directly by CheckPoint Press. Any residual free copies will be sent to the author at the time of first printing.

### **Available to the Retail Market**

As long as you have an ISBN on your book it remains available to any retail bookstore in the world. CheckPoint Press is directly linked to the international wholesale-retail markets via Ingrams / Baker & Taylor / Bertrams / Gardners / Bowkers / Nielsens / Amazon.com etc., as well as being showcased on numerous international booksellers' sites. To save on production and shipping costs, books are printed and dispatched either from the UK, USA, Germany, Canada, Spain, Brazil or Australia, depending on the destination of the order.

### **Worldwide Distribution**

CheckPoint Press serves as your international distributor through our website bookstore, or via author-direct sales. With an ISBN your book will also be submitted automatically to all the major Internet retailers (Amazon.com, Barnes & Noble, Waterstones, Easons, Booksonline... and many more). An annual fee of €25 (Euro) will be levied to keep titles active if your book has NOT sold 40 copies annually, (this includes your own author-direct sales). You will be informed before this fee is due, and may withdraw the title at any time without additional charge or penalty.



## SEVEN EASY STEPS TO PUBLISH YOUR BOOK

### ***Step 1: You send your completed manuscript to us as per the submission guidelines on page 13 of this author's guide***

*But before you do so, consider whether or not your manuscript needs a professional edit. If your book is intended for the public domain, then professional editing is probably the most important part of manuscript preparation, but if writing poetry or producing a family memoir for example; then a thorough personal editing should suffice. Our FREE appraisal service will inform you if your manuscript needs further editing before acceptance, but if in doubt, please have a suitably-qualified person check it out first.*

Editing: Includes ensuring the manuscript is written to an acceptable level of proficiency including checking spelling, grammar, syntax, paragraph construction, chapter positioning, and the overall general 'flow' of the book. Editing should be carried out by a suitably qualified source such as a professional writer, editor, or college professor. CheckPoint Press offers professional editing services as an optional extra (outsourced to independent editors) but this can become quite expensive, and will add time to the book production process; (see 'extra services' on the CheckPoint Press website for more details).

Send your edited manuscript by email attachment to [editor@checkpointpress.com](mailto:editor@checkpointpress.com) using the title of your book as a heading. If you need to send more than one file, then please name each in sequence in a manner that can be easily understood. For example: mybooktitle1; mybooktitle2; mybooktitle3 etc.. Pictures, diagrams, charts and tables should; (i) either be placed in the digital file of the manuscript exactly where intended, or (ii) should be sent as separate attachments, clearly labelled, with their exact location clearly identified in the main document. For example: mybooktableA, mybooktableB; mybookpicture1, mybookdiagram2; mybookchart3 etc..

Except for the full-colour cover, pictures and photos for the interior of the book will be reproduced as greyscale in the Basic and Standard Packages. All images need to be in a high resolution, preferably 300-600dpi. If you want to place colour pictures in the main book, or publish a full-colour book then please contact the editor directly by phone or email to discuss the options available.

## **Step 2: We review the manuscript and advise on book size, interior design, price etc..**

**FREE Manuscript Appraisal:** Upon receipt of the manuscript we first of all check the general quality of the work. If editing is required we will advise accordingly before going further. If no further editing is required, we will offer suggestions on the most suitable size for the book, and return a digital sample of your work as it will appear in the finished book. *(Please note: submissions must comply with the standards and guidelines as described on page 13 of this Author's Guide. Thank you.)*

Once we are agreed on size, format and style, we then agree on the respective prices, specifically:

- (a) *The initial cost of setting up your POD title (which is almost always within the package prices quoted on page 7)*
- (b) *The retail sale price of your finished book (if applicable)*
- (c) *The cost per book to you the author when ordering via CheckPoint Press (currently 20% over printing costs)*
- (d) *The discount % given to wholesalers who order your book for the retail and Internet trade (currently 25-30%)*

## **Step 3: You fill out our Standard Agreement Form and mail to us with 50% deposit**

Once we are agreed on the general details and prices, you send a signed *Client-Publisher Agreement* to us (also found on the website) along with 50% deposit of the set-up cost. The agreement is considered 'active' once the deposit is lodged. Naturally, the 50% deposit is not refundable if you decide to cancel the agreement after this point, under your own volition. However, if you do wish to make some changes to the agreement, we will do our best to accommodate you. Any such changes must be done in writing or by email. Due to administration costs, there may be an appropriate charge for any such alterations.

### ***Step 4: We design and create a professional proof copy for you to view***

This is the fun part. We will turn your manuscript into a professionally formatted book, complete with a full-colour glossy cover – or, as per your specifications. We then send PDF and/or jpeg (digital) files of your book interior and cover for you to view.

It is extremely important that you check over every part of the book to ensure it meets your expectations. Depending upon the size and type of book, this should take at least a couple of days. You should not rush this. Better still if you have someone else check it over for you. Hopefully all will be exactly as agreed, but if you do spot any errors or omissions that are our responsibility, we will of course make the changes without charge.

If you ask us to make text changes from the original manuscript – or other alterations not submitted with your original manuscript – then certain charges may apply. We will repeat this process as many times as necessary to prepare the book to your/our satisfaction. But please remember that charges will apply for any additional changes to the text or the cover that are NOT the direct responsibility of CheckPoint Press. This is why thorough editing is so very important BEFORE you send in your original manuscript – as well as proofreading at this stage. You will be expected to pay for any changes at this point before moving to the next stage. Once you are completely happy with the proof files, you then send in the balance of the set-up costs and we move ahead with producing your book.

### ***Step 5: Upon confirmation from you, we set up your book as a CheckPoint Press title***

Your book will now be set up as a CheckPoint Press title. This is when we send the digital files to be printed, and request a physical proof as a final quality check that all is in order. We do not charge the author any extra for this service. If all is okay, we then dispatch a free copy directly to the author, and advise that the title is now 'active'.

## **Step 6: Congratulations - you are now a CheckPoint Press author**

Your book is listed for international circulation and sale. In less than a month your book will be available for purchase online, at traditional bookstores and libraries, and via the CheckPoint Press website, where **we also place marketing materials such as a full-colour promotional flyer and a 'look inside' sample of your book – free for your own use**. Your book will also be displayed on all major online booksellers' websites, including Amazon.com, Barnes & Noble, Eason's, Booksonline and many more.

## **Step 7: You as author can purchase your own books directly from CheckPoint Press at authors' wholesale price (a fraction over printing cost), plus shipping**

This means that you can order as many (or as few) books as you like directly from us, but we prefer if you order 'by the box-full' or in multiples of 10, as this keeps shipping costs to a minimum. As the author we will only charge you the pre-agreed rate for each printing, which at present is only 20% over the actual, direct printing costs. This 20% levy is a modest charge for our ongoing management, printing and distribution services. For high volume orders we may even be able to offer further-discounted rates. Please discuss any such options with the editor directly.

## **LENGTH OF BOOK-PRODUCTION PROCESS**

We advertise that we will produce your book in 40 days or less. More often than not it will be considerably less time than this—perhaps within 21 days—but allowing 40 days as a maximum seems prudent and prevents disappointments should there be any hold-ups in the system. Most books require in-or-around 40 hours of preparation work at our end – depending on submitted materials. The official start date of the 40-day period is determined when both parties sign the Author-Publisher Agreement and your 50% deposit is lodged with us. But please remember that we must first screen your manuscript for editorial quality and content before any agreement can be entered into. In the event that we accept your manuscript but for some reason cannot start work on it immediately, you will be given an approximate start date for the process, which you may of course accept or reject as you wish.

## PAYMENT & COMMUNICATIONS

### Payment for Services

Once we have reviewed and accepted your manuscript we will send a sample proof of the interior of the book for your approval. A 50% deposit is required before advancing to the formal book design stage. We will send an invoice and payment details with the sample proof. The balance is to be paid *after* you have signed off on the final digital (or hardcopy) proofs for the cover and interior, and *before* your book is actually published.

Our base currency is the Euro (€), but we will also accept *direct* payments in UK pounds sterling (£) or US dollars (\$). Although comparative prices are quoted in this document for ease of reference, if a client chooses to pay in UK pounds or US dollars, the prices will be determined by the exchange rate (to the Euro) on the invoice date as per the exchange website <http://www.xe.com/ucc/>. The same rule applies when we pay your royalties in your local currency. In the unlikely event that fluctuations in exchange rates, conversion charges, or third-party (bank) commissions render any given transaction unworkable, we reserve the right to renegotiate terms accordingly – in a fair, reasonable and appropriate manner.

### Payments to the Author-Client

Whenever a copy of your book is sold, the profits thereof will be deposited into an account in your name with CheckPoint Press. You will receive a book sales and royalties statement every three months – along with automatic payment – if sufficient funds have accrued. For the sake of transparency, CheckPoint Press makes our printer's book production data available annually to authors who wish to qualify their own royalty payments. Account-related enquiries outside normal accounting periods may incur extra charges.

### Communications

Customer service is very important to us, therefore our preferred method of communication is by email via our website <http://checkpointpress.com>. Although we invite *initial* inquiries by phone, experience has shown us that the telephone is a poor medium for conducting this type of work, and can actually interfere with the process of efficient book production. Once things are put in writing there is far less confusion or potential for error, so we respectfully request that all CheckPoint Press clients use email as a first option; post as a second option; and the telephone as a third. If you must telephone us, please do so between 11.00am and 7.00pm. We will endeavour to reply to all emails (or letters) within five working days of receipt.

### Personal Visits to Our Business Location

CheckPoint Press is located near some of the most beautiful and remote areas of Ireland, and any prospective author or business contact is most welcome to pay us a visit to discuss their work personally. To avoid disappointment, please call in advance to arrange an appointment. If you plan on staying over we will be happy to arrange accommodation for you. For more on the wild West of Ireland please visit [www.discoverireland.ie](http://www.discoverireland.ie)

## COPYRIGHTS, PRICING & ROYALTIES

### Copyrights

If you pay us for publishing services, you the author retain sole authority concerning the copyright, publishing and distribution rights over your book, and may promote, sell or use your book in whatever way you see fit. If at any time you wish to reprint your book with another publisher, or if you wish to cancel the title or otherwise withdraw it from our database, all we ask is 30 days notice in writing and we will remove your title from the CheckPoint Press printing and distribution system without penalty. In fact, if there is any way we can assist you in your writing career—even through another publisher—we will happily do so. However, the final digital files of the book interior and cover will remain the property of CheckPoint Press, and will only be released to an outside agency (including the author) upon payment of an appropriate fee, and upon the written instructions of the author.

### Book Pricing

If you pay us for publishing services, you as author will have the final decision concerning pricing, but we reserve the right not to proceed with the production of a book *for the trade market* whose pricing falls outside industry norms. As a general guide, if your book is destined for the retail market you should set the retail price at 3 to 5 times the production price – or more. This will allow for the usual trade discounts expected by the big distributors, whilst ensuring some profit for the author. Thus a book that costs €3.00 to produce should retail somewhere in the €9.00 to €12.00 range. This sets a sensible retail price that will compete with similar-sized books whilst giving you a healthy royalty. As a CheckPoint Press author you will receive 80% of all net payments on retail sales, whilst on author-direct sales (and likewise remembering our modest 20% levy over pure printing costs for author-direct purchases) you would profit between €5.40 and €9.40 per unit on a book selling for €9-12 Euros. Compare this with any other publisher you know—and please get back to us if you find better anywhere!

All CheckPoint Press books are currently listed at 25% trade discount for retail sales, and at 30% discount for trade or academic orders.

### Royalties

As an ethical business we see no justification in taking additional royalties from self-publishing clients who have already paid us for a book-production service. However, we do levy a 20% administration charge over pure printing costs for each book sold. To ensure absolute transparency, actual printing costs invoiced to us are made available to our authors, and comprehensive book-sales statements can be forwarded to you annually upon request. Coupled with our quality service, we believe this to be quite probably the best author-publisher compensation deal to be found anywhere.

## 'EXTRAS' – CHARTS, FORMULAS & FURTHER INFORMATION

### BOOK BINDING TYPES AND TRIM SIZES AVAILABLE FOR CUSTOM PACKAGES

We can now offer even smaller and larger size books in either paperback or hardcover, as well as part-colour and full-colour books.

From 20102 we will also produce e-books.

Please contact us for more details.



Full-colour, or part-colour books now available in most trim sizes. Please contact the editor for details..

Inches	Millimetres	Binding Type	Page Counts Available	Paper stock
5 x 8	203 x 127	Perfect Bound (pb)	48-740	Creme 55lb./ 85gsm
5.5 x 8.5	216 x 140 (Demy 8vo)	Perfect Bound (pb)	48-740	Creme 55lb./ 85gsm
5.5 x 8.5	216 x 140 (Demy 8vo)	Blue Cloth (hb)	108-740	Creme 55lb./ 85gsm
5.5 x 8.5	216 x 140 (Demy 8vo)	Blue Cloth with Jacket (hb)	108-740	Creme 55lb./ 85gsm
5.5 x 8.5	216 x 140 (Demy 8vo)	Case Laminate (hb)	108-740	Creme 55lb./ 85gsm
5.5 x 8.5	216 x 140 (Demy 8vo)	Grey Cloth (hb)	108-740	Creme 55lb./ 85gsm
5.5 x 8.5	216 x 140 (Demy 8vo)	Grey Cloth with Jacket (hb)	108-740	Creme 55lb./ 85gsm
6 x 9	229 x 152	Perfect Bound (pb)	48-740	Creme 55lb./ 85gsm
6 x 9	229 x 152	Blue Cloth (hb)	108-740	Crème 55lb./ 85gsm
6 x 9	229 x 152	Blue Cloth with Jacket (hb)	108-740	Creme 55lb./ 85gsm
6 x 9	229 x 152	Case Laminate (hb)	108-740	Creme 55lb./ 85gsm
6 x 9	229 x 152	Grey Cloth (hb)	108-740	Creme 55lb./ 85gsm
6 x 9	229 x 152	Grey Cloth with Jacket (hb)	108-740	Creme 55lb./ 85gsm
6.14 x 9.21	234 x 156 (Royal)	Perfect Bound (pb)	48-828	White 50lb./ 75gsm
6.14 x 9.21	234 x 156 (Royal)	Blue Cloth (hb)	108-828	White 50lb./ 75gsm
6.14 x 9.21	234 x 156 (Royal)	Blue Cloth with Jacket (hb)	108-828	White 50lb./ 75gsm
6.14 x 9.21	234 x 156 (Royal)	Case Laminate (hb)	108-828	White 50lb./ 75gsm
6.14 x 9.21	234 x 156 (Royal)	Grey Cloth (hb)	108-828	White 50lb./ 75gsm
6.14 x 9.21	234 x 156 (Royal)	Grey Cloth with Jacket (hb)	108-828	White 50lb./ 75gsm
6.69 x 9.61	244 x 170 (Pinched Crown)	Perfect Bound (pb)	48-828	White 50lb./ 75gsm
7 x 10	254 x 178	Perfect Bound (pb)	48-828	White 50lb./ 75gsm
7 x 10	254 x 178	Case Laminate (HB)	108-828	White 50lb./ 75gsm
7.44 x 9.69	246 x 189 (Crown)	Perfect Bound (pb)	48-828	White 50lb./ 75gsm
7.5 x 9.25	235 x 191	Perfect Bound (pb)	48-828	White 50lb./ 75gsm
8.25 x 11	280 x 210	Perfect Bound (pb)	48-828	White 50lb./ 75gsm
8.268 x 11.693	297 x 210 (A4)	Perfect Bound (pb)	48-828	White 50lb./ 75gsm



## **BOOK PRICING FORMULA FOR AUTHORS** (STANDARD & CUSTOM PACKAGES)

Before your book is set up as a CheckPoint Press title, you will be asked to determine the retail and wholesale price of your book (if applicable).\*

*\* If you only intend to sell your books privately or through the CheckPoint Press website, then you may set any price you wish as long as it is more than the author's purchase price of course. You may also choose to have the price marked on the book cover or not – as you wish.*

### **Trade Discounts:**

If you intend to take full advantage of the marketing opportunities offered by the major industry distributors and retailers such as Ingrams / Baker & Taylor / Amazon.com etc, you are strongly advised to offer our standard 25% discount (off the retail price) to the trade. This makes your book a more attractive option to stores who may otherwise hesitate to order a book with limited earning potential. It is possible of course to set the wholesale discount as high as 65% or as low as 0%, but offering discounts of less than 25% to trade partners will significantly limit the distribution of your title in the worldwide retail market. So unless otherwise agreed, retail sales will be listed at 25% trade discount, and direct bulk or academic orders at 30%.

### **Returnable or Non-Returnable Books:**

In the publishing industry wholesalers and retailers regularly find themselves holding onto pre-printed books that are not selling. Naturally, they would prefer to return those books to the publisher instead of taking up space on their premises. The problem is that someone has to pay for the packaging and shipping of those books – and it won't be the retailer or wholesaler! Using print-on-demand technology and super-fast delivery systems reduces the need for wholesalers in particular to stock quantities of any given POD title. So if you are selling mainly from the Internet and/or personal promotions, there is really no need to make your book 'returnable' and therefore no need to be billed for over-ordering by wholesalers and retailers.

On the other hand, if you absolutely *know* your book is going to be in high demand in retail stores, then you might consider making it 'returnable' as an added incentive to retailers so as to have multiple copies available to customers at the point of sale. But please think *very* carefully before making any such decision, because if you get it wrong you could very easily end up substantially out-of-pocket in the long run.

*Unless otherwise directed by you, CheckPoint Press will list Standard Package titles with 25% trade discount, and as 'Non-Returnable'.*

### **Suggested Retail Pricing Formula for Books Offering 20%-55% Trade Discounts:**

Take the production cost per book as quoted by CheckPoint Press, and multiply 3 to 5 times. For example; a Standard Package book containing 200 pages costs around €3.00 per unit to produce. In order to make a reasonable profit on trade-discounted books, the retail price should be in the €9.00 (3 times) to €15.00 (5 times) range. At our recommended 25% trade discount (which is the minimum for some of the big distributors) and allowing for our 20% over-printing-costs levy, the self-published author would still receive €3.15 (3 times) to €7.65 (5 times) profit per book sold. Not so bad is it?

## MISCELLANEOUS COSTS & OPTIONAL CUSTOM SERVICE CHARGES

**All custom services should be discussed with the editor. No extra work will be undertaken without your express consent in writing.**

**1. Editing:** (substantive and line editing combined) Checking the overall 'flow' and structure of your manuscript, including syntax, grammar and general composition; and making corrections. It is the author's responsibility to ensure the editorial quality of the submitted manuscript, but we will direct the prospective author to independent editorial sources if required. All books must pass a CheckPoint Press appraisal before acceptance.

### **2. Proofreading @ €5 Euro per page**

This is an intensive search of the final book text that uncovers any punctuation, spelling, or formatting errors. Hopefully this will be unnecessary.

### **3. First Sample Digital Proof – FREE**

Sent as an email attachment, this is your opportunity to review a sample of our design work on the interior of your book, and advise as to any changes you would like to see in the finished work.

### **4. First Digital Proof Revision on Cover and Interior – FREE**

We will do the first proof revision for free provided there are no more than ten minor corrections that differ from the original manuscript or cover design. If you request more changes, alterations or corrections, there is a standard charge of €10.00 per hour or part-hour; plus 10 cents per minor change (e.g. words or lines of text), plus €3.00 per major change (replacing whole chapters, renumbering, changing Table of Contents, replacing cover artwork etc). This is why it is essential to proofread your work thoroughly before sending it to us – as well as at the first proof stage.

### **5. Paperback 'Proofs' Delivered to Your Nominated Address @ €50 Euro** (includes postage and packing)

### **6. Hardback 'Proofs' Delivered to Your Nominated Address @ €70 Euro** (includes postage and packing)

### **7. Subsequent Proof Revisions**

As per 4 above, but with no allowance for the ten free revisions. Plus a €10 Euro administration fee per extra digital proof requested by you.

**9. Annual Registration Fee €25 Euro:** Each title is subject to an annual listing fee which is **FREE** for the first 12 – 24 months, and **FREE** for those titles selling 40 or more copies annually; (either retail / online / or author-direct sales combined).

## CHECKPOINT PRESS MISCELLANEOUS SELF-PUBLISHING SERVICES and RELATED CHARGES

Description of Service	Included in Basic Package	Included in Standard Package	Custom Packages (all costs are negotiable)	Usual Costs in € Euros
Manuscript Appraisal	<b>FREE</b>	<b>FREE</b>	<b>FREE</b>	210.00
Text Formatting	<b>YES</b>	<b>YES</b>	<b>YES</b>	per page from 1.00
Interior Design	<b>YES</b>	<b>YES</b>	<b>YES</b>	per page from 1.00
Basic Cover Design	<b>YES</b>	<b>YES</b>	<b>YES</b>	40.00
2-Colour Glossy Cover	<b>YES</b>	<b>YES</b>	<b>YES</b>	40.00
Digital Proofs	<b>YES</b>	<b>YES</b>	<b>YES</b>	10.00
CheckPoint Website Display	<b>YES</b>	<b>YES</b>	<b>YES</b>	40.00
CheckPoint Website Ordering	<b>YES</b>	<b>YES</b>	<b>YES</b>	10% over printing costs
80% Author Royalties	<b>YES</b>	<b>YES</b>	<b>YES</b>	N/A
4 Diagrams or Images	<b>YES</b>	<b>YES</b>	<b>YES</b>	N/A
10 Minor Revisions and Changes	<b>YES</b>	<b>YES</b>	<b>YES</b>	each 3.00
Worldwide Distribution	<b>YES</b>	<b>YES</b>	<b>YES</b>	160.00
Full-Colour Glossy Cover	~	<b>YES</b>	<b>YES</b>	70.00
ISBN & Barcode	~	<b>YES</b>	<b>YES</b>	40.00
Custom Cover Design	~	<b>YES</b>	<b>YES</b>	120.00
Major Revisions and Changes	~	~	<b>YES</b>	per change 40.00
Extra Diagrams or Images	~	~	<b>YES</b>	each 1.00-5.00
Paperback Proofs	~	~	<b>YES</b>	50.00
Major Revisions and Changes	~	~	<b>YES</b>	each 40.00
Full-Publish Hardcover Book	~	~	<b>YES</b>	from 400.00
Professional Edit	~	~	<b>N/A</b>	by independent contract
Proofreading	~	~	<b>YES</b>	per page from 5.00
Hardback Proofs	~	~	<b>YES</b>	70.00
One Year Listing Fee	<b>n/a</b>	<b>YES</b>	<b>YES</b>	annually 25.00
Ingrams Advance Catalogue	<b>n/a</b>	~	<b>YES</b>	70.00

**Custom Package or Independent Services prices are negotiable and should be discussed directly with the editor**

## TRADITIONAL PUBLISHING AGREEMENT FOR SELECTED WORKS

**Our 'traditional' publishing agreement is an attractive option for certain authors. If accepted, CheckPoint Press will cover all costs associated with the setting up of your title. In return, instead of retaining all rights and royalties as per the Basic, Standard, or Custom self-publishing packages; the author releases the production and distribution rights, and a higher percentage of the royalties to CheckPoint Press – for the term of the agreement.**

### **General Terms and Conditions (updated January 2013)**

- A.** The author may apply for acceptance into the CheckPoint Press 'Traditional Publishing' program. To be accepted, the work must be pre-assessed by CheckPoint Press as being of exceptional quality and merit, and of being worthy of investment.
- B.** If accepted, CheckPoint Press will undertake responsibility for all aspects and costs relating to the publication of the work, including book-block and cover design; interior formatting; editing; final proofreading; retail and wholesale pricing; assigning ISBN and barcode; listing of title for international sale and distribution; and dispatch of copies to national libraries.
- C.** The book will initially be set up as a print-on-demand title; with the option of going to standard (litho) print-runs, as-and-when it becomes commercially viable to do so.
- D.** Whilst the author will be consulted on various aspects of the publication process, including book size, cover design, retail pricing etc., and may also be invited to contribute according to their professional skills and capabilities (such as assisting in editing, proofreading, or promotion for example); it should be understood that by accepting this agreement, the author releases final editorial, design and publishing decisions to CheckPoint Press, as well as exclusive book-production and distribution rights for the term of the agreement.
- E.** It should be clearly understood that no guarantees can be given in regard to ongoing marketing efforts or the sales potential of any given work. Accordingly the author is encouraged to effect whatever personal-or-independent promotion, marketing or advertising that may serve to increase the book's sales potential. To assist in marketing, CheckPoint Press will supply FREE promotional flyers and 'look inside' pdf samples for the author's use. (Please see the 'Bookstore' page on the CheckPoint Press website for examples).

**1. Copyrights:** The author will remain the copyright holder on record. However, for the duration of the agreement, CheckPoint Press will assume the deciding role in matters relating to any marketing, promotion or distribution of the work at CheckPoint Press' expense. This does not in any way prohibit the author or their agents from marketing, promoting and selling the work independently.

**2. Sales & Royalties:** After our initial set-up costs are recouped (not to exceed €300), the author will receive 50% royalties\* (\*or as otherwise agreed) on all book sales (except those purchased at the authors' wholesale rate; see 3 below). Accordingly, with reference to, (a) the printing costs, (b) the retail price, and (c) any discounts offered to third-party booksellers or traders, the author will receive 50%\* of the net profits on book sales via Checkpoint Press for the duration of the agreement.

**2a.** Authors will be notified of their sales figures at least four times annually, and will be paid by cheque or direct bank transfer where royalties have accrued over €40 (or its equivalent in other currencies). The author may request account statements at other times – or request the payments of lesser amounts from their account – but will be required to cover whatever administration costs arise. For the sake of absolute transparency, original book sales statements (from the printer-distributor) will be made available to each author annually upon request. *Meanwhile, your worldwide book sales can be independently confirmed by calling Nielsen Bookdata UK (0)1483 712 230 (research fee applies).*

**3. Author's Rate for Books:** The author may purchase unlimited numbers of their books via CheckPoint Press at the author's wholesale rate (this includes drop-ship delivery service worldwide): The rate will be based either on, (i) actual printing costs, plus shipping and handling, plus a 20% processing fee, *[or (ii) in special cases, on a percentage of the retail price as agreed between author and publisher].*

**4. Digital Files:** The digital book files remain the property of CheckPoint Press throughout the term of the agreement. Once the agreement is ended (for any reason), the author may purchase the digital files for their own use at a rate commensurate with CheckPoint Press' original publishing-costs outlay – such costs to be indicated on the Publication Costs Form (to be sent to the author at the time of first going to press). After the contract term has ended, full publishing and distribution rights will revert back to the author. Accordingly, CheckPoint Press will not make further use of those digital files without express instructions from the author or their appointed agents.

**5. Contract Period:** This agreement between the author and CheckPoint Press is valid for an initial period of three years. After this period has expired, the author (or their appointed representative) has the option of; \*(i) allowing the agreement to continue interrupted; (ii) renewing the agreement with CheckPoint Press under newly-agreed terms; or (iii) concluding the agreement with no financial penalties. *\*The agreement remains in ongoing 'active' status unless we are otherwise instructed in writing by the author or their appointed agents.*

**6. Early Termination of Contract:** The author has the option of 'buying out' of the agreement at any point with 30 days notice in writing. Any such option would have to take into consideration the costs and expenses already invested by CheckPoint Press, and the loss of potential book-sales royalties. Such costs will be clearly detailed on the Publication Costs Form, and updated to the time of termination of the contract. Guidelines for early withdrawal from the agreement are as follows:

- Year 1 (first twelve months of contract): Four times the costs-to-date outlay by CheckPoint Press
- Year 2: (twelve-to-twenty-four months): Three times the costs-to-date outlay by CheckPoint Press
- Year 3: (twenty-four months to end of initial contract term): Double the costs-to-date outlay by CheckPoint Press

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**SAMPLE**

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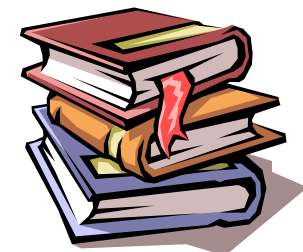


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