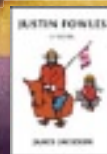
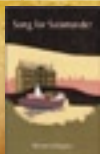


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Inside you will find complete details
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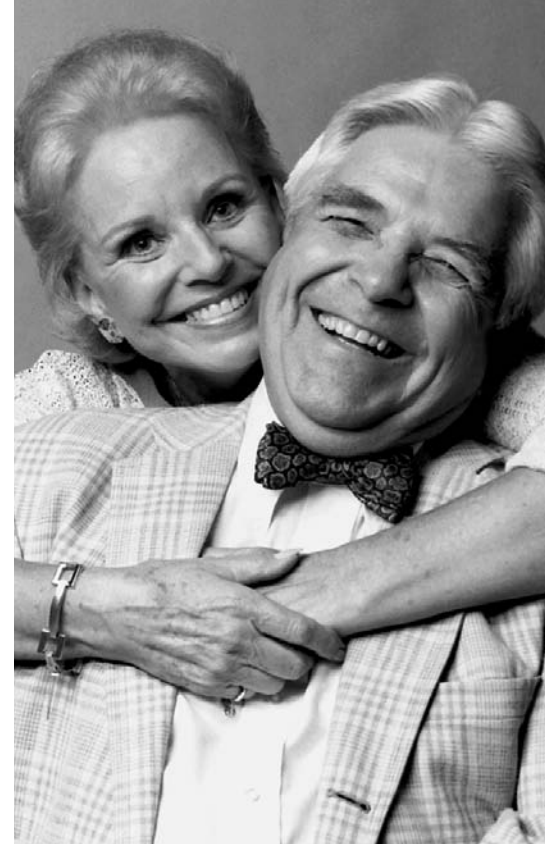
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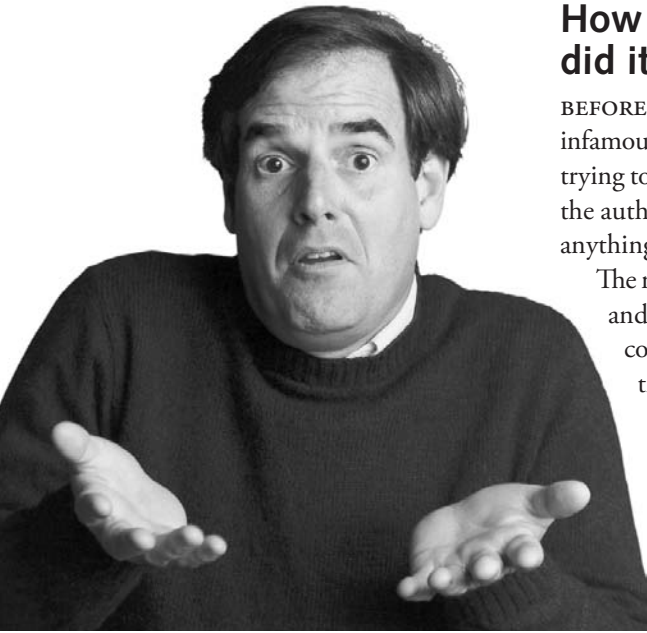
How difficult is it for an unknown writer to have a book accepted by a conventional publishing house?

NO WRITER WANTS REJECTION. Yet the president of a major publishing house told us that every year they must reject over 30,000 unsolicited book proposals! Nearly all their new releases are by previously published

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Even if your story is superbly written, the chances of it being seriously considered by an agent or a major publisher are dishearteningly small.

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How much time and money did it used to cost?

BEFORE TRAFFORD's breakthrough, some authors were being conned by the infamous "vanity press" operations which gave gushing praise to any manuscript, trying to smooth-talk the author into paying them \$20,000 or more. Afterward the author would have only a handful of books and an empty wallet – little, if anything, had been done to market the book.

The most determined writers would try the do-it-yourself route: coordinating and paying for all the prepress work, and then offset printing thousands of copies (to get the cost-per-book down to a marketable amount). Typesetting and layout expenses were tallied in the thousands of dollars. Printing and binding would be another ten thousand dollar investment or more.

The whole process would take over a year before the first copy was available for sale. The heavily mortgaged self-publishing author was then faced with a garage stacked with books and limited means to publicize or distribute to the book trade.

Indeed it was a pretty bleak situation for the author!

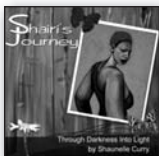
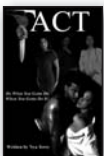
Sales? What can I do for marketing? How do I distribute to bookstores? Where would I get a barcode? What is an ISBN?

IN THE PAST, A SELF-PUBLISHING AUTHOR would need to learn about and try to arrange library cataloging, ISBNs, the barcode, copyright, legal deposit and many other matters.

Accounts needed to be negotiated with a distributor, chains and individual bookstores. Sales promotions, announcements, advertising, seeking publicity – it could all be overwhelming. When orders trickled in (that's the point, right?), the author then became both shipping clerk and

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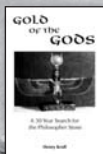
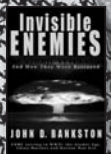
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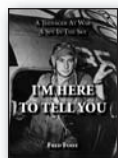
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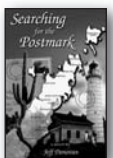


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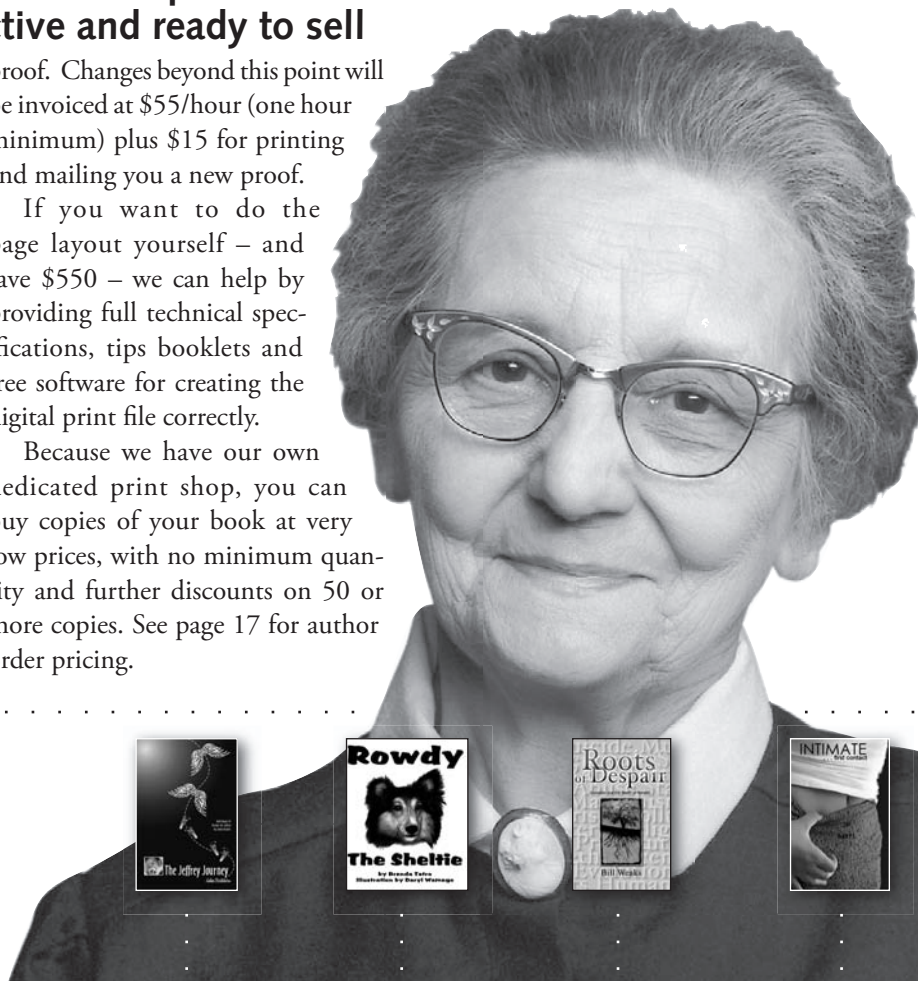
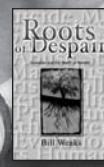
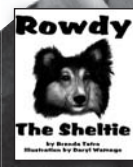
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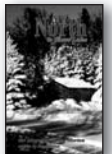
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Changes and updates can be done quickly and cost effectively – there's no inventory to replace

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For making these revisions, our technicians' time (\$55/hour, minimum one hour) and a bound proof (\$15, includes mailing) certainly seem like very minor expenses compared to the old publishing approach of printing a replacement batch of 2,000 or more copies for thousands of dollars!

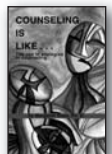
Some authors plan on regular updates to their technical manuals, keeping them in sync with changing software and product releases. Many teacher/authors revise course content each year before the new term begins.

Freelance editors and illustrators are ready to help

IF YOU ARE SEEKING services outside of what our packages provide, check out Trafford's online Talent Pool. Hundreds of freelance professionals offer their services – they're willing to work directly for you on either a time-and-materials basis or a package price. There is a wide range of skills. Have a look through their resumes by accessing the Talent Pool at www.trafford.com/talent.html.



"I FELT AS IF I HAD JOINED A FAMILY.
EVERYTHING YOU PROMISED,
YOU DELIVERED."
—BLUMEN YOUNG
Mild and Partly Cloudy:
Thoughts from an Executive Drifter
ISBN 1-4120-0062-9



Ready to start? You will be in control of the publishing process

YOU WILL ALWAYS RETAIN your copyright to the story and images. You will oversee the layout, cover design, size of the book, type of binding, and any inserts. You set the retail price at or above the minimum shown on page 17. You will create the promotional text that will appear on the back cover

and on your book's webpage. You are responsible for the marketing plan – taking advantage of the publicity and promotional tools Trafford provides with the BEST SELLER package.

The publishing process can be quite fast, or you can pause for proofreading and make changes at any point. The

book will not be offered for sale until you've seen a printed and bound proof and given us the go-ahead.

It has taken you considerable time and energy to write your book – we want the publishing experience to be totally comfortable for you.

What you need to provide for a PLUS package layout *(CLASSIC packages, go to page 13)*

1. **A complete print-out** of the manuscript so we can follow page-by-page, ensuring that all formatting is happening as expected, no sections are missing, and any graphics are inserted in the correct sequence.
2. **The completely-edited manuscript as a computer file.** Likely you've used Microsoft Word or another word processing program. Please remove all graphics (send them as separate .jpg or .tif or .eps files) and save the file in .rtf or .doc or .txt format. If there are many files (such as one per chapter), please combine them into no more than three files to expedite layout work.

If the manuscript has not yet been entered into a computer, we can quote you a price for transcribing it – generally it is in the range of 3/4 of a cent per word.

3. **Any graphics** such as photos, drawings, charts or graphs. It is a good idea to have insurance that covers your original artwork and/or photographs in the event of loss or damage if you are sending it to Trafford. We are happy to scan photos or you can do that yourself. For good reproduction we need a resolution of 200 dpi greyscale or higher at the final size the photo will appear in the book. Don't use a "web" scanner setting which gives a

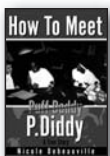
disappointingly rough 72 dpi. Scan black & white line art at 600 dpi bitmap setting. Include on a disk or CD all other graphics for charts, graphs, etc. as .jpg, .eps or .tif files. Include a list explaining which graphic has which file name, and where it will go in the manuscript.

If your book is so complex that layout will take more than 10 hours in total, we'll get your go-ahead for any additional time and charges before we proceed.

4. **Photocopies of pages** from a favorite book that you wish us to emulate for your book's layout. Include full-size copies of at least the title page, a chapter opening page, and two following facing pages. If your book will have endnotes, bibliography or an appendix, please provide photocopied examples of those items also.
5. **A sketch of the cover plus any artwork** (photos or images). You are welcome to include photocopies of headlines or titles and we'll do our best to try to match the font and type treatment.
6. **The metadata** information (page 14). You may write this out or send it in an email message.
7. **The contract** (pages 15 – 16) with your choice of publishing package clearly marked, and payment details filled in. Please sign and have it witnessed by a friend.

What comes next? Review the proof carefully

THERE IS A TWO-HOUR ALLOWANCE in the PLUS packages for making necessary minor adjustments, such as resizing a few images or editing a few sentences here and there. If your changes are extensive and will require more than two hours, we'll let you know and get your approval to invoice you on an hourly basis. After these adjustments (called AAs or author's alterations in the publishing trade) have been completed, we'll mail you a final proof for your approval to launch your book!



"I HAVE NOT BEEN THIS HAPPY DEALING WITH A COMPANY IN YEARS!"
—CHERYL KAYE TARDIF
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ISBN 1-4120-0878-6



"I PLAN FUTURE SEQUELS TO MY BOOK AND OF COURSE I'LL RETURN TO TRAFFORD WITHOUT HESITATION TO HAVE THEM PUBLISHED."
—JOHN O'NEILL
A MAGICAL CHRISTMAS EVE
FOR JOJO THE HOBO MOUSE
ISBN 1-55395-296-0



Handy with computers? Save some money by doing the layout yourself

IF YOU ARE SELECTING a CLASSIC package on the contract (and saving \$550), you will need to obtain the full technical specifications booklet and the Word layout tips booklet from our website, or ask your publishing consultant to fax or mail you a print-out of these aids. CLASSIC packages do not include a second proof and two hours of changes.

You will be creating a PostScript printer file (.prn format in Windows, .ps for Macintosh) or a .pdf file of the inside

pages. If you are using a Windows 2000 or XP or newer operating system, we can provide you with free software that generates a suitable .pdf file.

If you are providing a preprinted book for us to scan all pages and print exactly as is, that is considered a CLASSIC package. Please be aware that we'll need to cut off the spine of the old book. The printed result will be less crisp than the original – it is as clear as a good photocopy.

Highlights from the technical specs (the full version is on our website)

THE COMPLETE SPECIFICATIONS are on our website at www.trafford.com – go to the author toolkit section within the publishing office. If you are doing your own page layout, it is essential to read those specs thoroughly.

You decide how your book will look. All books are manufactured literally “on-demand” one copy at a time, in response to orders – using 600 dpi high-speed laser printers and industry standard bindery equipment. The inside pages (the “bookblock”) are printed in black toner on 8.5"x11" 20 lb. white bond paper. You may specify* slightly thicker 24 lb. bond, or 20 lb. 100% chlorine-bleach-free recycled paper. Color pages* can be inserted at any spot in the bookblock. Binding can be either perfect-bound (“quality trade paperback”) or spiral coil*. Coil-bound books may have a fold-over flap* that creates a surface for showing the title when the book is “reverse-shelved” on a bookstore’s shelf. You may have a CD* or other flat object pasted inside the back cover (you provide the CD and pocket).

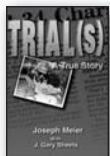
Maximum final dimensions are 8.25"x10.75". Minimum dimensions are 5"x5" for perfect-bound and 4"x4" for coil-bound. Maximum thickness is 700 pages for perfect-bound or 520 pages for coil. Minimum thickness for perfect-bound is 50 pages if cover is not laminated, or 100 pages if laminated and/or title is to appear on the spine.

Black & white photos must be scanned to have 200 dpi at final size and will reproduce with clarity comparable with 106 line screen offset printing. Line art must be scanned at 600 dpi bitmap.

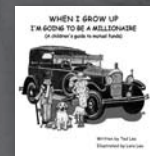
Covers are printed in 4-color process (CMYK) toner on 10 pt. coated-one-side cardstock. You will provide a sketch of your cover idea, with original photos and artwork or scans. We'll devote two hours of technician time to producing the cover. Photo scans need to be between 200 and 300 dpi at final size. Submit prepared covers and cover images in .psd, .eps or .tif format with CMYK setting.

More specifications, instructions and tips on preparing your own layout (for the CLASSIC packages) are available from our website and your publishing consultant.

* Each optional extra you select will increase the print cost and the minimum retail price.



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—MICHELLE ZAVERSNIK
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The metadata: tell us about your book

(so we can arrange library cataloging & inform potential buyers)

PLEASE ANSWER ALL THE FOLLOWING QUESTIONS so we can apply for a library cataloging record. It will be helpful if you could copy your answers into an email or Word file, then send the completed response via email (to your publishing consultant or to editorial@trafford.com).

About you...

- | | | |
|---|--|--|
| <ol style="list-style-type: none"> 1. What is the author's full legal name? 2. What is the name appearing on the cover and/or title page? 3. Citizen of which country? 4. Date of birth [year/month/day]? 5. What additional names are appearing on the title page? Please | <ol style="list-style-type: none"> include their full names, dates of birth, citizenship and function [e.g. co-author, editor, illustrator]? 6. Full postal address: Organization [if applicable] Street address City Province/State Country Zip/Postal Code | <ol style="list-style-type: none"> 7. Courier address [if different from above] 8. Email address [if you have one] 9. Phone number 10. Cell phone number 11. Fax number [if you have one] 12. Did you use the services of anyone from our talent pool? |
|---|--|--|

About your book...

- | | | |
|--|--|---|
| <ol style="list-style-type: none"> 1. What is the full title of your book? 2. Desired final size [width by height] of your book 3. Approximate number of pages 4. Binding type? Perfect-bound or spiral coil – select one 5. Cover to be laminated or not? [Note this adds about \$1.50 to the retail price and laminated covers may curl somewhat with changes in humidity. Available only for books of over 100 pages.] 6. Has this book been published before [including self-publishing]? If so, please describe, including date, ISBN, etc. | <ol style="list-style-type: none"> 7. Type of book [e.g., historical novel, memoir, text, poetry, etc.] 8. Intended audience [e.g., adults, young adult, juvenile, children] 9. If for children, what grade level? 10. Primary subject of the book [e.g., non-fiction, fiction, self-help, sailing] 11. Key words or phrases a potential customer might use when searching for your book on the Internet [up to 12 words or phrases] 12. Brief description or teaser for book [your "sales pitch" in under 30 words] | <ol style="list-style-type: none"> 13. Full book description [to be used for "About the Book" on your book's webpage, and sent to online booksellers] – it can be up to 300 words 14. Author's biographical note to be used for "About the Author" 15. Author's photo to be shown on your book's webpage? If yes, please send us a print 16. Identify excerpt(s) by page number to be shown as a sampler on your book's webpage 17. Additional comments or instructions. |
|--|--|---|



"I AM CONSTANTLY AMAZED AT HOW MUCH YOU DO FOR ME AND MY WRITING CAREER. THANKS FOR HELPING ME MOVE CLOSER TO MY DREAMS!"

—GREG GLENN NEILSON

A FAREWELL TO THE AMERICAN HUMANITY

ISBN 1-55395-418-1



PUBLISHING AGREEMENT

BETWEEN the “Author” _____
(name of person or organization)

(full mailing address) _____

(phone) _____ (fax) _____ (email) _____

(title of the “Book”) _____

AND: **TRAFFORD PUBLISHING (“Trafford”)**, a division of Trafford Holdings Ltd.,
 6E – 2333 Government Street, Victoria, BC, Canada V8T 4P4

The Author guarantees that he or she has copyright to the “Book” (book, manuscript, work of art or other document) by virtue of being the creator and/or having license from the copyright owner, and will retain copyright to the Book for the duration of this agreement. **The Author agrees** to hire Trafford to provide the Trafford On-Demand Publishing Service™ for self-publishing authors. This service makes the Book available for retail sales to the public by combining conventional publishing tasks, print-on-demand manufacturing and Internet publicity and retailing. Specific features of this service vary according to publishing package selected by the author.

All prices in this Agreement are in United States currency.

The author selects one Trafford On-Demand Publishing Service™ package:

- the “LEGACY PLUS” package for \$1249; or
- the “LEGACY CLASSIC” package for \$699; or
- the “ENTREPRENEUR PLUS” package for \$1549; or
- the “ENTREPRENEUR CLASSIC” package for \$999; or
- the “BEST SELLER PLUS” package for \$1949; or
- the “BEST SELLER CLASSIC” package for \$1399

Trafford will provide such other publishing services as may be required by the author at a mutually agreed price.

Trafford will perform these tasks:

- 1. Legal and Administrative (all packages):** arrange an International Standard Book Number [ISBN], library cataloging, Bookland EAN/ISBN barcode, and legal deposit as deemed appropriate by Trafford, unless otherwise directed by the Author;
- 2. Page Layout (for PLUS packages only):** scan artwork (or adjust digital images provided), typeset the text and layout the pages (guided by the Author’s samples) into a master bookblock file suitable for prompt retrieval and on-demand printing, producing a bound proof for Author’s approval, and making, without charge to the Author, two hours’ adjustments to the layout; and archive the master file for the duration of this agreement; with the allowance for all the page layout process of ten hours of technician’s time;
- 3. File preparation (for CLASSIC packages only):** by scanning a

preprinted book or camera-ready mechanical, or distilling a post-script file provided by the author, with allowance of two hours of technician’s time, we will produce a digital master bookblock file suitable for prompt retrieval and on-demand printing, producing a bound proof for Author’s approval; and archive the master file for the duration of this agreement;

4. Cover creation (for all packages): scan artwork provided by author or color-adjust digital images provided, and assemble a full-color cover, with allowance of two hours of technician’s time, to produce a digital master cover file suitable for prompt retrieval and on-demand printing, producing a proof for Author’s approval; and archive the master file for the duration of this agreement;

5. Pricing: determine a single-copy printing cost (Author may order at this price – with discounts for larger purchases) and minimum retail price to be used by the Author in establishing the retail price;

6. Printing and order fulfillment: manufacture books on-demand as retail and wholesale orders are received and fulfil orders promptly, with median times of less than 5 days (allow longer for large print runs) plus shipping time;

7. Webpage (ENTREPRENEUR and BEST SELLER packages only): With the author’s input, create a webpage at Trafford’s bookstore found at www.trafford.com;

8. Publicity and promotional tools (BEST SELLER packages only): notify key search engines and directories of the webpage’s contents; provide the HTML code for hyperlinking to that web page; provide 250 bookmarks, 100 color postcards showing the book’s cover, and 5 posters;

9. Announcement to the book trade (BEST SELLER packages only): submit information about the Book to major online bookstores, book chains and distributors, doing so directly and through Books-in-Print, BookData UK, PubStock and other central reference services, as deemed appropriate by Trafford;

10. Sales through Trafford’s bookstore (ENTREPRENEUR and BEST SELLER packages): fill orders by customers at Trafford’s bookstore, through Internet web order form, email, phone, fax and mail, allowing volume discounts to buyers and a 25% trade discount to Trafford’s bookstore as per Trafford’s standard schedule of terms;

11. Sales through the book trade (BEST SELLER packages only): fill orders from the book trade, with volume and trade discounts provided to bookstores, libraries and distributors as per Trafford's standard schedule of terms;

12. Accounting of royalties: make royalty payments on a quarterly basis to the Author for each copy of the Book sold, with the royalty being 60% of the gross margin [retail price less discounts, less single-copy printing cost]; and

13. Free copies: with Author paying for shipping only, provide ten (10) bound copies for the Author's use for LEGACY packages, twenty (20) copies for ENTREPRENEUR packages, and forty (40) copies for BEST SELLER packages.

14. The Author will perform several tasks, including the following:

(1.) (for PLUS packages) provide scan-ready original art (or suitable digital scans), the text as a digital file, plus samples to emulate and specifications for the book's appearance, including size and other factors;

(2.) (for CLASSIC packages) provide scan-ready preprinted book, or a postscript file of the inside pages in a format usable by Trafford, and specifications for the book's appearance, including size and other factors;

(3.) promptly review the bound proof;

(4.) (for ENTREPRENEUR and BEST SELLER packages) determine a reasonable retail price in consultation with Trafford; and

(5.) (for ENTREPRENEUR and BEST SELLER packages) prepare, in cooperation with Trafford's staff, promotional text for use at Trafford's web bookstore and in announcements.

15. The Author agrees:

(1.) to allow Trafford to distribute promotional copies of the Book free of charge and free of royalties to the Author as Trafford deems necessary, providing this is at no cost to the Author;

(2.) that Trafford's customer list is private and confidential and will always remain Trafford's property;

(3.) to assume any and all liability for content and to hold Trafford harmless from any liability arising from content provided by the Author; and

(4.) to never send or commission unsolicited emails ("spam") containing any mention of, or link to, Trafford and its website.

16. Both Parties agree:

(1.) This agreement is non-exclusive and either party may terminate this agreement at any time on delivering immediate written notice without any necessary cause provided only that all outstanding compensation becomes the respective party's debt and pre-existing payment obligations remain on both parties;

(2.) The laws of British Columbia, Canada, shall apply and the parties agree to use binding arbitration in British Columbia to resolve any irreconcilable dispute between the parties;

(3.) Trafford does not warrant the website at www.trafford.com being uninterrupted or error-free. Trafford agrees to use due diligence and reasonable care in maintaining its website;

(4.) Changes to this contract may be necessary from time to time to reflect evolution of Trafford's service to self-publishing authors and the author will be notified in such an eventuality, provided either party retains the right to terminate at any time without liability for any damages from this contract except payment of outstanding royalties and any other outstanding debts;

(5.) The Author at all times retains whatever copyright and other publishing rights possessed by the Author at the time this agreement is signed;

(6.) Trafford will not be responsible for loss of or damage to materials submitted by the Author, including manuscripts, diskettes, CDs, artwork and photographs; and

(7.) Trafford may subcontract all or parts of its service to other divisions and subsidiaries of Trafford Holdings Ltd.

This agreement is the full agreement and all its terms.

The parties, having read and agreed to the above, sign this document in witness of their agreement:

Effective date: (month, day, year) _____ / ____ / _____

signed by The Author

signed for Trafford

Witness

Witness

Royalties to be paid to: _____

Social Security Number: _____

The Author makes payment as follows:

Amount: \$ _____ . _____

Enclosed cheque or Visa MasterCard Amex

card number _____

expiry date _____

cardholder's name _____

cardholder's signature _____

*

How did you first learn about Trafford's service?

Please provide the name of anyone who referred you to us:

Note: Please fax to 250-383-6804 or mail BOTH pages of this contract to the address shown on page 20.

Chart of print cost and retail pricing

(cost for you, the author, and price when others buy your book in stores)

THE PRINT COST depends on number of pages, not on trim size. You, as author, may buy at the print shop cost, taking advantage of the discounts shown below when buying in quantity. In the chart below, we've provided a range of page count examples – your book's costs will be calculated based on the exact number of pages, plus any small surcharges for coil binding, special paper, lamination, color inserts and other inserts, etc.

| # of Pages | Min. Retail Price | Single-copy print cost | 50 + (-3%) | 100 + (-6%) | 250+ (-9%) | 500+ (-12%) | 1000+ (-15%) |
|------------|-------------------|------------------------|------------|-------------|------------|-------------|--------------|
| 50 | \$ 10.26 | \$ 4.10 | 3.98 | 3.86 | 3.73 | 3.61 | 3.49 |
| 100 | \$ 12.76 | \$ 5.10 | 4.95 | 4.80 | 4.64 | 4.49 | 4.34 |
| 120 | \$ 13.76 | \$ 5.50 | 5.34 | 5.17 | 5.01 | 4.84 | 4.68 |
| 140 | \$ 14.76 | \$ 5.90 | 5.73 | 5.55 | 5.37 | 5.20 | 5.02 |
| 160 | \$ 15.76 | \$ 6.30 | 6.11 | 5.93 | 5.74 | 5.55 | 5.36 |
| 180 | \$ 16.76 | \$ 6.70 | 6.50 | 6.30 | 6.10 | 5.90 | 5.70 |
| 200 | \$ 17.76 | \$ 7.10 | 6.89 | 6.68 | 6.46 | 6.25 | 6.04 |
| 220 | \$ 18.76 | \$ 7.50 | 7.28 | 7.05 | 6.83 | 6.60 | 6.38 |
| 240 | \$ 19.76 | \$ 7.90 | 7.67 | 7.43 | 7.19 | 6.96 | 6.72 |
| 260 | \$ 20.76 | \$ 8.30 | 8.05 | 7.81 | 7.56 | 7.31 | 7.06 |
| 280 | \$ 21.76 | \$ 8.70 | 8.44 | 8.18 | 7.92 | 7.66 | 7.40 |
| 300 | \$ 22.76 | \$ 9.10 | 8.83 | 8.56 | 8.28 | 8.01 | 7.74 |
| 320 | \$ 23.76 | \$ 9.50 | 9.22 | 8.93 | 8.65 | 8.36 | 8.08 |
| 340 | \$ 24.76 | \$ 9.90 | 9.61 | 9.31 | 9.01 | 8.72 | 8.42 |
| 360 | \$ 25.76 | \$ 10.30 | 9.99 | 9.69 | 9.38 | 9.07 | 8.76 |
| 380 | \$ 26.76 | \$ 10.70 | 10.38 | 10.06 | 9.74 | 9.42 | 9.10 |
| 400 | \$ 27.76 | \$ 11.10 | 10.77 | 10.44 | 10.10 | 9.77 | 9.44 |
| 420 | \$ 28.76 | \$ 11.50 | 11.16 | 10.81 | 10.47 | 10.12 | 9.78 |
| 440 | \$ 29.76 | \$ 11.90 | 11.55 | 11.19 | 10.83 | 10.48 | 10.12 |

Further discounts: 18% for 1500+ copies, 21% for 2000+, 24% for 2500+, 27% for 3000+, 30% for 4000+

ALL PRICES ABOVE quoted in US currency. Corresponding prices in other currencies may be seen at www.trafford.com/4dcgi/authortoolkit.html. All single-copy print costs include full-color covers printed on 10 pt. coated-one-side card stock. Inside pages are printed on 20 lb. bright white bond paper. Binding is perfect bound (quality trade paperback).

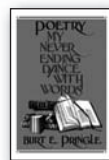
These prices are effective January 15, 2005 and are subject to change without notice. Prices may be adjusted quarterly to reflect changes in our costs.

The retail price is set by the author. To allow for appropriate discounts (from 15% to 50%) to libraries, retailers and distributors, and to have an adequate author's royalty, the retail price must be set by the author at a level at least 2.5 times the single-copy printing cost.

Surcharges for other features (add to print cost, then apply volume discounts): lamination adds about \$.58 per book; 24 lb. bond (60 lb. offset) or 100% chlorine-bleach-free recycled paper adds about .395¢ per page; spiral binding adds about \$.79; fold-over flap adds about \$.79; for color inserts, add about \$.395 per page (side) plus an inserting fee of approximately \$.79 for each ten sheets or part thereof; inserting or attaching CDs or other items adds \$.79.

A handling/packaging fee of \$12 applies for author orders of fewer than 50 copies.

See technical specifications on page 13 for minimum/maximum dimensions and thickness for perfect-bound and spiral coil-bound books.



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Can I use Microsoft Word to create my manuscript?

YES, YOU CAN use any word processing program during the writing and editing stage. Then you can send us that file and have us do the page layout (typesetting) by selecting a PLUS package, or do the layout yourself and save some money by selecting a CLASSIC package. For a CLASSIC package, you will need to create a print-ready postscript file from your word processing program. This is not difficult if you are handy with a computer and have some patience to learn about creating a stable PostScript file (.prn, .ps or .pdf format) that locks all your fonts and formatting in place. We will provide instructions and assistance if you opt for the CLASSIC route.

Will Trafford sell an eBook version of my book?

YES, WE OFFER THIS OPTION. Because of piracy concerns, very few authors are trying it. An eBook edition means a digital file of the book (in .pdf format) can be bought at eBook stores (including Amazon.com's) and down-loaded onto the customer's computer for reading or printing out – with some security restrictions.

The author sets the retail price and receives 60% of the gross margin, which works out to be about 30% of the retail price.

Does the fee include creating a cover illustration?

NO, YOU SUPPLY THE PHOTOS, artwork and text for the front and back cover, and a sketch showing how to arrange them. All publishing packages include two hours of technician's time to produce a printable cover file. Since a book really is judged by its cover, you might consider hiring a professional illustrator or photographer.

Which format and fonts? How long will my book be?

FIND AN EXISTING BOOK you admire, send us photocopies of pages from that book and we'll produce a similar layout for yours. Do-it-yourself authors can also choose fonts and margins similar to an admired book, then print out a sample to compare side-by-side. Please confirm with us that the font you've chosen works with our printers. To estimate the page count, divide your manuscript's total number of words by the number of words per page in the admired book, and add a dozen pages for chapter openings, the title page and other frontmatter.

What are the best ways to promote my book?

WE SEND BEST SELLER level authors a book full of ideas and suggestions. Some authors have sold hundreds of copies at a launch party where they hosted all their friends, relatives, neighbors, local media, politicians, clergy and educators. We provide color postcards for you to send out as invitations, and posters to display around town. The posters also work well to announce book signings in stores and readings in the local library.

Some Trafford authors have been very creative, active and successful in their promotions, while others seem content to sit back and concentrate on writing the sequel! It is up to you.

Can I revise my book after I get feedback from readers?

IT'S SIMPLE to make revisions with Trafford's service. At any point, you can order changes to the inside pages or the cover. We'll then mail you a proof copy to ensure that everything is as planned. Trafford will bill only for the technicians' time, plus printing and shipping cost for the proof.

Who selects reviewers who will receive free copies?

THE AUTHOR. Each package includes a quantity of free books which you can send to reviewers. As the subject matter expert, you are in the best position to know the appropriate newspapers, magazines or other media outlets that suit your book.

Send a news release and query letter first to see who wants a copy. After you've sent a copy, follow up personally after a week or two. Often your phone call will provide the reviewer with a specific answer and marvellous quote from the author. When a review appears, fax us a copy, so we can add the glowing comments to your book's web page.



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THEIR SERVICE IS WONDERFUL."

— CAROL VIGNEAULT LESLIE

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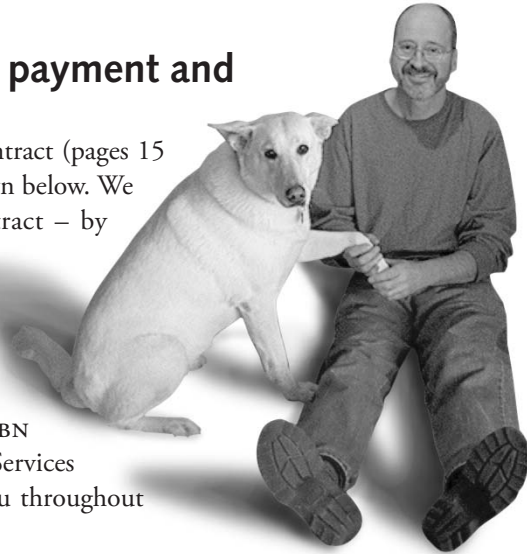
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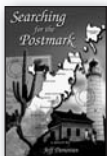
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