



<b>ADMINISTRATIVE SERVICES</b>	<b>POPULAR PACKAGE</b>	<b>PREFERRED PACKAGE</b>	<b>PREMIER PACKAGE</b>
One-on-One Author Support	X	X	X
Library of Congress Copyright Registration	X	X	X
Library of Congress Control Number	X	X	X
ISBN Assignment	X	X	X
Barcode Application to Book Cover	X	X	X
Books-in-Print Registration	X	X	X
<b>PUBLISHING/FORMATTING SERVICES</b>			
Exclusive Cover Design			X
Conventional Cover Design	X	X	
Custom Interior Design, Book Anatomy & Formatting	X	X	X
Author Provided Image Insertions	10	10	10
Electronic Proof of Book	X	X	X
L4C Pub Online Bookstore Availability	X	X	X
Online Booksellers	X	X	X
<b>PROMOTIONAL/MARKETING SERVICES</b>			
200 Preorder Forms		X	X
Press Release to Targeted Media Outlets			X
Author Webpage on Lyrical4Cast.com			X
Press Kit Shell		X	X
Book Signing Kit		X	X
Book Marketing Kit			X
10 FREE Paperback copies of book**	X	X	X
<b>PRICE</b>	<b>\$735</b>	<b>\$950</b>	<b>\$1249</b>

\*\* The delivery of books to CLIENT does not have a specified time frame. Each publication is different and will inherit its own specified time for printing services to be completed and shipped to the COMPANY. Lyrical4Cast Publishing will communicate these stages of service to the CLIENT periodically.

(NOTE: The first 150 pages of any original manuscript are covered in the listed packages. If the WORK exceeds 150 pages, review the chart below to determine the add-on fees for each package.)

Pages of Manuscript	151-250	251-350	351-450	451+
Price	\$75	\$150	\$225	\$300

### **ONE-ON-ONE AUTHOR SUPPORT**

We are here to help make your book the best it can be. We will work with you to produce a high-quality book that fits your desires.

### **LIBRARY OF CONGRESS COPYRIGHT REGISTRATION**

Copyright Registration provides a public record of the author's ownership of the material. Lyrical4Cast Publishing will complete the necessary paperwork and submit it and furnish the required two copies of your book to the U.S. Copyright Office. It takes anywhere from six to twelve months to receive your Certificate of Registration.

- Approximately two weeks after live date (or after contract date if title is already live), two copies of the book will be ordered and shipped to Lyrical4Cast Publishing.
- Copyright forms are filled out and placed with copies, then shipped to U.S. Copyright Office.

*Note: Each publishing package price includes the registration fees for processing the Copyright and the two copies to be printed and shipped to the Copyright Office.*

### **LIBRARY OF CONGRESS CONTROL NUMBER**

The Library of Congress Control Number (LCCN) is a serially-based system of numbering and cataloging records in the United States Library of Congress. In its most basic form, the number includes the year of registration and a serial number. Librarians all over the world use this unique identifier in the process of cataloging most books which have been published in the United States. It helps them access the correct cataloging data (known as a cataloging record), which the Library of Congress and third parties make available on the Web and through other media.

### **ISBN ASSIGNMENT**

The International Standard Book Number gives an identity to your book. Booksellers and customers can find and order your book via the unique ISBN.

### **BARCODE APPLICATION TO BOOK COVER**

In order for booksellers to automatically capture an ISBN, it must be converted into a scannable barcode. The Bookland EAN symbol is the barcode of choice in the book industry worldwide, because it allows for encoding of ISBN's. The barcode will be applied to the back cover of the book for easy scanning.

### **BOOKS-IN-PRINT REGISTRATION**

Books In Print<sup>®</sup> provides a variety of advantages for authors but one of the most important services is the ability to connect your title to a database containing thousands of books wherein customers, booksellers, libraries and retailers can search for and access your title.

## **EXCLUSIVE COVER DESIGN**

Book covers are one of the biggest marketing tools an author can have when selling a book; that's why having a unique, customized cover will set your book apart from all the rest. The Premier Publishing Package offers an Exclusive Cover Design created by our professional design team.

*Note: Customers wanting an Exclusive Cover Design can add-on this service to their selected publishing package. Additional fees apply. Consult our design team if you desire a customized cover. Fees based on hours worked and complexity of artwork.*

## **CONVENTIONAL COVER DESIGN**

When we design the book's front cover, we will include the book's title, subtitle (if any), author name(s), and any additional information needed to bring the front cover alive; along with all graphics needed to create the cover artwork.

### **Here are your graphic options for creating your custom full-color cover:**

- Submit your ideas and/or sample sketches or graphics
- Submit complete cover designs that you would like our design team to use or integrate
- All materials should be sent with your manuscript submission

### **Cover graphics that you submit to us must meet the following requirements:**

- TIFF (.tif) file format
- 300-dpi resolution
- CMYK Colorspace
- Match the dimension of the final trim size, plus an 1/8" bleed on the top, right and bottom sides (i.e., a cover for a 6" x 9" book would need to be submitted at 6.125" x 9.25")
- Copyright permission from the creator (artist, photographer, etc.) to use the work on your book cover
- Sample graphics and other illustrations created by you that will only be used as ideas or guidelines for the design team can be submitted in any format.

## **CUSTOM INTERIOR DESIGN, BOOK ANATOMY & FORMATTING**

Lyrical4Cast Publishing will ensure that your book has the proper size, style, font, and margin/spacing specifications. Sometimes authors need a little assistance in developing the perfect book synopsis to capture their audience as well as the intricate details that help to make the book more personalized such as the Copyright, Dedication, Acknowledgements, and About the Author page. Lyrical4Cast Publishing will assist with these pages should you need our support.

*Note: Charts, Indexes, Table of Contents, Appendixes, Tables, and Diagrams will incur an additional fee based on complexity. Please consult a publishing representative should you desire to incorporate any of these tools to enhance your book.*

### **AUTHOR PROVIDED IMAGE INSERTIONS**

Lyrical4Cast Publishing will insert images that you provide (up to 10) at no additional cost. We will work with you to assess the proper placement within the book. Images should be saved as a JPEG, PNG, or GIF file at 300-dpi resolution. Additional fees apply for added images and images that require extra attention. Custom images can be created by our design team for an additional fee. Contact one of our publishing representatives for more information.

### **ELECTRONIC PROOF OF BOOK**

You will receive an electronic proof once your interior design and cover is complete. Once approved and finalized, we will submit your proof to our print shop to develop your 10 Free Book copies.

### **L4C PUB ONLINE BOOKSTORE AVAILABILITY**

Selected packages will have the opportunity to sell their books within the Lyrical4cast Publishing Online Store. In order to sale books through Lyrical4Cast.com, we will need at least twenty-five copies of your book in our inventory. *See Book Fulfillment & Distribution Services for complete details.*

### **ONLINE BOOKSELLERS**

Once your book is complete, not only will it be added to the Books in Print database, it will also be made available to online booksellers and resellers within the distribution network. Book wholesalers in the U.S. and/or affiliates of Ingram and Baker & Taylor allow your book to be distributed throughout the country and worldwide.

There are certain restrictions and limitations involved in this process. It cannot be based on a definite time frame as this process is dependent upon the bookseller. Lyrical4Cast Publishing will submit the information necessary for online acceptance but is not responsible for the revoking, preventing or prolonging of online access through booksellers. Lyrical4Cast Publishing-published titles will be made available on online booksellers, such as Amazon and Barnes & Noble, and may be picked up by other resellers under the Ingram and Baker & Taylor distribution network. *Channel availability also poses restrictions. Each title will be examined to ensure it meets the criteria for submission per online booksellers requirements on our end.*

### **200 PREORDER FORMS**

To assist in the marketing of your book, Lyrical4Cast Publishing will provide you with 200 Preorder forms displaying your author/pen name, book synopsis and order information, including the front cover image of the book. Preorder sales give you an advantage to invest in costs for your print run.      **PACKAGE ADD-ON FEE: \$75**

### **PRESS RELEASE TO TARGETED MEDIA OUTLETS**

A Press Release helps spread the word of your upcoming book release or book signing event. Lyrical4Cast Publishing will work with you to disseminate this release to targeted audiences within your social and community network. PACKAGE ADD-ON FEE: \$50

### **AUTHOR WEBPAGE ON LYRICAL4CAST.COM**

Premier Publishing Package clients will have an author webpage on Lyrical4Cast.com that displays an author pic, book synopsis, book cover and order information. The webpage will be activated and viewable for one (1) year after proof approval and is renewable yearly for \$7.95 on the anniversary of the electronic proof acceptance. PACKAGE ADD-ON FEE: \$100

### **PRESS KIT SHELL**

Lyrical4Cast Publishing will provide you with a Press Kit Shell to aid you in writing your very own Press Kit to help you market your book. PACKAGE ADD-ON FEE: \$15

### **BOOK SIGNING KIT**

Lyrical4Cast Publishing offers a Book Singing Kit furnished with 15 Full-Color Posters, and 50 Full-Color Fliers to help you advertise and promote your book signing event. PACKAGE ADD-ON FEE: \$125 (includes design, printing, and shipping costs)

### **BOOK MARKETING KIT**

Oh, do we have a Book Marketing Kit for you! There is no better way to spread the word of your new accomplishment as an author and to promote your book than with the essentials that make up a great marketing kit. This kit will include 100 bookmarks and 200 business cards tailored with your order and book information and the cover of your book. We will make the best use of the limited space within each marketing item and ensure that the most pertinent information is made available to your audience.

Details include:

- A full-color image of your cover on the front side with customized text including order information on bookmarks. Bookmark size: 2 x 8 inches
- A full-color image of your cover on the front side with customized text including order information on business cards. Business card size: 2 x 3.5 inches

PACKAGE ADD-ON FEE: \$180 (includes design, printing, and shipping costs)

## **10 FREE BOOKS**

You will receive 10 free copies of your book courtesy of Lyrical4cast Publishing to help you promote and get the word out about your book.

## **eBOOK FORMATTING & DISTRIBUTION SERVICE**

If you desire to have your completed book turned into an eBook, Lyrical4Cast Publishing will create the digital file formats for most all major book readers, computers, and mobile phones. We then list your book with eBook distribution services like Amazon Kindle, Barnes & Noble Nook, and Apple iBooks.

PACKAGE ADD-ON FEE: \$325

## **BOOK FULFILLMENT & DISTRIBUTION SERVICES**

Lyrical4Cast Publishing offers 100 percent royalties to our authors. We do not get a percentage from your book sales. Still, there are several ways that you can gain exposure for your book through various marketing channels that charge wholesale discounts or require a certain percentage of the book retail price. We will work with you to help get your book the attention you desire. Here are a few options:

**Direct Sales** – If your book is listed on Lyrical4Cast Publishing’s Online Store, you have the option of having your book linked to PayPal, where your clients can purchase directly from you (provided you have a PayPal account established). You will be responsible for packing, shipping and inventory of your product using this method (also known as Direct Sales).

Authors that decide to take advantage of the direct sales market should know that they are operating as the salesperson and distributor of their book. With saying, you will be responsible to order the desired copies of your book in order to sale through your own website or blog, personal PayPal account, door-to-door, to family and friends, at events and book signings. Depending on your desired quantity, you may choose to do Print-on-Demand (POD) where you will be charged an amount per book for the quantity of books desired (usually between 1-500 copies). The average cost per POD print job is \$.015 per page plus \$.90 for the cover. This is the printing cost for most books with black and white interior and a full-color cover. There will be shipping/handling and taxes applied during the order process. (Offset printing options are also available for print jobs over 500 copies.) We also offer offset and traditional printing based on your desired print quantity and needs.

Authors retain all profits using the Direct Sales method as there will be no third-party involved.

Direct Sales POD Example: Your book, *In the Wind*, is retailed at \$10 and is 250 pages long. You choose to go with POD services. The shipping cost is \$5. The total paid by the customer is \$15.00. Here is the formula of your profit:

\$10.00 (retail price)  
\$5.00 (shipping)  
-\$4.65(POD printing costs)  
-\$5.00 (shipping)  
\$5.35 net to author

**Sales made through Lyrical4Cast Publishing's Online Store ONLY**– Should you choose to allow Lyrical4Cast Publishing to sell your book through our online store, we must have at least twenty-five copies of your book printed and shipped to our warehouse. There is a one-time fee of \$49.99 (per year) to set up and manage your account for sales management. There will be a \$1.50 per book pick-and-pack fee and a 4.5 percent credit card processing fee (assessed by our bank and calculated based on the total amount paid by your customer).

PACKAGE ADD-ON FEE: \$49.99

*Note: We must have at least twenty-five copies of your book printed and shipped to our warehouse. We cannot fulfill orders unless we have inventory in stock. Authors will be informed of book inventory should product supply run low.*

Example: Your book, *In the Wind*, is already in stock at Lyrical4Cast Publishing's warehouse. The retail price is \$10. The shipping cost is \$5. The total paid by the customer is \$15.00. Here is the formula of your profit:

\$10.00 (retail price)  
\$5.00 (shipping)  
-\$5.00 (shipping)  
-\$1.50 (fulfillment fee)  
-\$0.68 (credit card processing fee)  
\$7.82 net to author

**Extended Fulfillment & Distribution Services** - For sales through our Extended Fulfillment & Distribution services, which includes Barnes and Noble, Amazon, and many other wholesalers and booksellers nationwide, there will be a one-time fee of \$249 that covers the cost to set up the service, provide a custom sales reporting system and to ensure storage availability for your books. PACKAGE ADD-ON FEE: \$249

*Note: We must have at least twenty-five copies of your book printed and shipped to our warehouse to begin this service. We cannot fulfill orders unless we have inventory in stock. Authors will be informed of book inventory should product supply run low.*

After your first year in the Extended Fulfillment & Distribution services program, there is an annual renewal fee of \$199. The annual renewal fee includes another year of fulfillment service and the warehousing/storage of up to 1/2 (half) pallet of books for one full year.

*You Decide: Although many authors seek the gratification of making book sales through Barnes and Noble and other booksellers, the return on profits is lower BUT the exposure to a broader audience is priceless. Selling through Lyrical4Cast.com will not only ensure that your online orders are being taken care of by our custom built back-end administrative system and our dedicated staff of fulfillment professionals, you will earn a higher return on each sale.*

***Extended Fulfillment provides more exposure and a broader possibility for physical bookstore placement. Your book will be more available to consumers nationwide and worldwide. We strongly recommend our Extended Fulfillment & Distribution services program.***

Certain booksellers and wholesalers assess a purchaser's discount from anywhere between 40-55 percent which is deducted from the retail price of the book. This is so consumers will order from their sites online. This percentage is based on the bookseller themselves and is not in affiliation with any processing fees from Lyrical4Cast Publishing.

All Lyrical4Cast Publishing clients' books will be made available to online booksellers but fulfillment services must be ordered to take advantage of receiving sales from booksellers and wholesalers.