

Traditional Publishing Spec Sheet

Main Source, Author Smarts, The Little Handbook of Big Book Publishing Ideas

by Jan B. King, Dawn Putney & Gail Richard

Time line:

Source a publisher: Months/years
 Contract negotiation: several weeks
 Publishing cycle: 6-9 months

Copyright:

- When you sign a book contract you are selling the rights to your intellectual property
- Publisher owns copyright and can publish your materials in any medium, for duration of copyright
- You will need publisher permission to develop additional products (related to book), eg. journal

Payment:

- Advance if offered – against royalties
- Royalty payments of 10-15% on sales, paid between 1 and 4 times/year
- Publisher has to sell 10,000-20,000 copies to reach breakeven. Most publishers expect 70 to 90% of titles not to get to breakeven

Marketing:

- Publisher typically won't market the book – they provide stock to stores
- You will need to purchase your own book from the publisher usually at 50% off retail

Author vs. Publisher Interests:

Author	Publisher
Wants to increase the advance	Wants little or no advance
Wants to increase the royalty %	Wants lowest possible royalty %
Wants to hold onto ownership and control	Wants full rights and control
Wants highest quality product with colour & graphics	Wants to reduce costs with lower page count, little or no colour and fewer graphics

Author vs. Publisher Responsibilities:

Author	Publisher
Creator of the work	Creates agreement between author & publisher
Responsible for obtaining permissions for referenced work	Creates public appeal with packaging and presentation
Prepare manuscript according to contract requirements (style, format)	Prices the product for market
Meet contract deadlines	Produce the inventory
Rewrite as needed & proofread	Edits per their style, minimal proofreading
Prepare or pay for the preparation of the index (bibliog.)	File copyright on behalf of the author/ISBN
	Prints & makes available for sale online and in bookstores

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Author vs. Publisher Expenses:

Author	Publisher
Book writing	Editing
Editing	Book numbers and listings
Permissions	Copyright
Proofing	Book design – cover & interior
Indexing	Typesetting
Extra typesetting corrections (after publisher has completed, if any additional changes)	Proofreading
Marketing & selling	Printing, warehousing, shipping, marketing

Prepared by Kim Leitch of I C Publishing

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