

IMPORTANT INFORMATION FOR AUTHORS WISHING TO GET THEIR BOOK PUBLISHED

Before submitting your manuscript to us please read it through thoroughly for errors, consistency, clarity, etc., as this will save a lot of time and expense at the proof stage. It's also a good idea to ask a friend or family member to read it through as they may see things which you may have missed.

If you quote from external sources please ensure that you conform to the rules of 'fair use'. If you are unsure about this, the UK Copyright Service's website (www.copyrightservice.co.uk) is a good source of information and advice. If you have included photographs, pictures, illustrations, etc., in your book, please remember to obtain the relevant copyright permission and acknowledge the owner of the copyright, the date the work was created and the name of the person to whom the work is attributed. It is also important, if your book is non-fiction, to consider whether there is anything which you have written which may leave you open to a libel suit. As a precaution, it may be advisable for you to inform anyone who appears in your book and seek their written permission to so appear. Finally, if in your book, you are giving advice to people then you should be aware that this is also a potential source of liability.

ISBN

Please note that our standard price for an ISBN is £55 plus an additional charge* to cover the cost of sending six additional books to the Agency for Legal Deposit Libraries. Consequently, a copy of your book will be held by the British Library; the Bodleian Libraries of the University of Oxford; Cambridge University Library; the National Library of Scotland; the Library of Trinity College, Dublin; and the National Library of Wales. The distribution of these six copies constitutes a legal requirement under the Legal Deposit Libraries Act 2003, Section 4.

An ISBN is the industry standard identifier of a specific edition of a book. From an ISBN number we can generate a barcode which will go on the back

** The additional charge amounts to the total cost of five copies of your book at the unit price.*

of the book together with the price. There are many advantages to having an ISBN, most important is the fact that bookshops throughout the world will be able to find, and consequently order, your book. ISBNs are encoded with the name of the publisher, so if you want to self-publish using your own name you will have to buy your own ISBN as the ones which we provide are specific to us.

When we have published your book we supply the Nielsen Company with various details about it. Nielsen are 'the world's leading provider of marketing information, audience measurement, and business media products and services', their BookData service provides information to more than one hundred and ten countries worldwide and collects book information from over seventy countries.

We will ask you to choose the five BIC classifications which best describes your book; which will also be included in the information that we send to Nielsen. Your book can then be correctly marketed and displayed under the right subject heading. Additionally, we also send an image of the front cover of your book. These details will then be processed by Nielsen and will be used by companies such as Amazon to display and market your book on their websites. Thus, an ISBN is crucial if you wish to market and sell your book on anything other than a small-scale, local level: especially if you want to sell your book on the web, as the ordering and distribution of books is mainly executed via ISBN – this being the established, fastest and most efficient method.

DISTRIBUTION

We can sell your book for you on our Amazon Marketplace shop, on our website and at our offices in Newtown Road. If you do not leave copies of your book with us, then we cannot sell them on Amazon Marketplace, if no one else is selling your book on Amazon, then customers may be put off from buying your book as Amazon lists such books as 'temporarily unavailable'. Amazon will not sell your book themselves unless you negotiate with them to stock it, this is problematic as they usually expect a large discount and a large number of books to be sent to them on a sale or return basis.

MARKETING YOUR BOOK

It is important to take steps to market your book through newspapers, magazines and via social media. We suggest that you send out a press release to the media, such as the *Malvern Gazette*, *Worcestershire Life*, *Evergreen*, *This England*, or relevant journals.

We have found that most local bookstores will take copies of work by our authors (especially if they have a local theme) on a sale or return basis. You can do this yourself; and most of our authors do. We can then supply you with posters and other promotional items, such as bookmarks, to give to any bookshops that sell your book to help promote it.

There are no guarantees as to sales, however, if you have an ISBN number, your book will be available to order from any UK bookstore and online from all the major retailers by anyone who has the book's title, the author's name or, preferably, the ISBN.

TECHNICAL SPECIFICATIONS

If your manuscript is ready to go straight to print (i.e. no set-up/design is necessary) then it needs to be supplied according to our technical specifications. You will need to save your file in a .pdf format, as changes can occur if we have to convert the file to .pdf ourselves. Please see 'Print- ready jobs' on the 'Print' page of our website for more information.

If your manuscript is a Word document, and we have to design the layout then this will cost a little more. Please do not try and 'design' the book in Word as this often creates problems down the line. Just type it out as basic text. Books which are purely made-up of text cost less to produce than those which require the placing of illustrations and pictures. The latter will cost more or less depending on how the images are supplied. Please do not integrate illustrations into your Word file. All images should be supplied as separate files at 300 dpi for colour or greyscale files or 1200 dpi for lineart. Black and white images saved as RGB or CMYK will incur a colour print cost or have to be converted. Images should have as their file name a number which relates to the order in which you want them to appear in the text. You will then need to

indicate where the images go in the text file by referring to the image name: i.e. 'insert Fig 001 here'. To save money, you can add the picture's caption into the image's metadata (or if the caption isn't too long, into the file name).

Other than directions to the designer, *do not refer to where the picture is to occur in the text*, otherwise whenever you change anything in the text you will have to go hunting through your manuscript to find every reference to a picture being opposite, or below, or whatever the case may be, and change as appropriate. If you are referring to pictures in the text, give them figure numbers and refer to them by that, but make sure the running order of your pictures is complete before doing this. For more information about these requirements please contact us.

Please give us the complete book in one file, *do not save each chapter as a separate document*.

Manuscripts supplied in any other format are subject to individual quotation on sight of the files. We can also work from a hard copy of typed text, however, as this will need to be scanned and converted to text it will need to be proof read and edited, either by us or yourself.

The golden rule is to ask before you start work, this will save both time and money. As we have said before, we strongly advise that your manuscript is proof read and, if necessary, edited prior to layout. We are happy to either provide or recommend an editor for this service, depending on your needs. Please enquire for current charges.

If you do not understand any of the terms used in this brief summary, then please ask a member of staff, we will be more than happy to clarify anything or discuss your job in detail.

Although we have a standard 'house-style' for books, we are happy to create individual book designs and layout; again please enquire. We are also confident that we can create an attractive cover design for your book.

Remember 'the golden rule', please ask, we will do our best to answer.

ASPECT DESIGN

89 Newtown Road, Malvern, Worcestershire WR14 1PD

Tel: 01684 561567

E-mail: allan@aspect-design.net

Web: www.aspect-design.net

