



BOOKWRIGHTS DESIGN & PRODUCTION

Pricing Schedule: 2004

BOOK COVERS & DUST JACKETS

BASIC (1-2 COLOR)—Suitable for publishers on a tight budget, but requiring competent, professional design and production values. Custom design limited in complexity of concept and production. Includes basic letter treatment, using one or two PMS colors, (art from our archives available for nominal fee), 1 flatbed scan or customer provided art or photo. \$1495.*

FULL TRADE TREATMENT— For a dynamic cover design that blends with, yet stands out from, other titles in the bookstore in your genre. Complexity of concept and production; full color, includes photo research (if necessary), and/or can include interesting Photoshop letter treatment. Art from our archives available for a small fee, stock photography is billed at our cost. 2 flatbed scans of customer provided art or photos included in price. Price includes two very different front cover concepts and when the front cover is finalized, it also includes design and production for the entire cover/jacket (front, spine, back cover). Pricing does not include stock images if used. \$1995.*

BOOKS IN A SERIES— If the book jacket/cover is part of a series where all the books will have the same design with some slight differences, and you hire Bookwrights to produce all of the covers in the series, we charge a sliding fee for subsequent covers after the first. The fee for subsequent books is dependent on degree of difficulty and the number of books

When you deliver all the elements of a book cover, or entire book, you will be given a schedule. If you require a specific delivery date that is enough before our scheduled delivery date to require shifting of jobs in the studio, a rush charge will ensue (you will be told before the charge is levied).

Stock photography is billed at our cost. We search only Royalty Free photo sites unless the client asks that we search Rights Managed sites as well. (RM sites often have even more dramatic art, but for a higher fee).

Proofing is done via PDF files.

** Each project varies. These are basic guidelines and most projects fall inside them, but if your project requires something special that these prices do not cover, please talk to us about it.*

Clients pay all shipping and postage charges connected to their project.

BOOK TEXT DESIGN & PRODUCTION

Book interior design and formatting is another service we offer. You supply the manuscript in word processing files (please discuss with us which program you are using as well as how we want it formatted) and we create a design that fits the subject matter of the book. Our interior book designs begin at \$350 and the cost is directly related to the degree of difficulty called for in the design. Most books fall in the \$350-\$600 range. We will need to see a sample of the manuscript showing all the different elements to give a firm design quote. Text books, with many design elements, or four-color word is quoted on a book by book basis.

We charge \$6.50/page for most books of standard size (6 x 9, 5.5 x 8.5) that have few or no footnotes, and few or no pictures, or levels of headings. We generally charge \$8.00 for 8.5 x 11 book pages. If a book requires many different elements (charts, tables, etc.) we would want to look at a sample of the manuscript and quote a price from that.

If your book has photos, we can scan and insert them in the pages. We will flatbed scan and do minor cleanup and sharpening in Photoshop for \$15.00/scan.

We usually supply the printer electronic files and a hard copy of the book for reference (1200 dpi). Our terms are 50% deposit (based on estimate) when you send us the job, 50% (plus cost of film and matchprint charges, if applicable) when completed and any balance due (i.e. postage costs, etc.) when job finishes.

Experience helps when buying book printing. We have purchased the printing for hundreds of books, so there are rarely any surprises or problems since we are usually able to anticipate and eradicate possible problems before they manifest. Many of our clients ask that we handle the purchasing of the printing and follow their book(s) through production. For this we charge a flat fee. For clients whose projects we design and format, we charge \$350. For books we have not worked on, the fee is \$550.

What others say about BOOKWRIGHTS:

“Mayapriya met an impossible deadline with an incredibly stunning design...coming up with a fresh approach to something difficult to illustrate.”
—Eric Anderson, ericbanderson@usa.net

I'm just WILD about Mayapriya Long at Bookwrights! Looking at the finished cover (and the PDFs of the finished interior) and remembering how absolutely wonderfully patient and efficient Mayapriya has been to work with on this, made a difficult project a pleasure, after all.

—Pat Johnston, Perspectives Press, ppress@iquest.net

“Mayapriya Long’s wonderful cover design for our latest title has helped the book “break out of the pack” and get noticed by both the media and key bookstore buyers. She is a joy to work with!”

—Cynthia Kim, Turtle Press, cynthia@turtlepress.com

“I said you should write full-time. Then I received the cover designs you sent for our next two books. These are amazing! Keep designing.”

—Alan N. Canton, Adams-Blake Publishing, acanton@adams-blake.com

“Mayapriya sets the standard against which all vendors should be measured!”

—Gloria G. Wolk, Bialkin Books

“Our sales reps tell us the books you designed are the best-looking in our new catalog. We agree!”

—Ken Eagle Feather, Hampton Roads Publishing, freespirit@hrpub.com

“Mayapriya, if you had heard the praise for your Kingdom cover in Bangkok, your ears would have been burning.”

—Dean Barrett, Village East Books, NYC deanbarrett@mindspring.com

“We love the book, inside and out. Everyone is really happy with the cover and our sales team is excited to begin showing it. I'll be contacting you in the Fall when we do the next book.”

—Nancy Nusser, Editor, New Jersey Monthly Press, NNusser@njmonthly.com

“I can't tell you how pleased we are with the book. It is absolutely breathtaking. Our distributor told us it looks *better* than the trade fiction coming out of New York. I agree. When I show the book to friends, they say it is the most stunning book they have ever seen.”

—Lewis Weinstein, goodnewfiction.com, lmw@phri.nyu.edu

“I had one short conversation with Mayapriya and showed her one website that had the look and feel I wanted. She “got it” on the first try... truly translated exactly what I didn't even explain to her. The cover is so beautiful and perfect. I simply cannot tell you how easy and wonderful she is to work with.”

—M.J. Rose, author, parispoet@aol.com

“I have to tell you that my opinion is that we've got a winner. I really like this cover, and I appreciate that you were willing to try something a little strange and have the patience to work through our changes.”

—Richard Wilson, Berrett-Koehler Publishing, rwilson@bkpub.com

“By the way, the book has been out for about 24 hours, and I've received about 20 raving compliments on the cover. Several people said that if the book is as good as the cover, it will be a bestseller.”

—Lawrence Kelemen, lmk@actcom.co.il

Mayapriya designed the cover for Fern's new book *Terrorism and Kids*, during the same time, Mayapriya designed the cover for our new book, *From Emotions to Advocacy—The Special Education Survival Guide*. When you look at the covers of these two books—both for parents about how to help their children, you will see why we say Mayapriya is a genius!

—Pam Wright, Wrightslaw Books, pwright@wrightslaw.com