



**SUMMERLAND  
PUBLISHING**

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## Information for Potential New Authors

Do you have a story to tell? Expertise to share? Experiences that need to be told? If so, we at Summerland Publishing may be interested in assisting you with bringing your good words to the public.

Here is how Summerland Publishing works: Once we have established a relationship with an author by reviewing their work and finding that it meets our quality standards we agree on the following:

Summerland Publishing will furnish an ISBN number and a barcode for your book. We also provide cover artwork design and editing/layout of the interior text (cost varies due to length and type of book).

When your book is ready to print, we contact our print house that provides us with a quote for the actual print cost depending on quantity ordered. Authors must pay for that print cost, which is, on average, around \$2 to \$5 per book. The cost goes down relative to the quantity ordered (higher quantities = lower cost). Most authors order an initial quantity of 100-500, although some order more. Authors must also pay for all shipping charges, plus an initial fee of \$200.00 to have your book listed with the largest national book distributors.

Before going ahead with any new book, we provide the author with a spreadsheet showing their cost and the approximate profit based on various retail prices. Only if these figures are reasonable would we want to proceed with helping the author.

Special note regarding full-color books: All of our books are printed with full-color covers and most are perfect bound, but the interior text is one color (usually black) only. Books that are full-color on the inside are cost-prohibitive to print in small quantities. If the author wishes to print at least 1,000 copies, then we can help with such full-color books.

Once the book is printed, we handle listing it with Books in Print (the U. S. official listing source for all books), and wholesale book distributors such as Ingram Books, Baker & Taylor, Quality Books (library distribution) and in some cases New Leaf Distributors. We also list the book on Amazon.com and BarnesAndNoble.com, and submit it for acceptance to the major national bookstores. We store all books and handle shipment to the various vendors. For our help, we receive 20% of the net retail price after the bookstore discounts. The balance of profits is paid to authors as royalties on a quarterly basis.

We provide several marketing packages to authors, who can choose how extensive a plan they wish to purchase. Marketing materials are produced and sent out with a copy of the book to reviewers at major newspapers and magazines. We can also refer you to an outside publicist who can provide more extensive publicity and appearance opportunities.

We are different from other publishers in that authors are paid a much higher percentage of the profits from the sales of their books. Each author receives ten free copies of their book initially, instead of only 1 or 2 as with other publishers. In addition, we can provide copies of books for marketing purposes with no publisher fee.

This endeavor has been a wonderful experience for us at Summerland Publishing, and we are truly enjoying meeting and working with the authors that have found their way to us. If you are interested in having Summerland Publishing publish your book based on the above overview, please send a copy for review via email to us at [SummerlandPubs@aol.com](mailto:SummerlandPubs@aol.com). Or, if you prefer, you can mail a hard copy to: Summerland Publishing, 625 SE Summit Drive, Roseburg, OR 97470. We will then contact you to let you know if your book meets our quality standards.

We look forward to working with you towards making the world a better place!