



## Publishing Services Agreement:

Below is the 6-step process to submit your book. Questions?

Call Pat Whary 423-478-7613

RUSH service (\$250) gets your book to press in 45 days or less! See below.

**Mail to Penman Publishers, 1080 Montgomery Avenue, Cleveland, TN 37311.**

### Step 1: AUTHOR INFORMATION

Name: \_\_\_\_\_

Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Daytime Telephone: \_\_\_\_\_

E-Mail Address: \_\_\_\_\_

Social Security Number: \_\_\_\_\_

### Step 2: MANUSCRIPT SUBMISSION CHECKLIST

Book Title: \_\_\_\_\_

Subtitle (optional): \_\_\_\_\_

Name/pen name: \_\_\_\_\_

(as you would like it to appear on your book cover and copyright page)

\_\_\_\_\_ I am submitting my manuscript in complete and final form.

\_\_\_\_\_ I have reviewed the text and graphic guidelines.

\_\_\_\_\_ I am including my manuscript on diskette in PDF Format. **(If manuscript is in MS Word there will be an additional \$75 charge to convert to PDF Format.)**

\_\_\_\_\_ I am including my photograph for the back cover of my book (optional).

\_\_\_\_\_ My book should be one of the following trim sizes (please circle)

5 X 8\*

5.5 X 8.5

6 X 9

8.25 X 11

**\*Important: short books (under 108 pages) can be printed in 5.5 X 8.5 trim size only.  
Short books are also NOT available in hardcover edition.**

### Step 3: AUTHOR BIOGRAPHY & BOOK SUMMARY

Please include a book summary and author biography, each consisting of no more than 150 words. This information will be used on the back cover of your book and in promotional materials. You must include this information as separate files on your diskette or CD, not as printed, hard copy.

### Step 4: PUBLISHING PROGRAMS AND PAYMENT

#### Two options for payment:

**Option 1** \_\_\_\_\_ 100% up front program fee with shipping fee billed to customer.

\_\_\_\_\_ Platinum program \_\_\_\_\_ Gold program \_\_\_\_\_ Silver program

**Option 2** \_\_\_\_\_ 50% program fee with order contract and 50% with proof approval with shipping fee billed to customer. (Upon credit approval)  
\_\_\_\_\_ Platinum program \_\_\_\_\_ Gold program \_\_\_\_\_ Silver program

\_\_\_\_\_ I am including graphics at \$17 per graphic on CD or disk, and /or \_\_\_\_\_ graphics at \$27 per graphic not on CD or disk.

\_\_\_\_\_ I desire RUSH service to get my book published in 45 days (\$250).\*

\*RUSH authors must be able to receive proofs and cover design via email, and must approve proofs and cover within 3 business days from date email was sent from Penman Publishers. The following will nullify RUSH status: excessive corrections, corrupt or unusable files, inability of author to receive and read email files, additional rounds of proofs and cover design (beyond initial rounds). Books with graphics take 2-3 weeks longer to produce. There can be no refunds of RUSH charges.

\_\_\_\_\_ I am including payment in the amount of \_\_\_\_\_ in the form of a check, money order or credit card (please circle method of payment) If using credit card, please state your credit card number, type of card (Visa, MC, etc.), and expiration date here: \_\_\_\_\_

**This price does not include copy editing nor formatting inside copy.**

## **Step 5: COVER DESIGN**

Our award-winning artists will design your book cover. You will have the opportunity to review And approve your book cover design before it is printed. Your cover design will be based on the package you've chosen.

## **Step 6: AGREEMENT**

I, \_\_\_\_\_, agree to the following terms and conditions (below), on this Date of \_\_\_\_\_.

It is hereby understood and agreed that upon completion of author's purchased program from Penman Publishers, the author shall maintain and, in all respects, shall be responsible for any further printing, publishing, or marketing of the author's volume. Specifically, Penman Publishers 's obligations hereunder shall terminate upon completion of the production of the program selected by author or within two (2) years from the contract, whichever occurs first.

### **Author Right to Ownership**

Under this Agreement, the author grants Penman Publishers limited, nonexclusive rights to print and distribute the work only. **Penman Publishers acquires no right of ownership to the work under this agreement, and all publishing rights are reserved to the author.**

### **Author Right to Copyright**

Penman Publishers acknowledges the author shall own full and complete copyright to the work. In order to protect the author's full right to privacy and ownership to the work, Penman Publishers guarantees not to contact the U.S. Copyright Office on the author's behalf. **This contract is valid for two (2) years.**

\_\_\_\_\_ Penman Publishers Representative

**Please initial the following pages and return them with this contract.** Please keep a copy for your record.

## *The affordable way to book publishing*

### **WELCOME TO PENMAN PUBLISHERS**

Penman Publishers is a leading publisher of books for the secular market. We give authors everything they need to get published. Using print-on-demand, Penman Publishers can print everything from short stories to 500-page books at reasonable prices and on desirable schedules. Our print runs may vary from 100 to 100,000 copies.

### **HOW IT WORKS**

Here's a quick, simple and low-priced way to publish your book.

At Penman Publishers, we know the statistics: Of every 1000 manuscripts presented to publishers for their consideration, only 2 are accepted for publication. The laws of economics tell publishers they must sell several thousand books to realize a profit. We've discovered a better way. We ask authors how many copies they want and permit them to purchase books only in quantities they wish to buy, eliminating the costly expenses involved in printing huge numbers with all the attendant charges, inventory, warehousing, advertising, marketing, etc. The investment in the book is limited to the author's costs of preparing it for print and having it printed.

The best part about publishing a book with Penman Publishers is that we can print books in any quantity, as few as twenty five copies. Vanity publishers will charge you thousands of dollars to print a truckload of books, which they will not help you distribute. Penman Publishers uses technology to keep your costs down, allowing you to buy books only as you need them. We also furnish you the information to distribute your book to bookstores and on the Web. Don't let self-publishers fill your garage with books! Print only as many books as you feel necessary, then reprint as needed.

### **SUBMIT YOUR MANUSCRIPT**

Here's how to proceed. To get started, follow the simple instructions that follow about preparing your manuscript. Note them carefully, for once we have your final draft, that's exactly what it is: final. The next time you see the book, it will be in page proofs, **at which stage only minor corrections can be made.** Take time to familiarize yourself with our Text and Graphic Guidelines. Following them will help speed your book to press.

We require your complete manuscript on diskette **in PDF Format. If manuscript is in MS Word, there will be an additional \$75 charge to convert to PDF file.** Your manuscript should be complete and in final form, already edited copyedited and proofread. Then our staff will immediately begin preparing your book for publication. (If you do not have the capacity to prepare the manuscript in this fashion, we can recommend persons you might contact to perform these services for you or we can provide these services at an additional cost to you.)

### **LEGAL MATTERS**

When publishing a book, you need to be aware of laws concerning copyrights, International Standard Book Numbers (ISBN) and related matters that need attention. Penman Publishers makes it easy for you.

Initial\_\_\_\_\_

## **COPYRIGHT**

The moment you write your book and get words on paper with your name on it, no other person can legally quote from your work without permission. To better protect your rights and give you legal coverage, however, Penman Publishers encourages you, as the author, to pursue registration of copyright for your work with the U.S. Copyright Office. You should make this application in your name when your book is printed. After the Copyright Office processes the application, you will receive a legal document from the Copyright Office for your files. At the time of this writing, the Copyright Office charges \$30 for this service.

For more information about the U.S. Copyright Office and copyright laws, log on to <http://www.copyright.gov> **ISBN (International Standard Book Number)** is a machine-readable identification number that makes it easy for dealers to search for and find your book within complex listings of book titles. We will work with the ISBN agency to assign a number to your book; the charge we make for the printing of your book includes this service. We also print your ISBN number as an EAN bookland bar code for electronic scanning by bookstores and other retailers.

For more information about ISBN, log on to <http://12.35.238.145/standards/home/index.asp>

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

Penman Publishers will help you obtain a Library of Congress number. Librarians use this number to access the associated bibliographic record in the Library of Congress's database and commercial databases. The Library of Congress assigns the number when the book is being cataloged. With Penman Publishers assistance, however, a control number can be assigned before the book is published through the Preassigned Control Number (PCN) Program. When we receive your manuscript, we will discuss with you the option to secure the LOC number. That number is then placed on the copyright page.

For more information about the Library of Congress and PCN numbers, log on to <http://1cweb.loc.gov/loc/infopub>

## **FREQUENTLY ASKED QUESTIONS**

*“How much does Penman Publishers charge?”*

The cost is generally determined by the number of pages in the book. Factors that might alter the price are the use of charts, illustrations or other artwork within the book or changes to our standard cover designs.

*“Are there any hidden costs?”*

**No. We want to make you aware, however, that if you request revisions or changes to your book after you submit it to Penman Publishers, additional fees will be charged. Also if you cannot accept, receive or open email attachments, we charge a mailing fee to you hard copy versions of text galleys and cover proofs. A publishing agreement spells out all the details. You will know any additional charges before we begin the publishing process.**

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*“How long does it take?”*

You can typically expect to receive cover and page proofs 45-60 days from the time you submit your manuscript. This is your last chance to check your proofs and make any minor, last-minute corrections before the book is printed in final form. Understand that your book should already be proofread before you submit it to Penman Publishers. Revisions at the page proof stage will incur additional fees. If you cannot accept files electronically, it will take an additional 2 to 3 weeks to deliver materials back and forth between you and our office. The faster you return your proofs, the sooner your book will be printed. If you do not submit your manuscript in complete and final form, if you make a lot of changes to your proofs, or if you do not return your proofs to us within 5 days, you can also expect a delay. After you sign approval of your cover design and page proofs and it is back in our hands, the book is typically delivered in 3 or 4 weeks. We ask that you wait until you have books in hand before you announce book-signings or other promotions.

*“How long have you been in business?”*

The parent company of Penman Publishers was founded in 1910. The company has experienced healthy growth and has become a **leading publisher** of Christian magazines and books. As a member of the Christian Booksellers Association (CBA) and Protestant Church-owned Publishing Association (PCPA), we are a reputable company. The staff has long and valuable experience in Christian publishing and marketing.

*“Why should I choose Penman Publishers?”*

It’s quick, simple, and doesn’t cost as much as similar services. You just give us your manuscript and let us take care of the rest. Our seasoned staff will design an attractive, quality book.

*“What kinds of books do you publish?”*

Penman Publishers publishes secular books and we reserve the right to refuse publication of any book. Our books include: Christian living, theology, church growth, discipleship, Bible studies, fiction, poetry, biographies, and many others. We also publish cookbooks and training manuals.

*“How many books do I have to purchase?”*

We don’t force authors to mortgage their homes by demanding they purchase large numbers of books. We’ll print small orders within 3 weeks. Larger orders can take up to 4 weeks. Orders are normally shipped by UPS.

*“How many books do I need to sell to recover my costs?”*

Usually less than 200 copies, using normal pricing.

*“What will my book look like?”*

Penman Publishers books are comparable with any you might find at a bookstore or library. We use a bright white, acid-free, paper. Our book covers are printed on high quality, laminated stock. We can print books from 48 pages to 500 pages.

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*“What about graphics?”*

We can use your graphics, including photographs, tables and charts. You can submit them on disk, or in “hard copy” form to be scanned. The charge for graphics is \$25 per graphic for properly sized graphics we scan or \$ 15 for graphics that come to us on disk or CD in acceptable form (see Text and Graphics Guidelines). Manuscripts with graphics take an additional 2 to 3 weeks to format, and longer if we are scanning images.

*“Will Penman Publishers advertise and publicize my book?”*

Advertising and publicity is the author’s responsibility. We provide limited promotions of books in advertisements, online catalogs and Web sites. But it’s important for you to realize that how well your book sells is most dependent on the quality of your writing, the desirability of the book and how actively you promote it. There are no guarantees that your book will sell well.

*“Will bookstores stock my book on their shelves?”*

It’s up to each individual store, based solely on demand. We can’t promise stores will stock your book. But we guarantee that any bookstore in the country will be able to order your book, on demand, through the normal conventional publishing agents. If your book is a Christian book we offer you the opportunity to place your book in our bookstore, the largest Christian bookstore in the nation, on a consignment basis.

*“How much does Penman Publishers charge for its services?”*

The cost is generally determined by the size of the book. A final charge is not agreed upon until Penman Publishers receives the manuscript and determines that the book is in the correct format and judges whether extra charges will be made for graphics or special design services.

*“How do I pay for copies I purchase?”*

We accept checks, money orders and all major credit cards. Penman Publishers **does not** invoice authors for books purchased. Penman offers to options of payment 100% up front program fee or 50% program fee with order contract and 50% with proof approval with shipping fee billed to customer.

*“Will my book have an ISBN?”*

Yes. Your book will be assigned the International Standard Book Numbers required by book sales channels to track and order your books. In addition, Penman Publishers will place a machine-readable Bookland/EAN bar code on your book’s cover.

*“Who owns the copyright to my book?”*

You do. The title page will list the copyright in your name. You should contact the U.S. Copyright Office once the book is printed to register the copyright. When you wrote your book, you automatically asserted copyright ownership without any formal action on your part. Registering with the U.S. Copyright Office, which records this ownership more formally, gives you better recourse in case of infringement.

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*“Who designs my book cover?”*

Our award-winning design staff will design your book cover for you. We take pride in designing first-class book covers. For those who choose our platinum program, we submit 2 designs for your approval. We’ll even allow minor revisions. Our artists will also design a professional back cover, including your photograph (optional). Because we offer a fast and affordable publishing service, we’re unable to accommodate special requests for unique designs on the back cover of your book.

*“Are there any other costs associated with your service besides those explained here?”*

No. From time to time we offer our authors expanded marketing opportunities, but you are under no obligation to participate.

*“What other details should I be aware of?”*

*Major Changes:* For major changes (e.g., replacing or inserting lines or paragraphs), fees will be determined on a case-by-case basis. Your Penman Publishers representative will determine a price for major changes and guide you in how to submit them. In addition, 4-6 weeks could be added to the production schedule for your book.

*Cover:* Our artists will bring to your book all the expertise they’ve used in traditional publishing to create a cover that will be eye-catching and engage a reader’s interest. We can create illustrations, graphics or any special photography, again, at an extra cost. However, our basic cover design is included in the original cost. We will design your back cover for you. You will have the opportunity to review the back cover copy, but changes may add extra cost.

*Approval.* When you give final sign-off on your text and cover design, we are ready to go to press and you are closer to realizing your publishing dream. After final sign-off, minor cover text changes may be made for a fee of \$150, but changes to cover design incur a fee starting at \$300. Titles cannot be changed.

When you talk with our Penman Publishers representative, he/she will get all information such as quantity, number of pages and cover design and then he/she will be able to quote you a price.

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**Contact Information:**

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