



# WORKADAY PRESS

## SELF-PUBLISHING DESIGN SCOPE & FEES

### COMMON PACKAGES:

- > **BASIC COVER + INTERIOR TYPESETTING: STARTING AT \$1,945<sup>1</sup>**  
(best for novels; includes text only, up to 5 images and 75,000 words)
  - INTERIOR:
    - » Layout of content that creates a pleasing and organized interior for your readers.
    - » Use of unique fonts that are reader-friendly to give your interior a professional appearance.
    - » Incorporation of up to five photos in the text, supplied by author.
    - » Digital conversion to both Kindle and .epub formats.
  - COVER:
    - » One custom book cover design option
    - » Use of custom colors and typography to reflect your book
    - » Use of one single image—provided by client or selected from stock photography
    - » One round of revisions included (changes to image not included)
    - » One design presented after any change request
- > **CUSTOM COVER + INTERIOR TYPESETTING: STARTING AT \$2,655<sup>1,2</sup>**
  - INTERIOR:
    - » Layout of content that creates a pleasing and organized interior for your readers.
    - » Formatting of specialized elements, such as footnotes, endnotes, lists, quotations, and excerpted text.
    - » Incorporates unique design elements to chapters and sections.
    - » Incorporation of up to ten photos in the text, supplied by author.
    - » Use of unique fonts that are reader-friendly to give your interior a professional appearance.
    - » Digital conversion to both Kindle and .epub formats.
  - COVER:
    - » Provides either 1) two (2) basic book cover design options; or 2) integration of multiple images and/or complex elements to create one book cover design
    - » Use of custom colors and typography to reflect your book
    - » Use of one single image—provided by client or selected from stock photography
    - » Two round of revisions to selected concept included (changes to image not included)
    - » An additional two rounds of minor, non-conceptual changes are included
- > **REFERENCE-STYLE INTERIOR: STARTING AT \$2,605<sup>1,2</sup>**
  - Layout of content that creates a pleasing and organized interior for your readers
  - Formatting of multiple specialized elements, such as footnotes, endnotes, lists, quotations, excerpted text, tables, pull-quotes, sidebars, internal/external hyperlinking and cross-references, and content-unique elements (such as programming code, legal documents, etc.)
  - Incorporates unique design elements to chapters and sections
  - Incorporates 10+ images, supplied by the author
  - Requires a well-organized folder of all desired images, all at their best available resolution.
    - » Upon intake, designer will provide client with an image report of all images that are not up to minimum resolution standards.
  - Use of unique fonts that are reader-friendly to give your interior a professional appearance

<sup>1</sup> For every 5,000 words over 75,000, add \$45

<sup>2</sup> Subject to confirmation after review of text and requirements; additional fees may apply



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### > CHILDREN'S BOOK – BASIC TYPESETTING: STARTING AT \$1,965 <sup>1, 2, 3</sup>

- INTERIOR:
  - » Typesetting of text on up to 30 pages.
  - » Integration and placement of up to 30 illustrations or images, provided by client.
  - » Use of reader-friendly fonts to give your interior a professional appearance.
  - » Fixed-layout digital conversion for digital distribution through Kindle/KDP.
- COVER:
  - » Provides one basic book cover design option using an image or illustration provided by client; or one basic book cover design using an effective typographical approach.
  - » Use of custom colors and typography to reflect your book.
  - » Two round of revisions to selected concept included (changes to image not included).
  - » An additional two rounds of minor, non-conceptual changes are included.

### > CHILDREN'S BOOK – FILE PREP ONLY: STARTING AT \$995 <sup>1, 2, 3</sup>

- INTERIOR:
  - » Preparation of interior file for print-on-demand platform of choice, for up to 30 pages.
  - » This option requires the client to have already illustrated and typeset all pages. Designer will ensure all pages are appropriately formatted for the chosen print platform, including all necessary bleed and sizing considerations.
  - » Fixed-layout digital conversion for digital distribution through Kindle/KDP.
- COVER:
  - » Preparation of cover file for print-on-demand platform of choice,
  - » This option requires the client to have already illustrated and typeset the cover. Designer will ensure cover file is appropriately formatted for the chosen print platform, including all necessary bleed, spine and sizing considerations.

<sup>1</sup> For every additional typeset page, add \$15; for every additional prep-only page, add \$5.

<sup>2</sup> Subject to confirmation after review of text and requirements; additional fees may apply.

<sup>3</sup> We do not provide illustration services ourselves, but we can provide a list of recommended illustrators if client is in need of an illustrator.

### WITH EVERY PACKAGE:

- > a **FINAL FILES SET** for the client's records that includes all print-ready files (PDFs optimized for the chosen publication platform) and all upload-ready files for digital versions of the title, as listed in the signed Statement of Work.
- > a **GUIDANCE DOCUMENT** to help navigate accounts and title listings following publication (this is typically delivered with the final files set)



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### ADDITIONAL OPTIONS + OFFERINGS:

#### > ADDITIONAL COVER OPTIONS

- INGRAMSPARK/LULU FOR HARDCOVERS (additional to KDP): \$450 each
- ADDITIONAL SERIES/EDITION COVERS: \$350 each
  - » For covers that have already been designed, that require simple swap-outs of images, colors, text, etc., but where the overall elements remain generally the same
- PROVIDED COVER: Subject to processing fees, as associated costs are typically incorporated into cover packages

#### > ADDITIONAL DIGITAL CONVERSION OPTIONS

- CUSTOM DESIGNED KINDLE FILE: STARTING AT \$295
  - » Converts your print interior design into a Kindle eBook by reflecting your original interior formatting and design as closely as possible for the print and Kindle eBook versions to be consistent.
  - » Creates Kindle eBooks that can be viewed in color on the Kindle Fire and Kindle Apps and in grayscale on all other Kindle devices.
- FIXED LAYOUT FOR KINDLE (recommended for fixed-layout digital projects): \$275

#### > ADVANCE DESIGN SCHEMES

- Produces a sample of the book's interior design for the client to review before the full design process is agreed to, at a cost of \$65/design element. These elements include:
  - » Heading styles (each, individually)
  - » Body styles (all together)
  - » Epigraph/quote styles
  - » Image styles
  - » Pull quotes and nested/sidebar elements
  - » Footnotes/end notes
  - » List styles (ordered, non-ordered)
  - » Tables
  - » Content-unique elements (programming code, legal documents, etc.)
- This includes a single design scheme and two rounds of changes to the design scheme. Additional schemes or rounds of changes beyond this scope will incur additional charges.
- Client should typically be able to anticipate a 10-business day production turnaround on design schemes.

#### > INDEXING: \$5/term or subterm

- Includes insertion of page markers and formatting of actual index
- No indexing will be begun prior to having a finished and approved draft of designed interior.
- A minimum of two business days will be added to the production schedule for up to 50 terms/subterms; for every additional 50 terms/subterms, an additional business day will be added to the production schedule (150 terms/subterms would add four business days, for example)

#### > RUSH FEES for projects that require a production turnaround of less than 1 month (subject to review and designer availability)

#### > INTERNATIONAL FEES may be added for international clients, due to the common need for communication outside of traditional U.S. business hours. If this is the case, this will be listed on the client's invoice as "International Admin".

#### > PROJECT NATIVE/WORKING FILES are available for an additional fee at a project's conclusion. If cost is prohibitive to purchase, files are also available to clients who sign the Project Native/Working Files Release.



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## PROJECT INTAKE

- > The Client is responsible to submit the following: 1) project intake form (currently through JotForm); and 2) a final, clean manuscript with all additional necessary components to complete the work. We will only work with final, approved material to ensure efficiency and accuracy for everyone in the design production process.
- > Upon review of final manuscript and project intake form, designer will discuss anticipated fees and production schedule with the Client. Agency will provide a Master Services Agreement (to be signed by the client), a Statement of Work (including a breakdown of fees), and an invoice for a deposit equaling 50% of the service fees.
  - Typical schedule for basic/custom packages is 1 month **from the time of project acceptance and confirmed receipt of ALL final files**, not prior. This can vary due to volume.
  - Minimum timeline for reference-style interiors begins at 6 weeks **from the time of project acceptance and confirmed receipt of ALL final files**, not prior. Time will be added for additional services (indexing, additional covers, advance design schemes, etc.). As part of the initial project review, the Agency will provide a full time estimate for design production.
  - **All project schedules are subject to review of pipeline and project requirements.**

Information current as of January 2023, but is subject to change.

## ADDITIONAL TERMS

- > **We only issue and confirm quotes with final materials from the client.** Only under special circumstances will we issue a preliminary quote, which will need to be reconfirmed once final materials have been received from client.
- > Based on scope, one (1) or two (2) initial design options will be generated to choose from, with three rounds of changes to the selected option included in the project fee.
- > The Client is responsible for reviewing and providing feedback of all deliverables and questions within one or two business days of submission. Delays in response may delay project delivery.
- > Invoices will be issued as follows:
  - **50% deposit for services**, due before production begins;
  - **Balance due for services**, due before file uploads to printer and/or final files sent to Client.

## PRE-PRODUCTION CHECKLIST

- Fill out project intake form
- Sign Master Services Agreement
- Sign Statement of Work
- Pay 50% deposit for services
- Provide designer with your final, clean manuscript and any additional necessary components (additional content, image files, etc.)