

~ 224 PAGES PRESENTS ~

THE BOOK BUFFET

224PAGES.COM ~ karen@224pages.com ~ 540-819-4008

THE PROCESS **NO.1** PICK YOUR PROJECTS FROM THE BOOK BUFFET & PAY 1/2 ~ BEGIN

TWO SEND 224 PAGES THE FOLLOWING INFORMATION

a) the book b) target-market or marketing research c) images, fonts and logos you have for the author and the book d) any copy you absolutely require for your materials. (or send bullet-points & we'll write the copy.) e) if we are building a website, set-up your own URL and hosting for your site and provide us with the log-in information (we humbly recommend using bluehost.com for wordpress sites)

THREE WE READ YOUR BOOK FEELING EACH WORD { LAUGH ~ CRY ~ SHOUT ~ SOB } REJOICE ~ PLEAD ~ PONDER }

NO.4 WE CHAT WITH YOU ABOUT YOUR STORY AND GOALS **NO.5** We happily create the most appropriate concept and design direction. The comp has place-holding images or fonts, and we provide pricing for your approval

SIX YOU PROVIDE CHANGES TO NO. 5, AND WE SEND A FINAL COMP

YES! JUST TWO REVISION ROUNDS. SO GIVE US FINAL CHANGES, AND AUTHORIZE STOCK/FONT PURCHASES.

7 | SEVEN

224 PURCHASES | **EIGHT** | WE GO TO FINAL FILE PREP FOR PRINTING OR VIDEO EDITING

NO.9 WE SEND FINAL FILES OR LAUNCH YOUR WEBSITE **NO.10** pay last 1/2 + costs for items bought ~ the end

Live happily ever after

SMALL BITES

twitter background
bookmarks
bus. cards
~ 250 ea. ~

MAIN DISHES

~ BOOK TRAILERS ~
basic trailer 1500
high-end 2000

~ BOOK COVERS ~
ebook 800
print book 1000
ebook + print 1600

~ BOOK INTERIORS ~
< 200 pgs 1000
200-500 pgs 1500
500-750 pgs 2000

~ AUTHOR WEBSITES ~
basic 1200
high-end 1700
custom 4000

details: 



THE BOOK BUFFET DETAILS

Books: Fiction or non-fiction. A good read.

Clients: Publishers. PR firms. Authors. Nice people.

We limit the number of projects we take each month to enable us to work closely and quickly with you.

SMALL BITES

Business Card - \$250

Two-sided. Layout and files provided.

Bookmark - \$250

Two-sided. Layout and files provided.

Twitter Background - \$250

Built to size and tested.

Files provided for you to upload.

MAIN DISHES

BOOK TRAILERS

Approximately one-minute.

Creative work includes:

- Design and copywriting
- Time to read book
- Selecting stock video, images and/or music (but does not include the purchase costs of stock video, images and/or music~additional stock costs not to exceed \$500)
- Presentation of one design with minor revisions before final editing
- Editing and timing arrangements, and providing file formats ready for uploading to websites and YouTube. Does not include uploading

Basic Trailer - \$1500

See sample trailers for *Girl Unmoored* or *Bonjour 40*.

- Book is fewer than 350 pages
- Author has book cover, website or other materials for us to use
- Copy may or may not be provided by author
- Some searching for video, music and images
- Simple text treatments and a basic design

High-end Trailer - \$2000

See sample trailers *Fairy Tales & Science Fiction*.

- Book is more than 350 pages
- Author may or may not have book cover, website or other materials for us to use
- Copy is not necessarily provided by author
- Extensive searches for music, video and images
- High-end graphics and design

BOOK COVERS

- Copy provided by author
- Includes time to read
- All images, author headshot, and necessary logos, UPC marks, etc. shall be provided to 224Pages
- Files developed for all media
- High-res + low-res jpegs provided

EBook Only - \$800

Print Jacket Cover Only - \$1000

Ebook + Print Jacket Cover - \$1600

PRINT BOOK INTERIORS

Assumes author images or initial chapter illustrations are provided. If a large number of images are required, resizing and placement will be estimated on a per project basis.

Up to 200 pages - \$1000

200-500 pages - \$1500

500-750 - \$2000

750+ - Yipes!

(First chat with your editor, then we will estimate it.)

Ebook interiors note: If you are searching for a place to get your eBook formatted, you don't need us. You need a word file and a formatting company like eBooksToGo. Like many, they charge a one-time fee, and provide e-pub and mobi file formats necessary.

websites & more: 

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AUTHOR WEBSITES

We build websites for authors, not books. We assume authors will strive to publish more than one book, so we create a place to show and sell work, and provide a platform for the author. (Author sets-up and provides URL and hosting information.)

Design and programming includes:

- Developing CMS/Wordpress, editable by author
- Inserting meta tags for SEO
- One-hour tutorial on how to update website plus three, 15-minute follow-up support calls within the first two months

Basic - \$1200

Navigation includes:

Author, book info, sales links to external retailers, and contact form

- Standard template
- Author provides copy, images and links
- Author provides URL and hosting information

High-end - \$1700

Navigation includes:

Basic (above) + social media feeds for Twitter, FB and blog + press/events + trailer insert

- Advanced template
- Author provides copy, images and links
- Some imagery selected
- Copy edited for marketing to target audience
- Includes uploading and inserting book trailer

Custom - \$4000

Navigation includes:

Basic + High end + author-specific custom design

- Author is given their own website template. One design is presented
- This option is only available if the book cover and book trailer are also being designed by 224Pages

FINE PRINT JUNK

The above does not include any printing costs. Printers will be recommended, and files will be delivered for printing along with recommended online resources for production.

CONTACT PERSON

We ask for just one person on your end who will communicate intent and changes, and who is empowered to make final decisions.

ONE TARGETED DESIGN

We provide one design option or creative direction because we believe in presenting the best targeted solution. If you want a smorgasbord of options or dozens of revisions then The Book Buffet is probably too lean for your tastes.

STOCK PURCHASES

All the above are design, programming, editing and copywriting costs only. Projects do not include stock image, stock video or audio, or font costs. Author/publisher will own the images and the font usage upon completion of the project. We use available or stock materials like images, video, music and text or a combination thereof. We do not create custom voice-over or music, nor do we record live-action film. We properly select and purchase materials to ensure you have the rights to use them, and trust the material you send us to work with is approved for you to use as well.

SCHEDULES

Production times vary depending on number of projects and how swiftly you can stay in touch with us. We work out a schedule together. For printed materials, we give you files, and you get the printing done when you want it and when you need more.

REALLY FINE PRINT: Our prices are based on years of gathering data and experience and are firm. Payments made to 224Pages remain ours if you drop the project mid-stream. We'll also invoice for any work performed beyond the initial 1/2 payment, and for all purchases made to date. If the scope of the project(s) grows to a degree that our pricing is no longer valid, we'll stop work, have a frank chat together and figure out how to make it work within your budget, or within the one we have.