

# **A Guide to Self-Publishing**

**York Publishing Services Ltd**

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# Introduction

“You should write a book about it”: does this sound familiar? Maybe you have and, having written it, have hidden the manuscript away in a drawer. Perhaps that precious manuscript has been sent away to a publishing house; for weeks you have waited in hope, but nothing has happened except maybe a rejection slip.

Possibly you managed to get your work accepted by a publisher. After the initial excitement and euphoria, and as the weeks and months passed, perhaps you found their editorial input changed its original character.

Maybe the design and “feel” of the book was not what you had envisaged so, at the end, when you held the first copy of your book, your delight was tinged with a little sadness: it was somehow not quite what you had hoped for. And then the earnings were not what you had anticipated either. While you did not have to pay anything for the book to be published, neither were you overwhelmed by royalty cheques. If any of this strikes a chord, then perhaps you should consider joining the growing number of authors who choose to publish themselves.

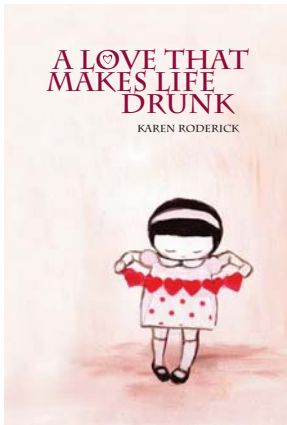
York Publishing Services (YPS) is a well-established, reputable company with more than thirty years’ experience producing books. Responding to an increasing demand from authors choosing to retain control over their work and supervise all stages of its publication, YPS has extended its business to help authors publish their own books. In other words, we can take your manuscript and turn it into a professionally produced book while allowing you control at every stage of the process. And because we are a dedicated in-house company, able to specialise in small print runs, it will cost you a lot less than you may think.

We have produced this guide to show you how to go about preparing your manuscript for publication, what will happen during the process, what you can realistically expect at the end, and how to work out how much it will cost you. We view this guide as a first introduction to YPS. In addition to our professionalism and expertise we are renowned for our approachability and friendliness (and our modesty!).

However original your work is, however ingenious the plot, compelling the characters or satisfying the conclusion, and whatever the genre you have chosen, your writing will remain a mystery to the rest of the world until you take the next step and turn it into a book. If, having read this guide, you would like to discuss your manuscript with us, please phone or email us. We look forward to welcoming you into our exciting world of publishing, where we turn yellowing manuscripts into beautiful books.



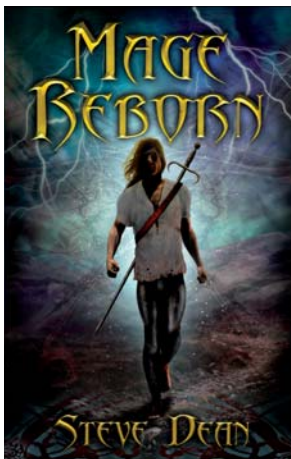
# Some definitions and point to ponder



We work in a market with a tarnished reputation. On a regular basis we hear horror stories from authors who have been deceived into making large payments for the publishing of their books. Claims of exorbitant marketing campaigns and sales forecasts are made, flattering authors with dreams of fame and fortune.

YPS do not work like this. We strive hard to differentiate ourselves from such companies. We do not make unrealistic claims about the sales you will achieve, we clearly point out all the pitfalls, indeed we have been known to talk authors out of self-publishing.

We pride ourselves on our integrity, and we want authors to self-publish with their eyes wide open.



## A definition of self-publishing

“For a book to be genuinely self-published, a name designated by the author as his publishing house must appear on the copyright page of the book as ‘Publisher’ and the book’s ISBN must be registered by the ISBN Agency to that author as publisher.

Any company which publishes books under its own name or imprint cannot, by definition, claim to help authors to self-publish.

True self-publishing gives authors much greater control over the production and dissemination of their books.”

Source: Johnathon Clifford is an authority on self-publishing and vanity publishing and won the *Daily Mirror* ‘Good Service Award’ in 2002 for his work in ‘protecting the rights of Britain’s authors’. His website is [www.vanitypublishing.info/index.html](http://www.vanitypublishing.info/index.html)

With YPS:

- ✓ You are the publisher, you will be designated as the publisher and author on the copyright page
- ✓ You will be registered as the publisher with the ISBN agency
- ✓ All copies of the printed book belong to you. The stock can be delivered to you, or we can store it for you. Even if the stock is in our warehouse it still belongs to you.
- ✓ We print and charge for the number of books you request. We will advise you as to how many copies we feel you should print. More often than not we will suggest to authors they print fewer copies than they had in mind.

# Publish yourself

## A practical guide to self-publishing with York Publishing Services

So, you want to publish a book? You may have written it yourself or it may have been written by someone you know. It may be just for the enjoyment of others or information that you want to record. You may have had your proposal rejected by publishers, or you may just want to have full control over your book, which you would lose if your manuscript went to a publisher. York Publishing Services (YPS) can help.

### Who are York Publishing Services?

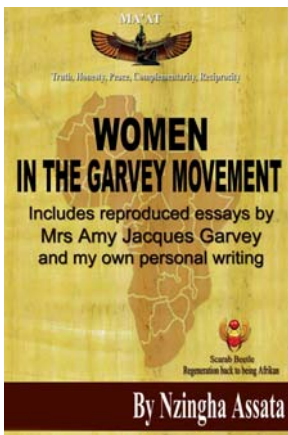
YPS is a well-established company with more than 30 years of experience in all aspects of publishing. We provide a comprehensive range of services to our clients and are only too happy to share our knowledge. We also provide practical advice that will avoid the expensive pitfalls and mistakes which anyone new to publishing can easily make.

Let us say right from the start, YPS is *not* a vanity publisher; we make no extravagant claims about how many copies you will sell. We produce books on high quality publishing papers for many of the mainstream publishers. Our aim is to offer this same high quality, professional look to small or first-time publishers. We will give you help, advice and assistance and provide competitive quotations in advance.

If you decide to commission us to transform your manuscript into a book, then effectively you become the publisher (with your own publishing name or imprint). This means you will have complete control over all stages of production, you will own all the books you publish (and the copyright) and the revenue from the sales. *No wonder people are choosing to self-publish!*

If you wish, we can handle full production, from concept right through to the sending out of orders to your customers. Alternatively, you may feel confident that you can cut down your costs by doing some of the production stages yourself.

*You do not have to use all our services, just the ones you need. It is up to you.*



# Publishing services

## Editing, design and page layout

Our publishing services include copy-editing, proofreading, page and cover design, page by page layout and printing proofs.

## Printing and binding

We will advise you on the appropriate paper and cover materials, formats and binding styles. We have both digital and traditional print facilities and will advise you which is best for you. It is very important to make your book look the same as those produced by mainstream publishers.

## Promotion and marketing

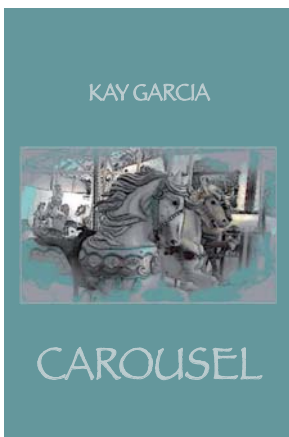
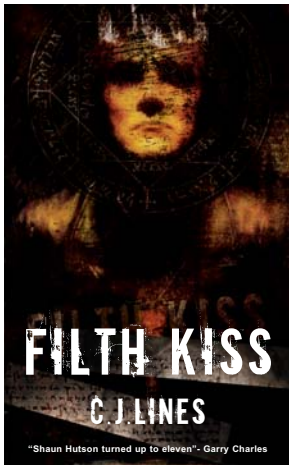
Once your book is printed, the work really starts. You need to make sure as many people as possible are aware of your book, and convert that awareness into sales. YPS can help you with the promotion and marketing by giving you advice, suggestions and the tools for you to do it yourself. Included in this booklet are articles by authors who have successfully self-published and promoted their books.

## Internet bookshop – [www.YPD-books.com](http://www.YPD-books.com)

YPS has an internet bookshop, [www.YPD-books.com](http://www.YPD-books.com), where you could sell your books. Your customers can order your publications from YPS 24 hours a day, 7 days a week from anywhere in the world. This service is only available to self-publishers who distribute with YPS.

## Distribution

When you start to receive orders you will need to issue invoices, pick the order, pack it carefully to protect the books in transit, and finally organise despatch to your customer. When the payments come in they need to be processed and paid into the bank. There is always the problem of chasing for payment from customers who do not pay promptly. The more successful you are, the more you will have to do!



YPS can handle all this for you and forward your sales revenue on a monthly basis. As an established book distributor handling the publications of a wide range of publishers, YPS has a day to day working relationship with Amazon, wholesalers and the book trade in general.

## How does it work and how much will it cost?

We have prepared this guide to help you prepare your publication as efficiently, and therefore as cost effectively, as possible. ***The more preparation you do yourself, the lower the costs will be.***

If you are unclear on anything you can easily contact us by telephone or email.

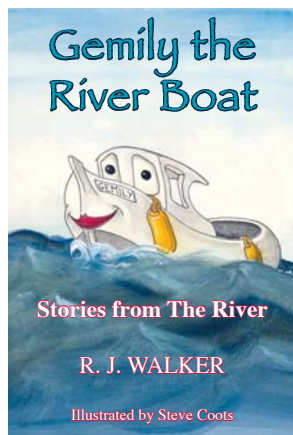
We will provide an initial quotation based on your specification. We have included a quotation form, which requests all the information we need to do this. If you need help deciding your specification, we will be happy to discuss this with you. We will break down the quotation so you can clearly see the cost of each stage.

We think you will find the costs of self-publishing with YPS are less than you might expect.

If you would like an informal chat about your ideas, please give David Mercer or Duncan Beal a call on 01904 431213.



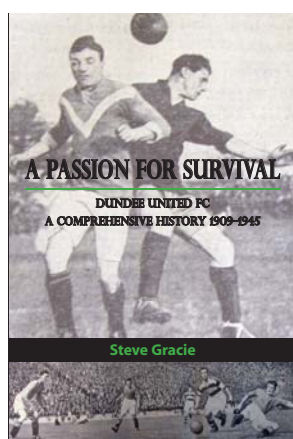
# The publishing process: editing and design



There are a number of production stages in publishing that you may feel confident doing yourself, in which case the production cost will be lower. We can, however, handle it all for you. Either way, you will always remain in control, as we will consult you at all stages.

The editing and design part of the publishing process includes:

- ✓ copy-editing
- ✓ page and cover design
- ✓ page by page layout
- ✓ proofreading
- ✓ proofs
- ✓ ISBNs and barcodes
- ✓ Nielsen BookData



## Copy-editing

Copy-editing is particularly important for non-fiction titles. You are the expert on the content and the facts; however, there could be mistakes in spelling, punctuation and consistency. You may have become too close to your text and can no longer notice the errors that will become all too obvious when the book is printed! We have experienced copy-editors who will check for errors and correct them. We will always consult you about any proposed changes. You can choose not to have your text professionally copy-edited if you are confident it is unnecessary.

## Page and cover design

The presentation and design of your publication is extremely important. It is the cover that provides the initial visual impact that attracts potential purchasers. We will discuss your ideas with you and then turn your ideas into a cover design. We can include photographs and illustrations if required.



We will work with you and advise you on the ideal page size, how the book will look and which typefaces to use. We will prepare specimen pages and send them to you for your comment and approval, and will amend the designs if you are unhappy with any aspect.

Remember, it is your book we are preparing!

## Page by page layout

This is usually called desktop publishing or DTP. Once we have a page design that you are happy with, we will prepare the book page by page. If there are any photographs, illustrations, figures or tables, they will be included in the text at the appropriate place. If we need to prepare figures or scans, there will be a small additional charge.

## Proofreading

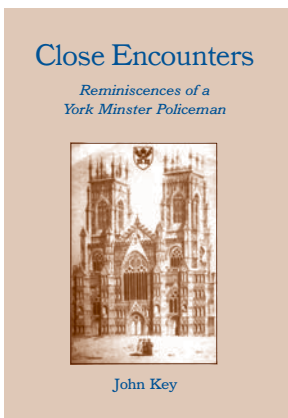
The proofreading stage is the last chance for errors to be picked up and corrected before the work is printed. This is always done after the publication has been prepared page by page.

Proofs need to be read for both sense and accuracy. Reading for sense can involve a straight read-through to make sure the text is understandable, and any dubious facts can be checked as they are more likely to be noticed at this stage.

The proofreader will also check that inserted material, such as figures and tables, is in a suitable place and is correctly captioned and set out. Other items to be checked include: chapter and section headings are the same in the text as on the contents page and the page numbers are correct; all references cited in the text are listed in the references; footnotes/endnotes are numbered consecutively and the details match the number shown in the text.

## Proofs

We will provide you with a set of page proofs and a cover proof to check for any final errors or mistakes. **This stage is not an invitation to re-write!** It is important that the text has been carefully edited before this stage. When you return the proofs we will make the corrections and arrange the printing. If major changes have been made at the proof stage it will be necessary to charge for the additional work involved.



## ISBNs and barcodes

ISBNs (International Standard Book Numbers) are obtained from the ISBN agency. As you are the publisher, the request must be submitted in your name. You can organise this yourself or we can fill in the form for you and send it to you for signature. It is not essential to have an ISBN, but if you intend to sell through bookshops or on the Internet, it is necessary. The British Library, libraries, book wholesalers and bookshops use the ISBN as a unique reference number to record information about the book on their computer systems.

You can contact the ISBN agency at:  
<http://www.isbn.nielsenbookdata.co.uk>

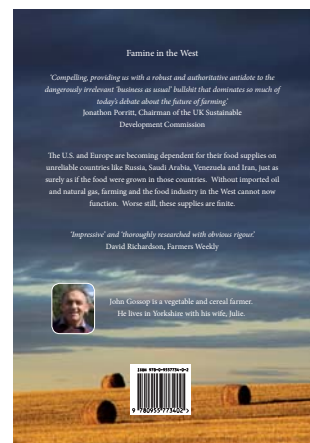
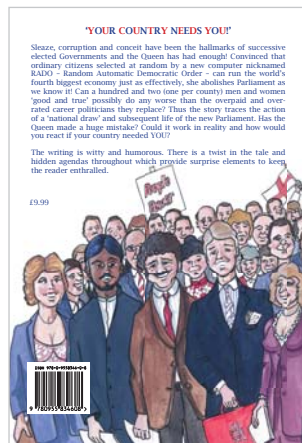
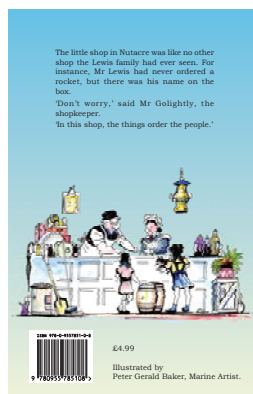
Barcodes are based on the ISBN. Once you have an ISBN, we can arrange the barcode for you. The cost of a barcode is £20. A bookshop will scan the barcode to access information about the book, such as the price and stock level.

## Nielsen bookdata

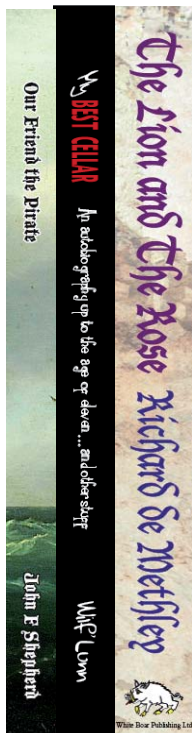
Nielsen BookData helps publishers sell books by making sure booksellers have the most accurate, comprehensive and up-to-date information available about your title(s).

It requires the type of information that helps identify, find, order and sell your books. The ISBN, author, title, date of publication and price are essential, but there can be much more. For instance, a description of the content, a short biography of the author, the cover image, the format of the book and a standard subject code to help booksellers searching in a specific subject area can be provided. You can tell them who distributes each of your books, the markets in which they are available, any restrictions on sale, and much more.

Their web address is <http://www.bookdata.co.uk>



# The publishing process: printing and binding



If you are handling all the editing and design yourself you will save all the costs involved; however, you will need to supply us with the files ready for printing.

## Files for printing

The file formats we normally work with for the inside pages are:

- ✓ print-quality PDF files
- ✓ Postscript files
- ✓ Microsoft Word files

We may be able to use other file formats, but you should contact us first with the details. We need the cover to be supplied in the application file in which it has been created. All scans and fonts should be supplied with these files. QuarkXPress, InDesign, PageMaker, Freehand and Illustrator files are the norms. Microsoft Word files are **not** suitable for covers.

Our preference is a print-quality PDF (portable document format) file but the cover will have to be correctly set up with the spine size and bleeds, etc. You will need to contact us in advance for this information. More information on files and the creation of PDF and Postscript files can be found in our technical notes.

## Bound proof copy

Whether we handle the editing and design or whether you supply the file ready for printing, we will digitally print and bind a single proof copy and send it to you. This will allow you to see the completed book in all its glory. Although there should not be changes at this stage, corrections can be made before full production if absolutely necessary.

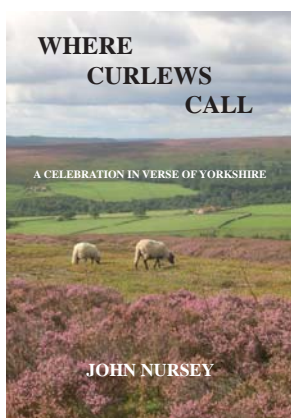
If the changes are extensive and another bound proof is necessary, there will be a charge of £20 for this additional proof.

## Printing and binding

We can advise you on the appropriate paper and cover board, print methods and binding styles for your book. We can always send you samples of the proposed materials.

## How many copies to print?

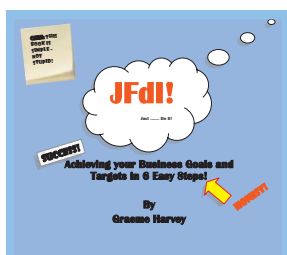
It has always been the publisher's dilemma; deciding how many books to print. With conventional offset litho printing, the cost per book is lower the more copies you print, but it is a false economy to print more copies than you realistically need. We will work with you to come up with a realistic print quantity.



## Digital or offset litho printing for text and covers?

These are two different print processes, and we will advise you which is appropriate for your book. *Digital printing* is appropriate for small-quantity printing, fewer than approximately 200 copies. The inside pages are printed in black and, although the quality is good, the reproduction quality of photographs is not as high as offset litho.

*Offset litho* is appropriate for print quantities of more than approximately 200 copies and the range of papers and boards is far more extensive.



## Colour printing for covers?

If your book is to be sold off the bookshelf you will need to make it attractive to prospective purchasers. Usually these books are printed with full-colour covers, although some designs look good printed in two or even a single colour. Covers that are litho printed are normally laminated with either a matt or gloss finish. Short-run digitally printed covers are printed on a silk board.

## Printing colour or black text pages?

Colour pages in books with short print runs can be expensive. Colour printing has high fixed costs, but if essential a number of colour pages can be printed together. This will keep the cost to a minimum.

If required, black and white photographs can be printed together on different paper, usually silk or gloss. These pages cost the same to print as the other text pages, although there may be a small additional setting-up cost.

A second colour can also be printed on all or some of the text pages of books printed offset litho.

## Binding styles

We provide a full range of binding styles.

- ✓ Perfect binding: also called paperback or squareback binding.
- ✓ Thread sewing: the book is bound by machine-sewing folded sections together. This is a stronger binding than perfect binding but only suitable for litho-printed books.
- ✓ Stitch sewn: the book is bound by glueing together folded sections that have been stitched with wire. It is only suitable for books of 72 pages or more. This is also a stronger binding than perfect binding but a little more expensive.
- ✓ Loose-leaf binding: individual pages are shrink-wrapped, drilled and presented in a ringbinder, ideal for reference and training materials. We can organise the production of ringbinders.
- ✓ Wire-o binding: this is useful for reference books, cookery books, manuals and material for photocopying as the pages lay flat. There are variations of this binding style with a printed spine.
- ✓ Wire stitching: also called saddle stitching, this is used on journals, magazines, booklets and other short publications, normally up to 76 pages.



## Packing and delivery

Our quotation will include packing into sturdy cartons and delivery to you.

## ISBNs and barcodes

It is not essential to have an ISBN, but if you intend to sell through bookshops or on the Internet, it is advisable.

Please see page 8 for more details on this subject.

# Sales, marketing and distribution for self-publishers

## Selling your book and getting it to the customer

You have published your book and no doubt it has received much interest and enthusiasm among family and friends – the next step is to sell it to the rest of the world.

Promoting your book will require hard work and inspiration which will hopefully result in orders.

Once people have heard about your book, they need to be able to purchase it quickly and easily.

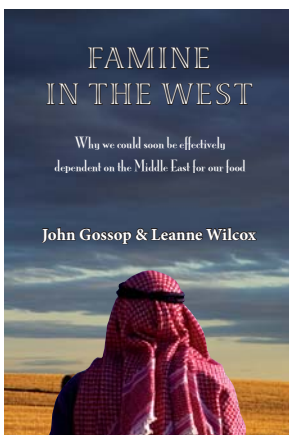
You can choose to sell your book through your local bookshop, through bookstores such as Waterstones, through wholesalers, Amazon, and directly online with YPS. Although bookstores are essential we recommend direct selling whenever possible.



### Why sell direct?

Booksellers expect a discount on the orders they place with publishers. The minimum discount is 35%, however, wholesalers (Gardners and Bertrams) and Amazon will expect more than 50%, possibly as high as 60%, and you will have to pay for the freight/postage!

This will not leave you with much to pay all the other costs, never mind make a profit! Selling direct, on the other hand, means you do not have to give a discount, and you can charge the purchaser for packing and postage.



### Selling direct, online, with [www.YPD-books.com](http://www.YPD-books.com) – open 24 hours a day!

YPD-books.com specialises in selling books directly from independent authors and small publishers. You can display your book in our online bookshop, and it can be ordered online. We will take care of the paperwork and all the hassles of supplying the book(s).

If you have a website, you can link directly to your listing on the bookshop.

## Benefits of selling direct online with YPD-books.com:

- ✓ The YPS online bookshop allows your customers to purchase your books directly from YPS, at any time, day or night.
- ✓ YPS fulfil these orders within 24 hours.
- ✓ You can charge for postage
- ✓ You can easily link to our online bookshop from your own website
- ✓ YPS will hold stocks of your book for immediate despatch from our warehouse
- ✓ You will avoid having to give bookseller discount
- ✓ If you have a website and wish to sell your books online, you can simply have an automatic link from your site to the listing of your book on YPD-books.com.

## The next step – distribution

Once people know about your book, and decide to buy it, you will need to efficiently invoice and fulfil the orders. This can be a daunting task, and this is where we can help.

For a number of years YPS has been providing distribution services for mainstream publishers. We are now able to offer these services for self publishers, whether or not we have printed your book.

YPS' distribution service for self publishers includes:

- ✓ receiving orders from customers
- ✓ invoicing, order fulfilment
- ✓ payment processing
- ✓ credit control
- ✓ stock control
- ✓ sales and financial reporting



Many bookshops, and in particular major bookshop chains, are reluctant to deal with small publishers. They place orders with wholesalers rather than ordering direct.

YPS is an established book distributor for mainstream publishers, and we have accounts with the book wholesalers and bookshops. Every day we are processing and supplying orders to UK bookshops (including Waterstones), wholesalers, libraries and library suppliers.

## How York Publishing Services can work for you

Our system is easy and straightforward. YPS would hold stock of your book in our warehouse in York; we would receive orders by mail, fax or phone, then speedily process and supply them. At the end of each month we would send you the revenue from sales.

### What will it cost?

For the full distribution service and for a listing on YPD-books.com:

Fixed charge: £30 per month for the first title and £10 per month for additional titles.

Commission: 10% of sales.

Postage: postage would be charged at cost on trade orders. Postage on orders placed on YPD-books.com would be paid by the customers.

Packing: no charge.

Storage: we store one pallet free of charge, additional pallets are charged at £8 per pallet per month. We would consolidate stock of several titles on pallets to minimise the storage cost. If we only store a few boxes, storage would be free.



## Amazon Marketplace

As you have an ISBN you are automatically listed on Amazon. However this does not mean Amazon will stock your book. Initially they are likely to indicate an order lead time of 4 to 6 weeks! When they receive an order they may order copies from you, expecting their 60% discount. The long delivery time usually deters sales, and if you have to give 60% discount it is unlikely you will make a profit on Amazon sales.

The YPS Amazon Marketplace account provides a cost effective alternative. We have an Amazon Marketplace account and will be listed as an alternative supplier, with a delivery time of 2 days. If customers choose to order from YPS, Amazon will forward the order to us. (They will also take 17.5% commission, but this is better than 60%).



## Promotion to Bookshops – The Independent Publisher Catalogue “Blurb”

It is difficult for small publishers to cost effectively promote to bookshops. The cost of mailing flyers to bookshops is often greater than the sales generated. Feedback has indicated that bookshop buyers are seldom influenced by individual promotional flyers, although they may retain and consider books in catalogues.

We are planning to publish a regular seasonal catalogue featuring recently published books from small and self publishers. It will be A5 format and extend to 24 pages. It will be mailed to buyers in independent bookshops, wholesalers, libraries and library suppliers. At a nominal charge we will feature your book, including:

- ✓ a thumbnail image of the cover
- ✓ title
- ✓ subtitle
- ✓ author
- ✓ blurb
- ✓ ISBN
- ✓ price
- ✓ subject category.

For further details please contact Duncan Beal.  
(dbeat@yps-publishing.co.uk)

## Marketing and promotion

Although we do not undertake sales and marketing for publishers, we do provide a range of services to help you with the promotion and marketing of your books:


- ✓ design and production of promotional materials such as fliers, postcards, posters, leaflets and book marks
- ✓ production and printing of Advance Information material and Press Releases
- ✓ promotional mailings to your mailing list

And our website contains a section *Promoting Your Book* which offers some marketing ideas and suggestions.

Chronicles of a  
**DESPERATE DAD**  
by  
Mark Richards

“So when could you do my vasectomy?” I asked, hopefully staring at the ‘next year’s appointments’ section of my diary.  
“Next Thursday,” she said.  
“Two o’clock or three thirty.”  
I gulped.  
“That’s rather sudden.”  
“We get a lot of cancellations,” she said. “Some men get cold feet.”  
It wasn’t my feet I was worrying about.

Available online at  
[www.desperatedad.co.uk](http://www.desperatedad.co.uk),  
through Amazon and at all  
sensible bookshops



ISBN 0-9553637-0-5  
**£7.99**

**Trade Orders**  
York Publishing Services,  
64 Hallfield Road, Layerthorpe,  
York, YO31 7ZQ  
Tel: 01904 431213  
[www.yps-publishing.co.uk](http://www.yps-publishing.co.uk)

## Prices

The prices below include the design and artwork.

50 A3 posters	£74 + VAT
500 bookmarks	£90 + VAT
500 A5 fliers	£115 + VAT
500 postcards	£95 + VAT

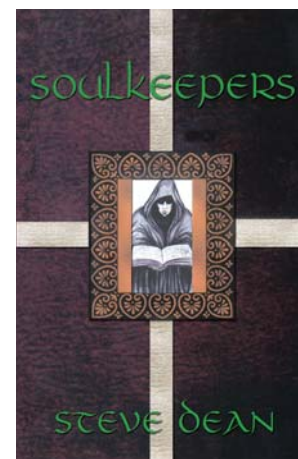
These prices include delivery.

## Helpful advice from authors who have done it!

Later in this booklet are articles by self-publishers Fred Normandale and Bob Bibby. They provide helpful practical advice and may help you avoid expensive pitfalls. Although their books are very different, the promotion and marketing principles are the same. YPS also has a range of services that will help you to promote your books and generate sales.



*Author, Garry Charles started his writing career by self-publishing. Small, independent publisher, Hadesgate, now publish Garry's work, along with several other horror writers. YPS have worked with Hadesgate from their early beginnings, now producing approximately three titles a year for them. Here Garry takes a look at the first copies of fellow author, Steve Dean's, Soulkeepers coming off the YPS production line.*



# Some technical stuff

## DTP: how we do it professionally

Books that are professionally produced are normally supplied to us in Microsoft Word, with a print-out. The print-out is marked with the hierarchy of headings and any special features (e.g. where photographs should go). The manuscript is, if required, copy-edited and any queries addressed with the author(s). The Word file is imported into the program we use to create page layout. Software programs used to style and design pages are InDesign and QuarkXPress.

A template file is produced that includes all the different styles and elements to be incorporated in the book. These styles will include: the line length, margins, position of page numbers, fonts to be used in the main text and in headings, use of any running headers or footers. We can also include contents style and picture positioning. These styles are all included in one template file. This ensures design consistency throughout the book.

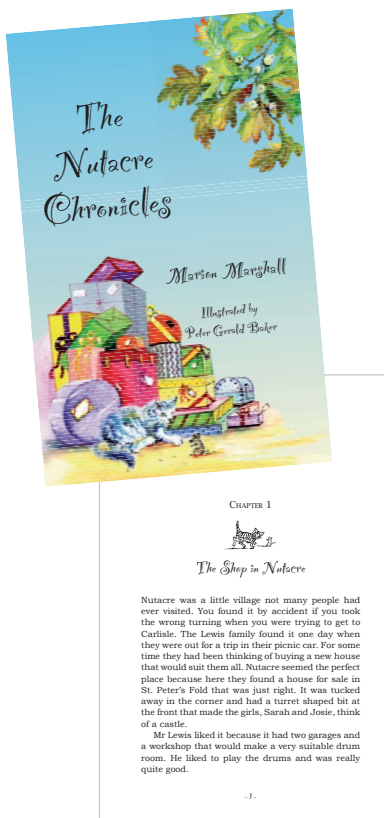
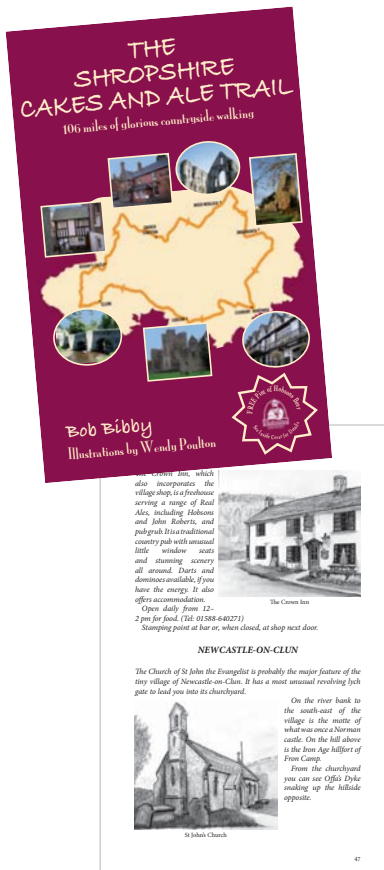
The text from the Word file is flowed (chapter by chapter) into the template and styled page by page. The first proof set is prepared, printed and checked in-house, and sent to the author(s). The author(s) checks it page by page and marks any amendments on the proofs.

If a professional proofreader is required, we can arrange this. He or she will mark amendments and raise any queries with the author(s). Once the proofreader's changes are agreed, YPS collates the author's copy and the proofreader's copy, so we work from one set of proofs to make the changes electronically. If a book is all text this is a relatively simple procedure, but if the book is complex with photographs, illustrations, tint boxes and tables, etc., this can be time-consuming and consequently more expensive.

We create a PDF file which is checked by both the author(s) and YPS. Once final approval is given, the file is sent to print.

## Formatting your book yourself

If you do not have, or are not experienced in the use of, InDesign or QuarkXPress, you may want to format your book in Microsoft Word or another word-processing package. This is possible and done on a regular basis. There can, however, be a problem when using these programs. Information, fonts and settings stored on one computer may not be the same on another computer. The information is not passed on in the file and this can cause numerous problems. The problems we regularly experience are pages reflowing, fonts, margins and line lengths changing, and embedded photographs and figures not displaying properly. This can



be a particular problem when figures are created in other programs, such as Excel. The proofs that you receive need to be carefully checked if the book has been formatted in Microsoft Word (or another word-processing package). If you are supplying your formatted files ready for printing, ideally they should be converted to PDF files.

## Supplying text files ready for printing

If you are supplying your book to us ready for printing you must format your book exactly as you want it to look, the book must be carefully edited and all the final corrections made. The page size, the margins, the typeface, must all be set in the correct style. Great attention to consistency should be made throughout the book.

## Standard book sizes

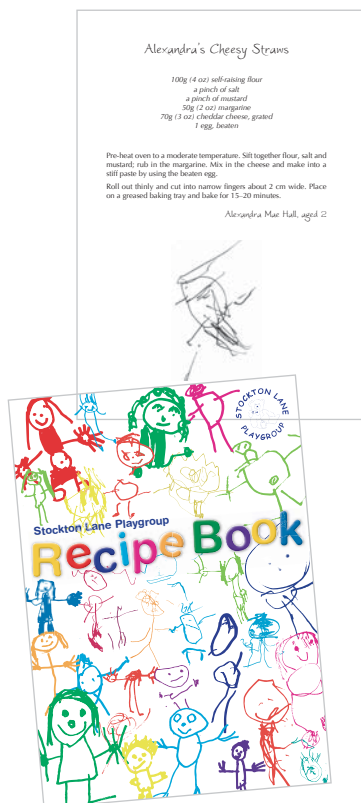
There are a number of standard sizes that you are likely to see on the bookshelf. Book sizes have evolved from the economical use of standard paper sizes. Over the years some of these paper sizes have become unavailable. Not all standard book sizes are economical for every type of paper. The choice is yours, but we will advise you if the size can be changed slightly to make it more economical. Books can be portrait or landscape format.

A Format:	178 mm × 111 mm
Penguin:	181 mm × 111 mm
B Format:	198 mm × 126 mm
Royal Octavo:	234 mm × 156 mm
Royal Octavo Wide:	234 mm × 170 mm
A5:	210 mm × 148 mm
American:	279 mm × 210 mm
American Narrow:	279 mm × 200 mm
A4:	297 mm × 210 mm

Please contact David Mercer, our Print Director, with any queries.

## Supplying your files for printing

Your files can be supplied to us on floppy disk, CD or Zip disk or by email. The best way to supply already styled files to us for printing is as PDF files, or as Postscript files. If you do the latter, we have little additional work to do to the files and therefore there is no additional charge. The files can be printed out as a double-sided proof, perfect bound in a plain cover and



trimmed to size, so that you can have a final check through the book in its almost finished state. If you have some minor corrections at this stage we can remove a page from a PDF file and replace it with a corrected version. We will be happy to do this free of charge for up to ten pages, after which we will advise you of the cost before we carry out the extra work.

## PDF files

To make a PDF file from the program you have used to set your book, you should use Adobe Acrobat. This program will produce consistent print-quality PDFs, allow you to make limited editing changes, extract and replace pages, and lots more. There are several programs that can be downloaded from the Internet which create PDF files. Some of these can be problematic, but one program we have tested with good results is available as a free download from: <http://www.pdf995.com>

When making PDFs, the fonts must always be embedded and the resolution should be set to print quality. When a PDF file is created, it compresses the file. It also collects all the information and settings from your computer and locks it into the file, when we put the file on our computers it should be just the same. This is not always the case if the files are in the original application program.

*Always open the PDF file and check it page by page to make sure nothing has changed before sending it to us.*

## Postscript files

You can supply your ready to print file as a Postscript file; this is a halfway house to a PDF file. We will take your file and change it into a PDF and send it back to you for checking. You need to check this PDF on your computer before we output the proofs. You will need Acrobat Reader, most computers now have this already installed.

If you do not have it you can download it free from the Adobe website: <http://www.adobe.com/products/acrobat/readstep2.html>. Acrobat Reader only allows you to view PDF files.

You can create a Postscript file by going into the windows **Start** menu and selecting the **Settings** option. Click on the **Printers** icon and select **add a new printer**.

Choose **Local Printer**. If you have Windows 95/98 or an Agfa Accuset printer, click on Linotronic 330. For later versions of Windows follow the instructions on the screen and make Linotronic/Accuset the default printer on LPT1. Do not attempt to print a test page. When loaded, right click on the printer icon. Select the **General** tab, then **Printing Preferences**, click on **Advanced** and change the TrueType font option **Download as Softfont**; also change the Postscript output option to **Optimize for Portability**.

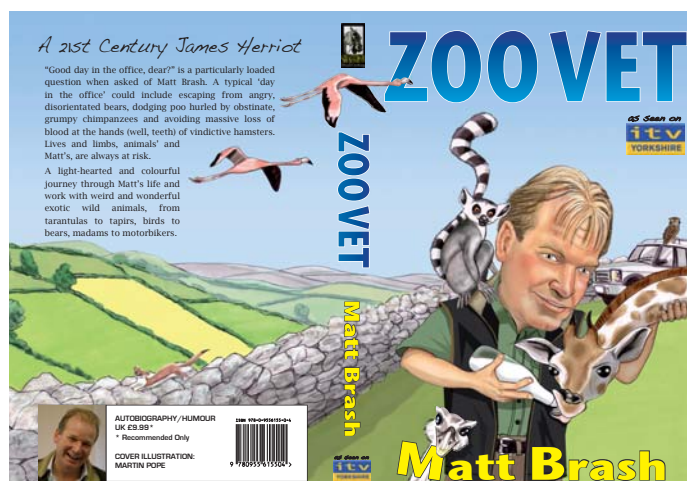
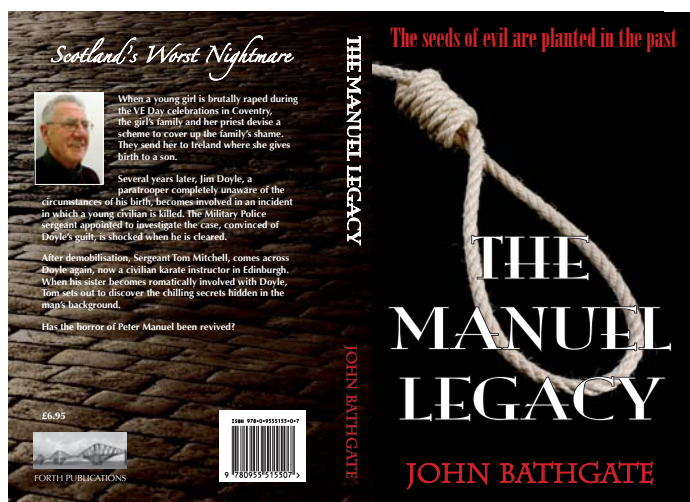


You will then need to look through the pages in your file to check if any pages have reflowed, as this is possible when the default printer is changed. If there are changes, you will have to make the corrections. Select **Print** from the **File** menu on the toolbar, and tick the **Print to file** box. Click on **OK**, a new file will now be produced with the extension. **prn**.

A Postscript file will be a lot larger than the original file, as it now contains a lot more information about the settings on your computer. Postscript files are not compressed. You will probably need to write it to a CD but we can also accept the file on a Zip disk. You will not be able to view the Postscript file.

## Microsoft Word files

Although this is not a preferred method, you may supply us with the files for your book styled in Microsoft Word, along with a hard-copy print out. We will change it into a print-quality PDF and send it back to you for checking. Depending on how the file has been set up, there may be a large amount of reflowing of the text, etc., which would need to be amended before the final proof stage. If this is necessary, we will inform you of the cost.



## Can I make a profit?

Reproduced below is a spreadsheet, which clearly breaks down the costs for each production stage.

You may find this form useful. It gives an estimate of the profit that you could achieve if you sell all the copies you print. Possibly more importantly it shows how many copies you need to sell to get your money back: to break even.

If you would like a similar report for your book, just contact us.

<b>YPS Self-publishing summary of costs</b>			
Title	<b>My Novel</b>		
Publisher	<b>Barfield Press</b>		
Print quantity	<b>1000</b>		
Selling Price	£	<b>7.95</b>	
<b>Costs before printing</b>			
Copy editing		£	-
Page design and page layout		£	175
Cover design		£	175
Bar code		£	20
Pre-printing costs			<b>£ 370</b>
<b>Printing and binding costs</b>			
As per YPS quote		£	2,165
Print costs			<b>£ 2,165</b>
<b>Distribution costs (optional)</b>			
For 6 months			
distribution and internet bookshop		£	180
Distribution fixed costs			<b>£ 180</b>
Total cost. If not a single copy sold			<b>£ 2,715</b>
<b>Profitability</b>			
Sales			£ 7,950
Average discount*			18%
Sales per copy			£ 6.52
Net sales			<b>£ 6,519</b>
Publishing costs			£ 2,715
Post and packing cost	per copy	£	1.20
Costs			<b>£ 3,915</b>
Profit			<b>£ 2,604</b>
Number of books you need to sell to break even			<b>510</b>
* The discount is an estimate, some books will be sold at full price others at a discount to booksellers			

# Examples of costs for books we have published

## A detective novel

The manuscript had approximately 70,000 words. YPS prepared the page and cover design to a page size of 198mm deep by 129mm wide. When printed the book had 196 pages.

We handled the cover and text design, page by page layout with proofing and minor corrections and we printed 1,000 copies.

The inside pages were printed black, with a full colour cover which was matt laminated. The book was perfect bound.

<b>Total cost</b>	£2,400
<b>Cost per book</b>	£2.40

## A children's novel

The manuscript had approximately 50,000 words. YPS prepared the page and cover design to a page size of 198mm deep by 126mm wide. When printed the book had 240 pages.

We handled the cover and text design, page by page layout and minor corrections and we printed 200 copies on a digital print press.

The inside pages were printed black, with a full colour cover and silk finish. The book was perfect bound.

<b>Total cost</b>	£1,120
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The book was so successful that the author came back to us and we reprinted 1,000 copies offset litho. The cost per book was £2.36. The author has now reprinted again!



## A biography/social history

The manuscript had approximately 105,000 words and 12 pages of photographs. YPS prepared the page and cover design to a page size of 234mm deep and 156mm wide. When printed the book had 300 pages.

We handled the cover and text design, page by page layout with proofing and minor corrections and we printed 2,000 copies.

The inside pages were printed black, with a full colour cover which was gloss laminated. The book was perfect bound.

**Total cost** £4,688

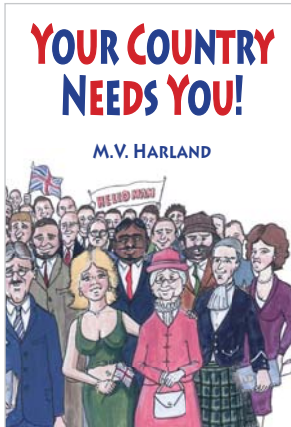
**Cost per book** £2.34

The author sold the first printing of 2,000 copies in three months and he has now reprinted twice.

Our quotations are a 'package' price – from design to delivery. This is to avoid the necessity of charging VAT on your invoice. The printing and binding of books is exempt of VAT, and the Inland Revenue accept editorial production as a fundamental part of book printing. If we invoice for editorial production alone we would need to charge VAT.



# Frequently asked questions

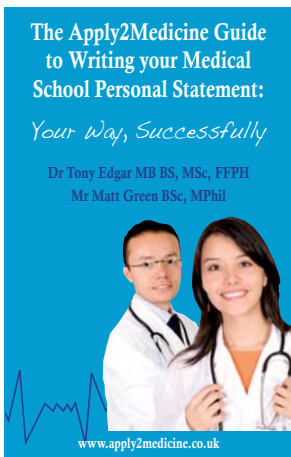


## What are the advantages of self-publishing with YPS?

You have complete control over all aspects of the publishing and production of **your** book(s). We will give you advice and make suggestions but the final decision on format, page and cover design, paper, cover material and finish and binding style rests with you.

YPS will provide all the relevant information and cost alternatives.

When the production is complete the stock of books and resulting sales are yours – you are the publisher!



## What royalty percentage would YPS pay me?

YPS do not pay you a royalty! **The books belong to you so all the sales revenue is yours.**

## Why are YPS different?

For more than 30 years we have been working with and for mainstream publishers. This publishing experience is available to you to assist in the publishing of your books. Our advice and assistance is always free, you just need to ask. We give honest advice and will not make extravagant claims about how successful your publishing will be just so you will publish with us.

## What is the difference between YPS and a publisher?

Publishers commission books and pay all the production and associated costs. They make commercial judgements regarding the potential success of the books they commission.

YPS do not publish their own books, preferring to work for publishers, assisting them in the production of their publications. YPS now offer this professional service to individuals who wish to self-publish.

## Do you print the books yourself?

Yes, we have an in-house print department which specialises in the printing and binding of all types of publications.

## Is YPS a vanity publisher?

Certainly not. We make no extravagant claims as to how successful you will be or offer high royalty rates which seldom add up to much in reality. Nor do we ask for money in advance.

You are the publisher and we provide you with a publishing service. The printed stock of books is yours.

## How many do I need to print?

You can print as many as you want! When printing offset litho the cost of each book (unit cost) is lower the more you print. It is tempting to overprint to take advantage of the lower unit cost. However it is a false economy to print more than you are likely to sell. We will advise you and provide quotations for different print quantities.

## How much will it cost?

If you provide us with an outline of your ideas or proposal we will provide an initial quotation. There is a quotation form included in this booklet, which requests the information we need to prepare a quotation.

We will constantly revise our quotation as details become clearer.

Remember our advice is free and we do not ask for any payment in advance.

## Can I visit YPS?

You certainly can. We are located close to the centre of historic York, so you could combine a visit to York with a visit to YPS! We would gladly discuss your publishing plans with you and show you around and introduce you to the people that work here.



## Do I need an ISBN?

If you intend to sell your publication widely, particularly through the book trade, an ISBN is essential. Full information about obtaining an ISBN is included in this booklet. We cannot do this for you, although we can give you every assistance.



## Will you market my book(s)?

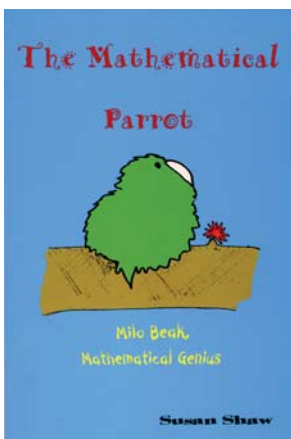
We do not provide a sales and marketing service, although we will give you help and advice. We can also provide you with printed promotional material such as leaflets, fliers, bookmarks and posters.

We have an online bookshop where your books could be featured.

## How do I get my book(s) to bookshops and other purchasers?

You can do it yourself, in which case you should direct orders from individuals and bookshops to yourself. You would need to raise invoices, pick, pack and dispatch the orders. You would also need to process the payments received and chase any unpaid invoices/accounts.

Alternatively we can do it for you! Details of our distribution service are on the website and included in this booklet.



## Some famous self-publishers

Among the better known authors who have self-published are:

Edgar Allen Poe  
Margaret Atwood  
Tom Clancy  
Ernest Hemingway  
James Joyce  
Rudyard Kipling  
Anais Nin  
Walt Whitman  
Virginia Woolf

Famous self-published books include:

*Remembrance of Things Past* by Marcel Proust  
*The Bridges of Madison County* by Robert James Waller  
*The Adventures of Peter Rabbit* by Beatrix Potter  
*The Christmas Box* by Richard Paul Evans

# Self-publishing or not ... self-publishing?

## Johnathon Clifford

A while ago I was asked to write a definition of 'Self-Publishing' for various Establishment bodies both in the UK and abroad.

“For a book to be genuinely self-published, a name designated by the author as his 'publishing house' must appear on the copyright page of the book as 'Publisher'. The book's ISBN number must also be registered by the ISBN Agency to that author as publisher. All the copies of a self-published book are the property of the author to dispose of as he wishes. Any company which charges to publish books under its own name and/or prints an undisclosed number of copies which it claims are its property is a vanity publisher and has nothing to do with self-publishing – whatever it may try and tell you to the contrary.”

Some companies that wish to refer to themselves as self-publishing companies argue that this is far too tight a definition. But if someone other than the author is listed on the title page of a book as publisher then – by definition – the book cannot be said to have been self-published by the author for it has been published by someone *other* than the author. To claim that such a book has been *self*-published is absurd.

When a book is listed in *The Bookseller* and on all the various literary websites available, it is to the stated publisher that book buyers apply for copies. The argument that some authors do not wish to be involved in the day-to-day sales and distribution of their book and therefore do not want to be listed as the publisher is somewhat of a smokescreen and doesn't make the book self-published. It is, after all, very easy to make provision for such a situation when returning the 'book details' form to the ISBN Agency, where there is a section stating: who is the author, who is the publisher, and who is the distributor of the book – if different from the publisher.

## Rights

However the ramifications go far further than simply whether the author can or cannot claim to have self-published, for in all books there is a statement to the effect that "All rights are reserved. No part of this book can be stored on a retrieval system or transmitted in any form or by whatever means without the prior permission in writing from the publisher". I repeat, without the prior permission of **The Publisher**.

If the name of some company rather than the author appears in the book as the publisher, not only can the author not claim to have self-published his book, but he has lost all control over it for if after the initial publication, someone should wish to produce large type copies (for the poorly-sighted), or take up film or television rights, or reprint it under their own imprint, or wishes to publish a copy in translation, there are (in some cases very lucrative) fees to be discussed and paid. But it is legally to the Publisher that such application must be made and it is legally the Publisher not the author – although the author has been led to believe that he has self-published his work – who will benefit.

The only exception to this is the company which, although publishing under their own imprint, has the author listed on the title page as holding the Copyright and has the statement “No part of this book can be stored on a retrieval system or transmitted in any form or by whatever means without the prior permission in writing from the *person holding the copyright.*”

Fair enough, the honest publisher will make sure that the author shares in such bounty. But it would *automatically* be the author who controlled all such knock-on benefits if he had self-published the book, rather than having to rely on the open-handed fair-mindedness of another.

“But what does it matter?” I hear some of you ask. Where the honest publisher is concerned, not a great deal. But there have always been so many ‘out there’ whose intention is to relieve the unwary of their money, aided in their intent by being able to refer to themselves in terms that are misleading.

I have been asked time after time “[How can you tell the honest from the dishonest?](#)”

## The good, the bad and the downright dishonest

As most vanity publishers make very similar claims and can usually be found advertising side-by-side in most newspapers and magazines, the only way to tell the difference is by experience – the proof of the pudding, as it were ...

If over a period of years a publisher has been found to be honest in his claims and a man of his word who carries out what he says he will, he is honest and an author should experience no problems. However that publisher chooses to refer to himself his reputation is in his work not in any label!

It is those, whose claim to be self-publishers is simply a ruse to attract the unwary author and to mask their dishonest intentions, who make it necessary to police the way *all* publishers refer to themselves – even the open and honest.

In a climate where there are those determinedly intent on fleecing the unwary author it is impossible to tell simply from promotional material whether a publisher is genuine or not. It is only after the full publishing cycle has been completed by a company that it will become apparent whether the services *claimed* to be offered are genuine or a gross misrepresentation.

But what author can afford to take the risk of entering a publishing agreement so blindly?

He or she must rely on word-of-mouth recommendation or take further advice. [www.vanitypublishing.info](http://www.vanitypublishing.info) may prove of value.

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