

Wade in Creativity Book Design

***Design Services for the
Independent Author and Self-Publisher***

Base Book Design Pricing and Descriptions of Services

This is a basic breakdown of pricing for the design of internal pages, covers, and additional services offered for quick reference. The prices outlined are base costs only. To get a more accurate quote for your individual project, please submit a formal **quote** request.

There are two pricing models: Full Custom and Reduced Pricing for authors with a limited budget. Reduced Pricing eliminates a few design steps, reducing the overall cost. Please see the **Book Design Procedure** page for more information.

If you have any questions at all, please **contact** me.

Thank you for considering my services!

Design and Production Steps Explained

Here are more detailed explanations of the stages of production and services as outlined in the Cost Estimate pages.

STAGES OF PRODUCTION

Design Concepts

This is where the design begins. Three (3) concepts, two (2) updated concepts, final concept, and creation of the design template.

Formatting of Text

This is when all the text in the manuscript is formatted, including indications of special emphasis and any other special text treatments. Special attention is paid here to make sure formatting is correct.

Book Layout

The formatted text is be flowed into the template created from final approved designs. Placement of all images are included in this stage. A full proof of the entire book in PDF format will be provided for review.

Text Changes/Corrections (6 hours)

Misspellings, typos, incorrect text needing to be replaced is included. If large amounts of text need to be replaced and will exceed allotted time, additional costs may be incurred. Client will be notified of the cost, if applicable.

Creation of Final Print-Ready PDF of Internal Pages

Final high-resolution PDF will be created. A copy will be sent to Client for one last review before being sent to printer.

Creation of Final Print-Ready Cover File

Final high-resolution print-ready file format as required by the print vendor is created. A copy will be sent to Client for one last review before being sent to printer.

Collecting and Submitting Files to Print Vendor

All files are collected, checked for errors, and sent to printer via FTP.

Burning Files to CD or DVD

All final files burned to CD/DVD for Client archival. Price includes up to two (2) CDs/DVDs and USPS Priority Mail to Client.

Creation of PDF Sample Pages (up to 8 pages) for Client Website and/or Amazon.com

These pages give potential buyers a sneak peek at your book. This PDF may include the front and back covers.

ADDITIONAL EXPENSES

Printer's Proof of Internal Pages (price determined by individual print vendors)

A mockup of the book created from the print-ready file is provided by the printer. It is strongly recommended that author's see a proof of their book from the print vendor.

Printer's Proof of Cover (price determined by individual print vendors)

A full color proof of the book cover created from the print-ready file is provided by the printer. This color proof is the most accurate representation of how the final printed cover will look.

Burning Files to CD/DVD (2) for Printer

Necessary if Client's chosen print vendor requires that files are to be provided on CD/DVD.

FedEx/UPS Overnight Shipping

Overnight shipping by FedEx or UPS is recommended to keep a book's production on schedule. These charges generally occur when shipping of proofs to and from the print vendor.

POTENTIAL EXTRA EXPENSES

Creation of Chapter Page and Filler Images

Cost is determined when number of needed images and

Includes placement of all images and creation of chapter intro images and filler photos.

Scanning (black and white/color)

Photographs and illustrations can be scanned for an additional fee. All scans are provided to Client on CD/DVD. Please see Submission Guidelines for more information.

Placing of Additional Images

If the number of images in the book exceed the maximum allowed in the base estimate, a charge of \$5 per extra image will apply.

Chart, Table, Diagram, or Figure Creation

All sorts of graphic elements can be created. Please see Submission Guidelines for more information.

Checking of Printer's Proofs by Designer (if requested)

Client must review the printer's mockup/proof of their book's pages. For an additional fee, I will also review the proof. The supplied proof from the printer will be compared to the Client approved PDF. No proofreading will be done. I only make sure the two proofs match. If I find any errors, the Client will be notified. At this stage of the project, additional charges to fix errors will apply.

Book Covers can also be reviewed for color accuracy and text matching the approved proof.

Shipping charges to send proof back to Client or printer will be added to the final invoice.

Color Balancing and Converting Photos to Grayscale

Tones of all photos will be balanced and rich grayscale versions of the photos will be created.

Images will also be optimally sized for the layout and printing.

Photo Masking

If requested, subjects in photos may be clipped out of their backgrounds for an additional charge. The total cost depends upon how many images there are and how easy it is to separate the subject(s) from the background. For suggestions regarding this option, please see the Submission Guidelines PDF Guide. This service is quoted on a number of images per hour scale up front before labor begins.

Removal of Color Casts

Sometimes color images have what is called a color cast, meaning that the image has an overall tint of red, yellow, or blue. Image colors can be balanced

Stock Images or Photos

Authors have the option of using professional stock photography and/or illustrations in their book. Customers pay for the rights to use the image and those costs will be reflected in the final invoice.

Book Design and Production Steps At-A-Glance

INTERNAL PAGE DESIGN

1. Designer will provide three (3) layout concepts for the internal pages (includes title page, chapter title page, and two page spread).
2. Designer will create two (2) updated layout concepts of pages based on Client's feedback of first three (Full Service only. Customers using Reduced Pricing skip to Step 3).
3. Designer will create one (1) finalized page design scheme based on Client feedback of secondary two designs. Client may request up to three (3) rounds of minor tweaks (Reduced Pricing gets one round) to the accepted page design scheme to arrive at final layout.
4. Book layout will be executed in its entirety and submitted to Client for review. Three rounds of minor non-design changes will be allowed to reach final layout. Full layout will include credits, copyright, dedication, table of contents, and index and glossary (if applicable) pages.
5. Upon final approval, print-ready files will be sent to the chosen print vendor on CD or via FTP.
6. Final files will be collected and burned to CD/DVD and mailed to Client.
7. Designer will create sample book pages PDF (per Author's preference). The front and back covers may be part of the page selection.

Note: *Changes to the design/layout of the book after the full layout has been started are billable at Designer's rate of \$50 per hour. Delivery dates will be adjusted as new or unexpected work is introduced into the process.*

BOOK COVER DESIGN

1. Designer will provide three (3) layout concepts for the book cover.
2. Designer will create two (2) updated cover concepts based on Client's feedback of first three. (Full Service only. Customers using Reduced Pricing skip to Step 3).
3. Designer will create one (1) finalized design based on Client feedback of secondary two designs. Client may request up to three (3) rounds (Reduced Pricing gets one round) of minor non-design tweaks to the accepted cover design.
4. Upon final approval, Designer will provide print-ready files to print vendor on CD or via FTP.
5. When book is in full print production, Designer will provide all final design files to Client on CD or DVD.
6. Designer will create Web-ready images (front & back covers + angled view) for Client's Website and/or submission to Amazon.com (Designer must be provided with size specs for images).

Note: *Changes to the design/layout of the cover after the design has been approved are billable at Designer's rate of \$50 per hour. Delivery dates will be adjusted as new or unexpected work is introduced into the process.*

Wade in Creativity Book Design

**Design Services for the
Independent Author and Self-Publisher**

Cost Estimate for Basic Internal Page Design

Stage of Production	Est. Hours	Rate	Total
Page Design Concepts	6	50	\$300
Formatting of Text & Book Layout	10	50	\$500
PDF Proof of Layout to Client for Review	1	50	\$50
3 Rounds of Text Changes/Corrections	6	50	\$300
Creation of Final Print-Ready PDF of Internal Pages	2	50	\$100
Collecting and Submitting Files to Print Vendor (via FTP)	2	50	\$100
Burning Files to CD/DVD (2) for Client Archive	2	50	\$100
PDF sample pages (up to 8) for Client Website and/or Amazon.com	2	50	\$100
Total Estimated Cost of Base Services	31	50	\$1,550
Additional Expenses	Est. Hours	Rate	Total
Printer's Proof of Internal Pages (price determined by individual print vendors)	—	—	TBD
Burning Files to CD/DVD (2) for Printer	1	50	\$50
FedEx/UPS Overnight Shipping (each)	—	—	\$40
Potential Extra Expenses	Est. Hours	Rate	Total
Scanning (black and white/color)	\$5-\$10 / \$10-\$15 each		
Placing of Additional Images (each)	—	—	\$5
Chart, table, diagram, or figure creation	TBD	50	TBD
Filler Image Creation	TBD	50	TBD
Additional PDF Proofs for Client Review (each)	1	50	\$50
Checking of Printer's Proof by Designer (if requested) — up to 250 pgs.	7	50	\$350

Note: This is an example estimate only, and is based upon the outlined services. The actual cost of your book may vary based upon a number of criteria. To obtain a more accurate quote for your book, please submit a formal quote request. Estimated price subject to change once all project requirements become known. Additional work requested during the design and/or production stages of the project will be considered billable labor. Charges for such labor will be quoted separately and Client will be informed what the cost will be prior to the work being done. The final invoice will reflect all charges and final payment due. If the project is cancelled at any time, the 50% down payment will be considered forfeit and retained by the Designer for services rendered and Client will be provided with all files relating to the project up to that point. See the Work Estimate and Agreement for terms.

Wade in Creativity Book Design

**Design Services for the
Independent Author and Self-Publisher**

Cost Estimate for Mid-Range Internal Page Design

Stage of Production	Est. Hours	Rate	Total
Page Design Concepts	8	50	\$400
Formatting of Text	8	50	\$400
Book Layout	12	50	\$400
PDF Proof of Layout to Client for Review	1	50	\$50
3 Rounds of Text Changes/Corrections	6	50	\$300
Creation of Final Print-Ready PDF of Internal Pages	2	50	\$100
Collecting and Submitting Files to Print Vendor (via FTP)	2	50	\$100
Burning Files to CD/DVD (2) for Client Archive	2	50	\$100
PDF sample pages (up to 8) for Client Website and/or Amazon.com	2	50	\$100
Total Estimated Cost of Base Services	43	50	\$2,150
Additional Expenses	Est. Hours	Rate	Total
Printer's Proof of Internal Pages (price determined by individual print vendors)	—	—	TBD
Burning Files to CD/DVD (2) for Printer	1	50	\$50
FedEx/UPS Overnight Shipping (each)	—	—	\$40
Potential Extra Expenses	Est. Hours	Rate	Total
Scanning (black and white/color)	\$5-\$10 / \$10-\$15 each		
Placing of Additional Images (each)	—	—	\$5
Chart, table, diagram, or figure creation	TBD	50	TBD
Filler Image Creation	TBD	50	TBD
Additional PDF Proofs for Client Review (each)	1	50	\$50
Checking of Printer's Proof by Designer (if requested) — up to 250 pgs.	7	50	\$350

Note: This is an example estimate only, and is based upon the outlined services. The actual cost of your book may vary based upon a number of criteria. To obtain a more accurate quote for your book, please submit a formal quote request. Estimated price subject to change once all project requirements become known. Additional work requested during the design and/or production stages of the project will be considered billable labor. Charges for such labor will be quoted separately and Client will be informed what the cost will be prior to the work being done. The final invoice will reflect all charges and final payment due. If the project is cancelled at any time, the 50% down payment will be considered forfeit and retained by the Designer for services rendered and Client will be provided with all files relating to the project up to that point. See the Work Estimate and Agreement for terms.

Wade in Creativity Book Design

**Design Services for the
Independent Author and Self-Publisher**

Cost Estimate for Top Shelf Internal Page Design

Stage of Production	Est. Hours	Rate	Total
Page Design Concepts	10	50	\$500
Formatting of Text	8	50	\$400
Book Layout	25	50	\$1,250
PDF Proof of Layout to Client for Review	1	50	\$50
3 Rounds of Text Changes/Corrections	6	50	\$300
Creation of Final Print-Ready PDF of Internal Pages	2	50	\$100
Collecting and Submitting Files to Print Vendor (via FTP)	2	50	\$100
Burning Files to CD/DVD (2) for Client Archive	2	50	\$100
PDF sample pages (up to 8) for Client Website and/or Amazon.com	2	50	\$100
Total Estimated Cost of Base Services	58	50	\$2,900
Additional Expenses	Est. Hours	Rate	Total
Printer's Proof of Internal Pages (price determined by individual print vendors)	—	—	TBD
Burning Files to CD/DVD (2) for Printer	1	50	\$50
FedEx/UPS Overnight Shipping (each)	—	—	\$40
Potential Extra Expenses	Est. Hours	Rate	Total
Scanning (black and white/color)	\$5-\$10 / \$10-\$15 each		
Placing of Additional Images (each)	—	—	\$5
Chart, table, diagram, or figure creation	TBD	50	TBD
Filler Image Creation	TBD	50	TBD
Additional PDF Proofs for Client Review (each)	1	50	\$50
Checking of Printer's Proof by Designer (if requested) — up to 250 pgs.	7	50	\$350

Note: This is an example estimate only, and is based upon the outlined services. The actual cost of your book may vary based upon a number of criteria. To obtain a more accurate quote for your book, please submit a formal quote request. Estimated price subject to change once all project requirements become known. Additional work requested during the design and/or production stages of the project will be considered billable labor. Charges for such labor will be quoted separately and Client will be informed what the cost will be prior to the work being done. The final invoice will reflect all charges and final payment due. If the project is cancelled at any time, the 50% down payment will be considered forfeit and retained by the Designer for services rendered and Client will be provided with all files relating to the project up to that point. See the Work Estimate and Agreement for terms.

Wade in Creativity Book Design

**Design Services for the
Independent Author and Self-Publisher**

Cost Estimate for Full Color Internal Page Design

Stage of Production	Est. Hours	Rate	Total
Page Design Concepts	15	50	\$750
Formatting of Text	8	50	\$400
Book Layout	35	50	\$1,750
PDF Proof of Layout to Client for Review	2	50	\$100
3 Rounds of Text Changes/Corrections	6	50	\$300
Creation of Final Print-Ready File of Internal Pages	4	50	\$200
Collecting and Submitting Files to Print Vendor (via FTP)	2	50	\$100
Burning Files to CD/DVD (2) for Client Archive	2	50	\$100
PDF sample pages (up to 8) for Client Website and/or Amazon.com	2	50	\$100
Total Estimated Cost of Base Services	76	50	\$3,800
Additional Expenses	Est. Hours	Rate	Total
Printer's Proof of Internal Pages (price determined by individual print vendors)	—	—	TBD
Burning Files to CD/DVD (2) for Printer	1	50	\$50
FedEx/UPS Overnight Shipping (each)	—	—	\$40
Potential Extra Expenses	Est. Hours	Rate	Total
Scanning (black and white/color)	\$5-\$10 / \$10-\$15 each		
Placing of Additional Images (each)	—	—	\$5
Chart, table, diagram, or figure creation	TBD	50	TBD
Filler Image Creation	TBD	50	TBD
Additional PDF Proofs for Client Review (each)	1	50	\$50
Checking of Printer's Proof by Designer (if requested) — up to 250 pgs.	10	50	\$500

Note: This is an example estimate only, and is based upon the outlined services. The actual cost of your book may vary based upon a number of criteria. To obtain a more accurate quote for your book, please submit a formal quote request. Estimated price subject to change once all project requirements become known. Additional work requested during the design and/or production stages of the project will be considered billable labor. Charges for such labor will be quoted separately and Client will be informed what the cost will be prior to the work being done. The final invoice will reflect all charges and final payment due. If the project is cancelled at any time, the 50% down payment will be considered forfeit and retained by the Designer for services rendered and Client will be provided with all files relating to the project up to that point. See the Work Estimate and Agreement for terms.

Wade in Creativity Book Design

**Design Services for the
Independent Author and Self-Publisher**

Cost Estimate for Children's Books (Full Color)

Stage of Production	Est. Hours	Rate	Total
Page Design and Cover Concepts	6	50	\$300
Formatting of Text	2	50	\$100
Layout of Internal Pages (up to 24) and Cover	3	50	\$150
PDF Proof of Layout to Client for Review	1	50	\$50
3 Rounds of Text Changes/Corrections	3	50	\$150
Creation of Final Print-Ready File of Internal Pages and Cover	2	50	\$100
Collecting and Submitting Files to Print Vendor (via FTP)	1	50	\$50
Burning Files to CD/DVD (2) for Client Archive	1	50	\$50
PDF sample pages (up to 8) for Client Website and/or Amazon.com	1	50	\$100
Total Estimated Cost of Base Services	20	50	\$1,000
Additional Expenses	Est. Hours	Rate	Total
Printer's Proof of Internal Pages (price determined by individual print vendors)	—	—	TBD
Burning Files to CD/DVD (2) for Printer	1	50	\$50
FedEx/UPS Overnight Shipping (each)	—	—	\$40
Potential Extra Expenses	Est. Hours	Rate	Total
Scanning (black and white/color)	\$5-\$10 / \$10-\$15 each		
Placing of Additional Images (each)	—	—	\$5
Chart, table, diagram, or figure creation	TBD	50	TBD
Filler Image Creation	TBD	50	TBD
Additional PDF Proofs for Client Review (each)	1	50	\$50
Checking of Printer's Proof (if requested) — up to 24 pgs. + cover	2	50	\$100

Note: This is an example estimate only, and is based upon the outlined services. The actual cost of your book may vary based upon a number of criteria. To obtain a more accurate quote for your book, please submit a formal quote request. Estimated price subject to change once all project requirements become known. Additional work requested during the design and/or production stages of the project will be considered billable labor. Charges for such labor will be quoted separately and Client will be informed what the cost will be prior to the work being done. The final invoice will reflect all charges and final payment due. If the project is cancelled at any time, the 50% down payment will be considered forfeit and retained by the Designer for services rendered and Client will be provided with all files relating to the project up to that point. See the Work Estimate and Agreement for terms.

Wade in Creativity Book Design

**Design Services for the
Independent Author and Self-Publisher**

Cost Estimate for Black & White Book Cover Design

Stage of Production	Est. Hours	Rate	Total
Cover Design Concepts	4	50	\$200
Final Cover Layout	2	50	\$100
3 Rounds of Changes/Corrections	3	50	\$150
Collecting and Submitting Files to Print Vendor (via FTP)	1	50	\$50
Burning Files to CD/DVD for Client Archive (FREE if part of book package)	1	50	\$50
Images for Client Website/Amazon.com (front & back covers + angled view)	1	50	\$50
Total Estimated Cost of Base Services	12	50	\$600
Additional Expenses	Est. Hours	Rate	Total
Printer's Proof of Internal Pages (price determined by individual print vendors)	—	—	TBD
Burning Files to CD/DVD (2) for Printer	1	50	\$50
FedEx/UPS Overnight Shipping (each)	—	—	\$40
Potential Extra Expenses	Est. Hours	Rate	Total
Scanning (black and white) — up to 5x7 / up to 8x10		\$5 / \$10 each	
Custom Image Creation or Illustration(s) for Cover	TBD	50	TBD
Additional PDF Proofs for Client Review (each)	1	50	\$50
Stock Photos (acquired from various stock image resources)		\$5–\$500 each	
Checking of Printer's Cover Proof by Designer (if requested)	2	50	\$100

Note: This is an example estimate only, and is based upon the outlined services. The actual cost of your book may vary based upon a number of criteria. To obtain a more accurate quote for your book, please submit a formal quote request. Estimated price subject to change once all project requirements become known. Additional work requested during the design and/or production stages of the project will be considered billable labor. Charges for such labor will be quoted separately and Client will be informed what the cost will be prior to the work being done. The final invoice will reflect all charges and final payment due. If the project is cancelled at any time, the 50% down payment will be considered forfeit and retained by the Designer for services rendered and Client will be provided with all files relating to the project up to that point. See the Work Estimate and Agreement for terms.

Wade in Creativity Book Design

**Design Services for the
Independent Author and Self-Publisher**

Cost Estimate for Color Book Cover Design

Stage of Production	Est. Hours	Rate	Total
Cover Design Concepts	6	50	\$300
Final Cover Layout (includes preparing file for print)	3	50	\$150
3 Rounds of Changes/Corrections	3	50	\$150
Collecting and Submitting Files to Print Vendor (via FTP)	1	50	\$50
Burning Files to CD/DVD for Client Archive (FREE if part of book package)	1	50	\$50
Images for Client Website/Amazon.com (front & back covers + angled view)	1	50	\$50
Total Estimated Cost of Base Services	15	50	\$750
Additional Expenses	Est. Hours	Rate	Total
Printer's Proof of Internal Pages (price determined by individual print vendors)	—	—	TBD
Burning Files to CD/DVD (2) for Printer	1	50	\$50
FedEx/UPS Overnight Shipping (each)	—	—	\$40
Potential Extra Expenses	Est. Hours	Rate	Total
Scanning (color) — up to 5x7 / up to 8x10		\$10 / \$15 each	
Custom Image Creation or Illustration(s) for Cover	TBD	50	TBD
Additional PDF Proofs for Client Review (each)	1	50	\$50
Stock Photos (acquired from various stock image resources)		\$5–\$500 each	
Checking of Printer's Cover Proof by Designer (if requested)	3	50	\$150

Note: This is an example estimate only, and is based upon the outlined services. The actual cost of your book may vary based upon a number of criteria. To obtain a more accurate quote for your book, please submit a formal quote request. Estimated price subject to change once all project requirements become known. Additional work requested during the design and/or production stages of the project will be considered billable labor. Charges for such labor will be quoted separately and Client will be informed what the cost will be prior to the work being done. The final invoice will reflect all charges and final payment due. If the project is cancelled at any time, the 50% down payment will be considered forfeit and retained by the Designer for services rendered and Client will be provided with all files relating to the project up to that point. See the Work Estimate and Agreement for terms.

Wade in Creativity Book Design

**Design Services for the
Independent Author and Self-Publisher**

Cost Estimate for Hardcover & Dust Jacket Design

Stage of Production	Est. Hours	Rate	Total
Cover Design Concepts (foil stamp design + dust jacket)	9	50	\$450
Final Cover Layout (includes preparing file for print)	4	50	\$200
3 Rounds of Changes/Corrections	3	50	\$150
Collecting and Submitting Files to Print Vendor (via FTP)	2	50	\$100
Burning Files to CD/DVD for Client Archive (FREE if part of book package)	1	50	\$50
Images for Client Website/Amazon.com (front & back covers + angled view)	1	50	\$100
Total Estimated Cost of Base Services	20	50	\$1,000
Additional Expenses	Est. Hours	Rate	Total
Printer's Proof of Internal Pages (price determined by individual print vendors)	—	—	TBD
Burning Files to CD/DVD (2) for Printer	1	50	\$50
FedEx/UPS Overnight Shipping (each)	—	—	\$40
Potential Extra Expenses	Est. Hours	Rate	Total
Scanning (color) — up to 5x7 / up to 8x10		\$10 / \$15 each	
Custom Image Creation or Illustration(s) for Cover	TBD	50	TBD
Additional PDF Proofs for Client Review (each)	1	50	\$50
Stock Photos (acquired from various stock image resources)		\$5–\$500 each	
Checking of Printer's Cover Proof by Designer (if requested)	3	50	\$150

Note: This is an example estimate only, and is based upon the outlined services. The actual cost of your book may vary based upon a number of criteria. To obtain a more accurate quote for your book, please submit a formal quote request. Estimated price subject to change once all project requirements become known. Additional work requested during the design and/or production stages of the project will be considered billable labor. Charges for such labor will be quoted separately and Client will be informed what the cost will be prior to the work being done. The final invoice will reflect all charges and final payment due. If the project is cancelled at any time, the 50% down payment will be considered forfeit and retained by the Designer for services rendered and Client will be provided with all files relating to the project up to that point. See the Work Estimate and Agreement for terms.

ADDITIONAL INFORMATION I WILL NEED TO KNOW ABOUT YOUR PROJECT

The following questions need to be considered by authors when submitting a book project. The more that is known and established before the project starts, the better. It enables us to create the most appropriate design for your audience and prevents any surprise charges for additional work later in the process.

General Questions

- What is your manuscript's word count? This helps to roughly determine the resulting page count (before the addition of images).
- How many chapters will your book have?
- Will your design/layout of the interior pages be Basic, Mid-Range, Top Shelf, or Color?
- Who is your audience? What type of reader will your book appeal to?

Graphic Questions

- Will there be any graphics in your book? If so, what kind? (Tables, Figures, Charts, etc.)
- How many graphics are there?
- Do they need to be designed, scanned from an original, or cleaned up from a source file?

Photos and Images

- How many photos or illustrations will be in the book? Do they need to be scanned?
- Will your book's images require captions to with them? Are the captions written?
- Will you need any illustrations done?
- Does your project require the purchase of stocks photos or images?

Front Matter

- Will your book need Dedication, Introduction, Acknowledgements/Credits, Preface, or Prologue pages?
- Will your book need any other "special" type of pages such as color inserts, perforated tear outs, or advertisements?
- Will your book require a Table of Contents?

Back Matter

- Will your book need an index or glossary?
- Will your book have a Bibliography or use Footnotes?

Have we forgotten anything? If not, let's get started! If you have any questions at all about your project, please contact me. I am looking forward to speaking with you.