



Anne Loader Publications

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GUIDELINES FOR GETTING YOUR BOOK PUBLISHED

Anne Loader Publications is short-run book publisher based in Cheshire, specialising mainly in local history and autobiography and books about the British in France. Anne Loader used to be the feature writer on Northwich World and more recently editor of the Crewe and Nantwich Guardian and in that role she received much excellent writing that she could not use in the newspaper. When she was made redundant in 1995 as part of the Reed Elsevier disposal of its local newspapers, she decided to set up the business to help good local writers get into print so that they were not forced into the clutches of the vanity press. Anne then used my thirty years' experience in Computing/ Information Technology to set up a short-run book production system where she could produce a quality product at a price readers could afford, which would also allow all involved to make a modest profit. She chooses to take very little out of the business and the profits are ploughed back into the production of the next books. She is a great enthusiast for the written word - left to her own devices she would probably spend all her time (when not asleep or eating) reading or writing!

However, she can only afford to fully-fund a small number of books a year and these have to be ones which she thinks will be successful in the niche markets in which she operates. She is very happy to look at any manuscript and, for a very modest fee, advise on how it might best be exploited if it is not one she can use.

Some books, particularly poetry, family history and uncommercial novels, have no significant market at all but may be of considerable interest to friends or family and much valued by your descendants. If your proposed book falls into this category, it is likely that the only way you will get it published is to pay for the process yourself. The writers' magazines contain advertisements from many organisations who will provide this service - some are perfectly legitimate and others are quite unscrupulous, charging a lot of money, promising the earth and delivering only disappointment. Be brutally realistic about how many copies you may sell (or give away!) and don't have too many printed. They may still be languishing in boxes under the bed in 20 years' time.

One of the considerations when Anne Loader Publications was being set up was to develop a method of digital reproduction whereby reprints were easy and economical to do. This means that producing too few books has no great financial penalties compared to those incurred by over-estimating using the traditional technology.

If you are interested in having a book produced we would be happy to give you a guide price for the various stages of its production. To do so we will require information about what you have written and how you would like the final book to be produced. The guide price will be based on the production of a book to the quality of our most recently published books, about which you can find more information on our websites - www.leoniepress.co.uk and www.aloaderpubs.u-net.com. Most of the Léonie Press books are available on loan through Public Libraries, for purchase through bookshops and Amazon and, of course, we would be happy to sell you one directly!

If, when we give you the guide price, you think that you would like to continue with the project, we would discuss the book in more detail with you and have look at your raw materials so we can identify any features

which could lead to problems or an increased or decreased price. We would then give you a quote based on two distinct stages of the production of the book.

Stage 1 is the preparation, in electronic form ready for printing, of the complete book - including everything which will be in the printed version. We would provide you with a proof copy for you to check for typesetting errors. Because it is difficult to spot mistakes in work with which you have been closely associated we would strongly recommend that you use the services of our freelance proofreader. We would then correct any errors which have been found and ask you to sign to indicate your acceptance that the book is ready for printing. Should you decide at this stage that you want to make significant changes (or indeed, rewrite it!) we reserve the right to charge you for the additional time/materials involved.

We would then require payment for Stage 1.

Stage 2 is the production of the physical books. We could then either print the book for you or supply a printer of your choice with the electronic version of the book. We use the industry standard QuarkXpress software so any company using relatively modern technology should be able to handle the electronic file. We are short-run book publishers and would be pleased to produce between 20 and 500 copies of the book for you. Our own local price comparisons show that we are significantly cheaper than conventional litho printers in this range, but should you feel that you will be able to dispose of several thousand copies then it would probably be more economic to go to a conventional printer.

We have been asked to produce six copies of a book but our lower limit of 20 is set purely by the fact it doesn't make a great deal of difference to the total cost to produce 20 rather than six (but they do get spectacularly cheaper per copy!) and it does give some insurance against the spilt cup of coffee or the desire to give a book to a friend you hadn't thought of when you did your original estimate of the number of copies you needed.

If we print the books for you we would require full payment before handing over the finished books.

If you are going to sell the books a number of legal requirements have to be complied with and we would be happy to advise you how to do that yourself or do it for you by registering the book under our Greenridges Press imprint. In the latter case, we would also be prepared to handle any trade orders placed by bookshops or the national wholesalers on a per sale fee basis.

Jack Loader

2 July 2000

Anne Loader Publications

Explanation/Notes/Further Information

Your Name			
Your Address			
Your Phone Number			
Your e-mail address			
Briefly what is your book about?			
<p>Approximately how many words are there now?</p> <p>If you haven't completed the manuscript yet, how many do you expect to have written when it is finished?</p>	<p><i>To end up with a reasonably sized book, you really need to have written at least 50,000 words. If the text is on paper, count the number of words on 5 representative pages, divide by 5 and multiple by the total number of pages. If you have the text in Microsoft Word you can use Tools, Word Count to display the number of words. In Ami Pro use File, Doc Info and in Word Pro File, Document Properties, Document, General.</i></p>		
How many copies will you want?	<p><i>We normally operate in the range between 20 and 500 copies.</i></p>		
The text is	hand-written on paper		Please attach a sample of your writing!
	typed on a manual typewriter		Please attach a sample so we can judge the image quality
	typed on an electric typewriter		
	in a wordprocessor file		Name and Version?
Will you want Black & White photographs included?	<p>Yes/No</p> <p>If yes, how many?</p> <p>Number of each quality?</p>		<p><i>It would be useful to have some indication of the quality of the originals. Battered photos (e.g.. carried round in wallet for whole of second world war) can sometimes be repaired but it is time-consuming.</i></p>
	Electronic		.TIF or .JPG format preferred
	Excellent		
	OK		
	Poor		
Will you require any pen and ink drawing to illustrate the text?	<p>Yes/No</p> <p>If yes, how many?</p>		<p>Are these to be based on something physical, like a photo or object, or would you want our artist to use her imagination based on your description of your ideas?</p>

Will you be including any tables or charts?	Yes/No	<input type="checkbox"/>	<i>Genealogy charts can get very large and complex, and are difficult to squeeze onto A5 sheets.</i>
	If yes, how many?	<input type="checkbox"/>	
Will you be including any maps?	Yes/No	<input type="checkbox"/>	<i>If you haven't produced these yourself, you will need permission of the copyright owner and may need to pay them a fee.</i>
	If yes, how many?	<input type="checkbox"/>	
Would you wish to include material from sources other than your own?	Yes/No	<input type="checkbox"/>	<i>At least the sources will need to be acknowledged and it may require the permission of the copyright owner, who could demand a fee.</i>
Are there any special features that it would be helpful for us to know about?			
Would you be coming to see us during the production process or would we need to come to you?	<i>Just so that we know if we have to cost in travel.</i>		
Would you collect the finished books or would they have to be delivered to you?	<i>Again to estimate costs. Bulk books are heavy, a standard box weighs about 10Kg and contains from 30@214page books to 50@112 page books. We were approached by someone in Alaska to do a book but concluded that likely shipping costs made the whole exercise uneconomic.</i>		

Please return the completed form to:-

Anne Loader Publications
13, Vale Road
Hartford
Northwich
Cheshire
CW8 1PL
United Kingdom