

EXAMPLE QUOTATION

This quotation is an example only. We always quote on each book individually, so please ask us for a quotation for your book.

INITIAL QUOTATION PAPERBACK



AUTHOR: Author Name

BOOK: NEW TITLE

Thank you for giving us the opportunity to quote for the publication of your book. This quotation is based on the details that you have given us, or on your manuscript. Here we have set out the detailed specifications of the book we are quoting for, along with options for different numbers printed. Any of the specifications may be altered if they do not reflect the book that you wish to publish. If this is the case, please contact us for a revised quotation. This quotation also includes details of the marketing and many other services that we offer our authors, all of which are on a purely optional basis. More detailed information on all the services we offer are given in the Information Centre on our website (www.troubador.co.uk/matador).

*If you have any queries regarding this quotation or if you wish to take your book further with us, please contact us on 0116 279 2299.
Prepared by Jeremy Thompson.*

SPECIFICATIONS

Physical size ¹ :	216x138mm (demy format portrait)
Number of pages ² :	336pp
Text/graphics ³ :	Black text inside, on 80gsm bookwove paper
Cover:	240gsm board printed full colour outside only, matt or gloss laminated, perfect bound (paperback) ³

PUBLISHING SERVICES

PRODUCTION COSTS (Pre-press)⁴ £725.00

Title set-up and administration, ISBN allocation⁵, British Library legal deposit⁶, bar code and QR code, Matador website entry, bibliographic data management (Matador ISBNs only), Typesetting and proof revisions⁷, Cover Design⁸

PRINTING⁹

Print on demand unit cost	=	£4.70	OR
Printing 100 copies	=	£460.00	OR
300 copies	=	£894.00	OR
500 copies	=	£1344.00	OR
1000 copies	=	£2150.00	

POSSIBLE ADDITIONAL PUBLISHING SERVICES

On screen copy edit ¹⁰ :	£620.00
Proof read ¹¹ :	£480.00
Storage (per month):	Charged on a sliding scale ¹³

EBOOK EDITION (as an 'add-on' to publishing a book)

Conversion to ePub and Kindle formats ¹⁴ :	£180.00
Distribution to retailers worldwide ¹⁵ :	£40.00



MARKETING SERVICES

We offer a range of book and ebook marketing services. All marketing is undertaken on a one-to-one basis with authors.

A. BOOK TRADE MARKETING SERVICES

1) **Trade Marketing** £300.00 (+ AI post at cost)

This option is designed to make retailers and wholesalers aware of your book and get it available for sale:

- Preparation and dissemination of a book trade Advance Information (AI) sheet
- Retail trade distribution through Orca Books or via Print on Demand¹⁶
- 20 copies of your Advance Information (AI) sheet for personal use
- Inclusion on Google Search Inside and Amazon Search in a Book programmes (optional)
- Holding stock, order fulfilment, customer invoicing, liaising with bookshops, distributors, etc.
- Ongoing advice on all aspects of book marketing and distribution with Matador's Marketing Department
- Access to Matador's online marketing support pages and factsheets, including our Author Centre and Media Centre
- 24/7 access to sales information, plus a quarterly detailed sales report.

2) **Sales Representation (Star Book Sales)** £200.00

This service can only be chosen if you opt for 1) above. Authors must print a minimum of 300 copies of their book to qualify for sales representation. It is not available for books printed 'on demand':¹⁷

- Title set-up with Star Book Sales; book trade sales representation through Star in the run-up to publication
- Fast-track preparation of the Advance Information (AI) sheet and dissemination to sales reps in advance of publication
- Fast-track front cover design (to maximise the time in which a book can be represented) (*subject to technical aspects*)
- Inclusion in the next available quarterly Troubador 'New Titles' catalogue (half-page) for distribution to retailers
- Display on the next available Matador exhibitor's stand at the London Book Fair.

B. MEDIA & PR MARKETING SERVICES

3) **Starter Media Marketing** £400.00 (+ PR/review copy post at cost)

This option gives a cost-effective basic media and PR marketing service:

- Preparation and targeted dissemination of local, national and subject-specific Press Releases, as relevant
- Targeted placing of review copies to reviewers in local and national media
- Ongoing liaison with reviewers and media contact interest
- 20 copies of each of your Press Releases for use by you in your own promotional work
- Ongoing update of your book entry on our website with media clippings, endorsements or reviews
- Inclusion in Matador's Twitter account to 'Tweet' about your book and any media coverage or key events
- Access to a unique events diary where you can announce book signings, launches and other event.
- Ongoing help and support from the in-house marketing team to assist you with your own marketing efforts.

4) **Enhanced Media Outreach** £850.00

This option provides a dedicated media PR campaign using industry-standard tools to aim for the widest possible media coverage. It can only be taken in conjunction with option 3) above:

- A targeted six-week marketing campaign, which starts once your book has been sent to print
- A meeting at our offices in Leicestershire, or over the phone, to identify different marketing angles for your book
- Media outreach conducted through Vuelio, one of the UK's leading PR services, which allows us to contact journalists across every media sector. Your press release will be published to our newsroom, which can be accessed by 60,000 journalists, and we prepare and send at least two targeted outreaches (both by subject and by local



interest/area). Each outreach can comprise up to 100-500 contacts, dependent on subject area

- Email or phone follow-ups carried out with all journalists who express an interest in your book (either by requesting a review copy, more information or an interview with the author). We make further targeted follow-up pitches to a list of key journalists, agreed upon in advance (and provide the key list of journalists contacted for your information)
- Contact bookshops and libraries within your local area (or in an area relevant to the book that you would be willing to travel to) to see if we can set up a signing or event to promote your book
- Provide a comprehensive media report of all of the media coverage that we have managed to achieve.

C. EBOOK MARKETING SERVICES

5) **Starter Ebook Marketing** £250.00

This option gives an initial marketing push to a new ebook:

- Inclusion on the NetGalley ebook review service for *two weeks* from your publication date (or a date of your choice), making information on and a review copy of your ebook available to reviewers, journalists etc. worldwide
- Follow-up with all those who show an interest through NetGalley in your ebook to encourage reviews
- Listing on Matador's webshop with full ebook description, including links to major ebook retailers
- Mentions of your ebook and any ebook 'news' in our ongoing social networking activities – Twitter and Facebook
- Access to our password-protected online ebook marketing advice centre, with many pages of constantly updated marketing information and links
- An extensive information pack looking at things you can do at no cost to market your ebook – including hundreds of listings and links to ebook awards, websites and blogs that accept ebooks for review
- Ongoing help and advice from a team of experienced ebook marketing professionals during your campaign

6) **Extended Ebook Marketing** £450.00

This option includes everything in 5 above, with additional marketing activities to promote an ebook for a longer period:

- An extra week on NetGalley, making your ebook available on NetGalley for *three weeks*
- Preparation of a professionally-prepared ebook-specific press release, with a PDF copy sent to you for your own use.
- Electronic submission of your press release to national and international media
- A NetGalley email 'widget' for journalists and reviewers. (Anyone clicking the widget in your email will be taken to your ebook's NetGalley page whilst your listing is active, where they can download it for review.)

D. SOCIAL MEDIA MARKETING SERVICES

7) **Social Media Marketing** £300.00

This service may be taken whether you publish a book, ebook or both with us. It is designed to establish an author presence online, and work to enable any author to continue to promote their work using social media:

- Creation of a branded, author-specific Facebook page
- Creation of a branded, author-specific Twitter account
- Creation of an author-specific Gmail email address (which we use to register your Twitter and Facebook accounts, and then pass over to you for your personal use)
- Creation of an author profile on Goodreads, the most popular book recommendation website
- A one-month, comprehensive social media campaign that starts when your book or ebook is available
- One week of daily tweets and three weeks of ongoing support and tweeting/posting from author submissions
- 'Following' relevant accounts on your Twitter profile to encourage 'followers' to your Twitter account
- All social media accounts established are handed to you so that you can continue to use them after the initial campaign
- A handbook showing how to use your social media accounts, and how to be creative with your 'posts', so that you can take over posting and continue to build your online author brand.



Distribution by Orca Book
Services (part of Marston
Book Services)



Sales Representation by Star
Book Sales

“A new breed of self-publishing companies offer authors a kind of halfway house between conventional self-publishing and the commercial kind. Of these, the company that has gone the furthest is Matador...”
Writers' & Artists' Yearbook Guide to Getting Published, A&C Black

OTHER MARKETING SERVICES

We offer a wide range of additional marketing services, from author website creation and hosting to book video trailers, from marketing materials like postcards, bookmarks, pop-up banners and posters to discounted advertising opportunities in print and online publications. Full details are available online in our Information Centre and will be sent to all authors on receipt of contracts.

DISTRIBUTION DISCOUNTS

Note that where we handle the distribution of your book, we take 15% of the *cover price* on copies we sell (booksellers will also take between 30% and 60% (Amazon *only*) of the cover price as their discount). On ebooks we take 15% of the *net receipts* from ebook sales (ebook retailers will take between 30% and 55% of the cover price as their discount).

TIMESCALE

The time required to publish a book varies depending on the project in question, but an average time from manuscript to printed book is around three to four months. It *always* takes longer than you think to publish a book properly! We do offer a 'Fast-track' service which reduces the time required to undertake pre-press services by approximately a third, for which we charge a premium of 30% on the pre-press service: please ask for details.

PAYMENT TERMS

1. An initial deposit of £400.00 is required when contracts are returned.
2. Any *optional* production or marketing costs are invoiced when work commences; for some services, ongoing work is subject to earlier outstanding invoices being settled.
3. The balance on pre-press, printing and services costs are payable when a book is ready to print.
4. Some payments for authors located outside the UK for some services will be requested prior to task completion.

EXPLANATORY NOTES

1. These are the physical dimensions of the finished book. Note that we can produce books of most sizes, this is not the only size available.
2. This is the page extent that we estimate your book will make after typesetting. This extent may rise or fall, so the costs may rise or fall accordingly, but usually not by more than 10% either way.
3. These are the materials that we propose to use on your book. These are not the only materials available, but are what we would usually use on a book of this type.
4. The pre-press process takes between 12 and 16 weeks from manuscript to book, depending on all sorts of variable factors. If you want your book produced more quickly, we offer an approximate 8-week Fast-track production service, at a premium of 30% on top of the quoted pre-press cost. See our Information Centre online for more details, or speak to us.
5. For authors publishing under the Matador imprint we allocate an ISBN number. If you wish to publish under your own imprint you will need to obtain your own ISBN numbers from the UK ISBN Agency at a cost of around £140. If you wish to arrange distribution of your own book, you will need to use your own ISBN.
6. Any book published in the UK with an ISBN number must be deposited with the British Library and 5 legal deposit libraries. We send 6 copies of your book from those that you print on your behalf. If you opt to print 'on demand' then you will need to cover the cost of printing the 6 copies at the POD print cost quoted.
7. We send a set of typeset proofs and up to three further sets of revised proofs following author/proof reader checking. There should not usually be a requirement to send revised more than three times. Should an author continue to make textual changes beyond three sets of revised proofs, further charges may be made depending on the amount of additional work involved. Typeset proofs are usually sent as PDF files by email, but can be sent in printed form on request (carriage charge applies).
8. We include design time for your cover, and assume that you can supply us with a photo or illustration that we can use in the design process. The cover is properly designed, but we need an image on which to base the design. If you are unable to supply an image for the cover we can help by either sourcing a royalty free photograph, or by arranging an illustrator. In either case there would be an additional cost, ranging from £20 for a single photo to £400 for a bespoke illustration, depending on what is required. If you intend to supply print ready PDF files for either your cover or text, please read our guidelines and T&Cs in our Information Centre online on supplying print ready PDF files.
9. We have given a range of printing options so that you can compare prices. In general, the more books you print in one go, the cheaper the unit cost. We have given a Print on Demand (POD) unit cost and short-run digital printing costs (100–1000 copies). Longer or different print number costs are available.
10. A copy edit checks for grammar, sense, consistency, spelling and continuity, and the editor may also highlight problem areas or make recommendations for revision. A copy edit is undertaken on screen on an editable electronic version of your manuscript (MS Word usually), with 'Track changes' on so that you can check changes suggested. We thus need an editable electronic version of your manuscript (ie. not a PDF file or printed copy).
11. A proof read takes place once your book has been typeset. A proof reader will check the typeset book for errors only. The marked proof is then sent to you so

“I started to sniff around the various self-publishing companies. The company that everyone recommended was Matador. The quote was very reasonable, they seemed interested in what sort of book it was, and the quality was good.”
The Huffington Post

that you can approve any changes made. A proof read is not a substitute for a copy edit.

12. We can arrange for a title to be printed and distributed in various overseas markets, including North America, Australia, Brazil, Germany and South Africa. Not all titles are suitable for this form of distribution, so please refer to your production controller when your book is in press.
13. We store up to 300 copies of a title free of charge. Storage charges are made on a sliding scale rate over and above 300 copies held by us. Current storage charges are: 300-500 copies = £20/month; 500-1000 copies = £25/month; 1000-2000 copies = £30/month. Note that we do not usually store over 1000 copies of a title. Storage charges are deducted from author royalties each quarter. We store books for up to two years, after which a smaller stock will continue to be held as required.
14. This is the cost of creating an ebook as an 'add-on' to publishing a physical book with us. (If you wish to publish as an ebook only, then the costs will be greater, more akin to the costs specified on our website for ebook only publication.) Once your physical book is ready to print, we convert it into an ePub ebook and a Kindle ebook. The cost of conversion to an ebook will vary depending on how long a book is and how complex. Books containing a large number of pictures, tables and diagrams will cost more to convert than a simple novel containing text only. The cost advised on this quotation is advisory and subject to confirmation once the physical book is complete. We can then either send the ebook files to you for distribution, or we can distribute for you (see 15 below).
15. We distribute your ebook through sales channels such as Apple, Waterstones, Barnes & Noble, Amazon, BlinkBox, Kobo, OverDrive, Google, Scrib'd and many other online retailers.
16. To qualify for distribution through Orca Book Services, the author must print 100 or more copies of their book. Print on Demand and very short run books are not suitable for this form of distribution.
17. To qualify for sales representation through Star Book Sales, the author must print 300 or more copies of their book, so that there are enough copies to place with retailers, and opt to take the sales representation service. Print on Demand and very short run books are not suitable for sales representation. Trade representation is undertaken by agreement between Matador, Star Book Sales and the author and not every book will be suitable for this form of sales activity.

THE SMALL PRINT

The initial quotation above is for full production of the book, including all pre-press services and printing, and is subject to variation with any alterations to the number of pages, changes in paper prices or change in quantity printed. Any change in price will be notified prior to any work being undertaken.

VAT: The Pre-press service is not subject to VAT as long as it results in the publication of a book (a zero-rated VAT product). If a book is not printed then pre-press service is subject to VAT. Printing is not subject to VAT. Marketing and all other services are subject to VAT at the current rate; all costs given on this quotation are exclusive of VAT. For clients living outside the UK, VAT is not applicable.

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