

Apprehending Truth Publishers

PUBLICATION FEES AND COSTS FOR PROSPECTIVE AUTHORS



Publication Fees:

ISBN Identifier Number & Reg. With bowkers	135.00
Distribution Costs*	155.00
Processing Fees	215.00

Price includes one (2) free proofs of printed book sent to author for approval. Prior to publication, additional proofs can be purchased through Apprehending Truth Publishers.

Royalties on books sold are set by publisher as a percentage (typically 15%) of retail price of each book sold and is contingent upon publication and printing costs. Royalties will be set for each book to be approved by author and Apprehending Truth Publishers before publication.

Direct from Publisher - Author pricing for books purchased by the author are typically 40 - 50 % of retail price. Retail prices are set by the publisher before publication. Royalties are not earned on books purchased through the "Direct from Publisher" program.

Each book will receive a Publication Data Sheet outlining pricing, costs and royalty information. Authors retain all copyrights, unless otherwise stipulated, and remain free to republish or amend their works as they will. The unique ISBN number is linked to the publisher and cannot be reused.

Design and Formatting:

Service	Apprehending Truth Publishers	Other Publishers
Cover Design	350.00	250.00 - 1,000.00
Internal Formatting and Customization	325.00	325.00 - 575.00
Editing**	N/A	Price based on word count

Authors may submit their own design and customization as per our guidelines for approval by and must meet the specifications of Apprehending Truth Publishers. Processing Fees for approved designs are as follows:

- Approved Cover design 100.00
- Approved Interior Formatting 100.00

Design adjustments for compatibility may incur additional fees.

EBook Publication Options:

Due to industry standards, ebooks now require their own unique ISBN number

Unique ISBN & Reg. <small>(Each ebook format requires its own unique ISBN Number.)</small>	135.00
Conversion Fee	225.00
Distribution Costs*	155.00
Processing Fees	215.00

eBook royalties are typically 20-35% of publishing price paid to author monthly, when such earnings are \$ 25.00 or more. eBook price is set by publisher and is based on a percentage of printed book price where applicable.

File formats include:

- Kindle
- NOOK
- Pdf
- epub

(additional formats available upon request)

Distribution and processing fees include:

- Listing in amazon.com's Kindle store
- Listing in Barnes and Noble's NOOK store
- Listing in KOBO
- Listing in iBookstore on iTunes
- Listing of all available eBook formats at Apprehending Truth's eBook store
- Meta-data encoding
- DRM locking available upon request

AudioBook Publication Options:

ATPublishers is currently working with Audible.com, iTunes, Audiobooks.com and other audiobook networks for distribution of audio book versions of our titles by Open Vision Media. Open Vision Media retains sole audio rights for a period of seven (7) years from date of production and retained thereafter unless reclaimed by author†. This does not affect copyright of print or other electronic editions. Royalties of all audiobook sales paid to author at time of other royalty payments. ATPublishers reserves the right to distribute audiobook versions on any or all audiobook platforms and in all audio distribution formats.

Unique Website Option for your book.

A web presence has become an indispensable part of marketing for authors and publishers. Apprehending Truth Publishers now offers its authors a unique and independent web page where you can direct your readers. Convenient, clean and highly professional. Your reader sees only your website and information.

Setup and Design <small>(Includes landing page / home page, about, and contact. Each additional page requires a \$25.00 design fee.)</small>	200.00
Domain Name	25.00
Initial Hosting Fees	75.00
Yearly Hosting and Maintenance	115.00

Website includes:

- Unique Domain Name
- Maintenance by PureLight Web Design
- Listing of all versions of your book
- Direct sales links from your website
- Orders fulfilled by Apprehending Truth Publishers

Author may cancel website option at anytime and will not be billed for additional year once subscription expires. ATPublishers retains ownership of all domain names, designs and content related to website option.

Apprehending Truth Publishers can also publish audio CD's and DVD's.

Restrictions apply. Ask for details.

Although Apprehending Truth Publishers does not market your book we are committed to your success and the exposure of your work. Therefore we do offer help so that you can market your book effectively. From a unique website to various advertising items, we can help you succeed as an author.

Advertising and Promotional Items

WebCards:

Essential business cards for advertising your book and directing readers to your website for more information. Promote your book and increase sales. Drive up traffic to your book's website and increase search engine ranking.

Professional and unique, use ATPublishers "WebCards" to direct readers to your book.

Prices vary.

AuthorCards:

Business cards are essential to creating exposure for your book. Author cards from Apprehending Truth Publishers is a creative alternative to WebCards if you have not chosen a website option.

Bookmarks:

Advertise your book with bookmarks displaying your book design and information. Include any contact information and purchase avenues. Direct readers to your book and increase interest in your writing.

Apprehending Truth Publishers is an independent publisher of Christian books. Services offered are as advertised. We are not agents or marketers and do not offer the perks and exposure of "big box" publishers.

Advertising and marketing remain the sole responsibility of the author.

The author is free to pursue publication through other avenues and retains all rights, except where described herein. In the event that we must pull a publication from print a fee of \$200.00 plus a \$50.00 fee for each format of said title will be assessed to cover costs of removing each title from circulation.

Apprehending Truth reserves the right to change these terms of agreement at any time. Either party may terminate this agreement at any time. Authors must pay a termination fee of \$200.00 per title plus a \$50.00 fee for each format of said title. Apprehending Truth Publishers retains the rights to all design and formatting of each title, and may be transferable for a fee at the sole discretion of this publisher. Apprehending Truth Publishers reserves the right to waive termination fees at its discretion.

*Apprehending Truth Publishers does not "market" your book. All marketing is the responsibility of the author. We simply publish and enter the title into the proper distribution channels so that booksellers can find your title. Publication fees are integrated into printing set-up costs and are not negotiable. Non-ISBN books may deduct up to \$100.00 from publication fees, and are only available through Apprehending Truth Publishers. Dist. channels are established but inactive with non-ISBN titles. Non-ISBN Kindle books are available only through Amazon.com and ATPublishers. Other non-ISBN electronic books available through proprietary sources and ATPublishers.

** Apprehending Truth Publishers does not edit books. All editing in grammar and spelling is the responsibility of the individual author. If an obvious error is recognized we will however correct such errors before printing or bring the error to the attention of the author for correction to be made at his discretion. If you would like ATPublishers to hire a professional editor, we can do so at additional costs.

It is the intention of Apprehending Truth Publishers to strive for excellence in presentation and content of the resources it publishes. No item will be considered acceptable for publication which does not adhere to our standard of presentation and purity of content.

It is the sole discretion of Apprehending Truth Publishers as to the publishing Imprint for each title.

Printers are selected according to the unique needs of each book and is determined by Apprehending Truth Publishers.

ATPublishers retains the right to promote book through book shows, sales, giveaways, conventions, or by any other means during the life of contract between ATPublishers and author.

† Due to restrictions and narration rights, all Open Vision Media Productions remain the property of OVM and ATPublishers, along with logos, cover design, and formatting. Once ATPublishers' exclusive audio rights expire, the author is free to pursue alternate narration. ATPublishers and OVM retain the rights of sale for its productions until such time as production copyright is purchased or transferred. Unauthorized distribution or alternate production will be considered a breach of contract. Open Vision Media may sell its audio production rights to any third party at any time at the sole discretion of ATP and OVM.

All logos and designs (including book covers and internal formatting) remain the trademarks and copyright of Apprehending Truth. All rights reserved.

This, with accompanying Publication Data Sheet and relevant invoicing, represents a binding contract between these two parties:

Book Title: _____

Apprehending Truth Representative: _____ Author: _____

Signature: _____ Signature: _____