



MADHAT
-BOOKS-

PUBLISHING SERVICES GUIDE

Madhat Books, LLC
Indie Publishing and Small Press
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ABOUT MADHAT BOOKS

As authors, avid readers, and cover designers, it's probably easy to tell the amount of passion we have for the book industry.

At MadHat Books, not only do we offer various publishing options, but also, custom covers, premade covers, interior formatting, teasers, trailers, web design, author branding, banners, swag design, editing, advertising, consulting, and more.

MadHat has a team made up of award winning artists and professionals who work hard as a team to keep all projects on task and moving in a positive direction for success.

MadHat Books provides wide distribution options and print on demand supply .

"There are many good things to say about MadHat Books. You get great customer service, timely replies to questions and top notch work. Everything I have purchased through MadHat had been better than I had expected." -

Barb Shuler, Author of My Own Nightmare

PUBLISHING OPTIONS

INDIE PUBLISHING PACKAGE:

A-LA-CARTE SERVICES (MAKE YOUR OWN PACKAGE)

- A-la-carte publishing services (see services page)
- Ebook distribution through Amazon, Barnes & Noble, iBooks, Google Play, and Kobo
- Print Distribution Through Createspace, NookPress, and Ingram

SMALL PRESS PACKAGE

A-LA-CARTE SERVICES (MAKE YOUR OWN PACKAGE)

- Three month contract (At the end of the period, MadHat Books and Client will consider the options of renewal or termination)
- Keep 85% of released royalties from distributors
- Editorial Assessment
- New Author Setup (Goodreads, Author Central, LCCN, ISBN, Social Media Setup)
- A-la-carte publishing services (Artwork, editing, and formatting is preferred to be completed in-house, but in some instances, we will work with outside services providers as long as MadHat Books approves of the quality, and the files meet distributors' criteria and standards.
- All ebook and print distribution (includes: Amazon, Barnes & Noble, iBooks, Google Play, Kobo, Createspace, NookPress, and Ingram)
- **Minimum of 10 Reviews**
- **Reporting**
- **Advertising Management (SEO, Keywords, BISAC Codes, Categories)**
- **Reviews**
- **Editorial Review**
- **Promotional Landing Page**
- **Press Release Document**
- **Print Proof before release**
- **5 Paperbacks**

A-LA-CARTE SERVICES

CUSTOM BOOK COVER

Heart Package - \$125.00:

- Three Concepts, plus one additional revision after concept is chosen. Additional revisions may be requested for an additional fee of \$25.00 for each new revision or concept.

Spade Package - \$185.00:

- Five Concepts, plus one additional revision after concept is chosen. Additional revisions may be requested for an additional fee of \$25.00 for each new revision or concept.

Club Package - \$199.00:

- Six Concepts, plus one additional revision after concept is chosen. Additional revisions may be requested for an additional fee of \$25.00 for each new revision or concept.
- One promotional matching teaser
- Two promotional web banners for Facebook and a second social media platform.

Diamond Package - \$250.00:

- Seven Concepts, plus one additional revision after concept is chosen. Additional revisions may be requested for an additional fee of \$25.00 for each new revision or concept.
- One promotional matching teaser
- Two promotional web banners for Facebook and a second social media platform.
- Cover Reveal Graphic
- ARC Cover
- Title Logo

Photos/images are not included but MadHat will invoice for chosen image.

A-LA-CARTE SERVICES

INTERIOR FORMATTING

Ebook or Print Less than 50k Words	\$75.00
Ebook and Print Less than 50k Words	\$125.00
Ebook or Print 50k-100k Words	\$125.00
Ebook and Print 50k-100k Words	\$175.00
Add-On - More than 100k Words (Price is per each additional 100k words)	\$35.00
Add-On - Additional Images (price is per image)	\$2.00
Add-On - Additional Revisions (More than one)	\$25.00

- One consistent header image for each new chapter
- One consistent scene break image
- A custom title page to keep book branding fluid
- One typo revision (A list of 20 or less changes) - Additional changes will incur a \$25.00 cost per each set of 20 revisions.
- For Ebook: Kindle .Mobi, Generic .ePub, Google Play .epub, Nook .epub, and an iBooks .ePub File
- For Print: A .PDF file ready for upload to all vendors

A-LA-CARTE SERVICES

PROMOTIONAL DESIGN

\$50.00/ Per Design

- Author Signage for Book Signings

(must know sign dimensions prior to work beginning)

- Social Media Banner

(Please note: Facebook and Twitter are different sizes and designed separately and are charged independently)

- Branded Email Signature (HTML is supplied)
- Business Cards
- Bookmarks
- Rack Cards
- Magnets
- Buttons
- Coasters
- Collector Cards (Set of 4 – For Book Covers and Blurbs)

Pre-Designed Branding

(Must supply a high-resolution .PNG file)

is required for Promotional Print

A-LA-CARTE SERVICES

BRANDING DESIGN

\$120.00

- Up to four concept designs for you to choose from.
- Once the concept is chosen, a revision will be offered on the final concept.
- Two variations of the logo (wide and tall or dark and light – your choice) will be supplied, along with vector (high-resolution) files that can be sized for any type of web or print promotion.
- A spec sheet containing the colors, fonts, and images/patterns/textures used will be supplied as well.

Please note: the Author Branding only comes with files for one final concept.

Additional concepts can be purchased for additional fee
(this will be invoiced separately).

A-LA-CARTE SERVICES

WEBSITE DESIGN

Website Design for WordPress, Shopify, Wix, or HTML.

Estimates are below but are subject to customer discussion:

LANDING PAGE IN HTML, WORDPRESS, OR WIX:

\$150.00

BASIC WEBSITE: HOME PAGE, ABOUT US, BOOKS, EVENTS, CONTACT US (PAGES)
THROUGH WORDPRESS, WIX, OR HTML.

\$300.00

ECOMMERCE WEBSITE: HOME PAGE, ABOUT US, BOOKS, EVENTS, CONTACT US,
AND A SHOP PAGE (product management) THROUGH WORDPRESS OR SHOPIFY.

\$500.00

WEB MAINTENANCE

\$45.00/per hour

A-LA-CARTE SERVICES

Digital Graphics

GRAPHIC PROMOTIONAL TEASERS FOR SOCIAL MEDIA:

One revision per teaser is included. Photos/Images are not included.

\$25.00

GIF PROMOTIONAL TEASER (ACTION IMAGE):

One revision per teaser is included. Photos/Images are not included.

\$25.00

SOCIAL MEDIA ADVERTISEMENT:

One revision per teaser is included. Photos/Images are not included.

\$25.00

SOCIAL MEDIA BANNER:

One revision per teaser is included. Photos/Images are not included.

\$50.00

A-LA-CARTE SERVICES

EDITING/PROOFREADING/ BLURB DEVELOPMENT

Base charge is \$50.00 for any editing service, plus the word fee.

- LINE EDIT:

Reviews Creative Content, Language, Grammar, and Typos – \$0.007/ per word

- COPY EDIT

Reviews Language, Grammar, and Typos – \$0.006 / per word

- PROOFREAD

Reviews Grammar and Typos – \$0.003 / per word

- WHITE GLOVE SCAN

Must be edited and approved by MadHat before work begins –
Reviews for Typos – \$0.001 / per word

BLURB DEVELOPMENT

A draft must be created by the author and will be developed from there. *Two revisions are included.*

\$100.00

A-LA-CARTE SERVICES

BOOK TRAILER

CUSTOM BOOK TRAILER

A video trailer from 1-3 minutes.
Photos, videos, music, and script must be provided.

\$250.00

PREMIUM BOOK TRAILER

We can help you find the photos, videos, and music for an additional fee, though.

\$350.00

*One revision is included after the full trailer has been put together.
(Cost of photos, videos, music and any other extras are not included.)*

PROCESS

STEP ONE

Consultation - One of our team members will speak to you about the process and help you choose which direction is best for you. During this time, we can also help put a package together for a final quote.

STEP TWO

Decide on publishing package and services. A quote will be sent for approval.

STEP THREE

Submit your manuscript for either editing or formatting.

STEP FOUR

A Publication plan will be sent to you, and you will have the opportunity to request additions to the proposed strategy.

STEP FIVE

Final approval on all aspects of the book and distribution will begin.

ADDITIONAL INFORMATION

Quality is our most important goal and while we tend to have a quick turnaround, most services will be completed with 4-5 business days. Once a service is booked, the client is placed into the schedule. MadHat typically schedules two weeks out and it's best to plan for that whenever possible. If rush delivery is needed, we add on a \$50.00 fee. Prices are non-negotiable.

We stick closely to our number of revisions. Therefore, if we move past the allotted revisions, an extra revision fee of \$25.00 will be applied to the final invoice.

File updates after a project is closed will also incur a \$25.00 fee. While we would love to make small changes for everyone, the process of updating, exporting, and uploading takes time and we must account for that within our schedules.

Consultation: Most communication is dealt with through email. Emails are typically responded to within 24 hours (during business hours).

We offer a free 30 minute phone consultation before the start of a project, but with our strict schedule to deliver projects in a timely manor, additional phone conversations will incur a \$35.00 fee per call.

AN NON-DISCLOSURE AGREEMENT AND TERMS OF SERVICE AGREEMENT WILL
NEED TO BE SIGNED BEFORE THE START OF ANY PROJECT

TESTIMONIALS

Tina-Marie Miller reviewed MadHat Books — 5 star

Finding Shari Ryan of MadHat Books was serendipitous. Having launched my debut novel in January 2017, the cover I'd had designed just didn't seem to be hitting the right spot. I contacted Shari and straight away she could visualize the ideas I'd started to form in my own mind and then she went on to produce a fabulous concept. The overall design is outstanding. I have been overwhelmed with the positive feedback I have received since launching the redesign. I am bowled over by it and now feel that my work has been welcomed in the correct genre. Shari is super nice and professional and working with her was a joy. I would wholeheartedly recommend Shari and I will be using her services again. Thank you Shari, you are a star!

Christina Angel Boyd reviewed MadHat Books — 5 star

The amazing cover art for #TheDarcyMonologues is the genius of Shari Ryan of MadHat Books. She took the cover concept and created exactly as I envisioned. Shari professionally, quickly, and concisely handled my countless questions, suggestions, and "just one more tweak" in the demanding format of the print interior—even had a special script code written to make it happen. And then when the original concept had to be scrapped because of the print-on-demand company's limitations that were beyond our control (long, convoluted story only to be shared over strong cocktails), Shari AGAIN created the present cover and interior for both print and e-book. I could not recommend her expertise more!

Dylan Allen reviewed MadHat Books — 5 star

They did an amazing job formatting for me in a pinch. Shari is such a pleasure to work with and just uber talented!!

Annie Anderson reviewed MadHat Books — 5 star

I LOVE this designer. Shari's work is gorgeous, and I have received oodles of compliments on my covers. She is quick, efficient, and listens to her clients.

CONTACT INFORMATION

OWNER:

Shari Ryan

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PROJECT ADMINISTRATOR:

Annelle Willard

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GENERAL QUESTIONS

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WEBSITE:

<http://www.madhatbooks.com>

FACEBOOK:

<https://www.facebook.com/madhatcovers/>

FACEBOOK CLIENT GROUP:

<https://www.facebook.com/groups/madhatsteaparty/>