



- **What's it going to cost me?**
 - **Individual services:**
 - E-Book Cover Design..... \$125
 - E-Book Formatting for Kindle, Nook, and Smashwords..... \$65
 - Print Book Cover (includes E-Cover)..... \$175
 - Print book formatting..... \$65
 - **Package Deals:**
 - **E-Book Pro-Package: All this for only \$175!**
 - E-Book Cover
 - Formatting for Kindle
 - Formatting for Nook
 - Formatting for Smashwords
 - A written tutorial explaining how to upload your e-book
 - (1) Banner ad of your book for use in promotion
 - **E-Book Formatting Package: All three for only \$65***
 - Formatting for Kindle
 - Formatting for Nook
 - Formatting for Smashwords
 - A written tutorial explaining how to upload your e-book
- **Payment Terms:**
 - We require half the total up front, and the other half upon completion. We will send you a proof of the finished product for approval prior to billing you for the second half. Upon receipt, we will send you the file/s.
 - We bill through PayPal.
 - After we start your project, you will be invoiced for ½ up front through Paypal. You will receive an email from Paypal explaining how to make the payment. Just follow the directions. You don't need a Paypal account to complete payment, just a major credit card.
- **Timeline**
 - Schedule availability is flexible. We will tell you when we start our communication how soon we can get started on your cover/s.

*Pricing for fiction prose book with minimal tables and images. Additional charges may apply to E-Books with an excessive amount of interior images or books over 100,000 words



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- Most work is completed within two (2) weeks of receiving all required information and the ½ down payment. Depending on your needs, this time period may be adjusted.
- **Book Cover Required Information checklist:**
 - We require the following information from you before beginning a project:
 - Synopsis or short outline of the book. This will help us gauge the overall mood of the book so we can make the cover achieve the feel you're looking for.
 - Three examples of book covers in your genre that have the same feel you are going after that you really like.
 - Any photo, clipart, or object you definitely want included on the cover. *(Provide this only if you have a specific image that your story references heavily or is pivotal to the plot or feel of the book. Also, be aware that if you do not own the rights to this image, we may not be able to use it.)*
 - Createspace Printing specifications (for print books only). If you are unsure, don't hesitate to ask us. We will help you choose the best option for your book. *(Two common choices are: Cream paper @ 5.5" x 8.5" and Cream paper @ 6"x9")*
 - Cream or white paper (determines spine width)
 - Total page count if we are not doing the print interior prose print formatting for you (determines spine width)
 - Trim Size (The overall dimensions of the finished printed book)
 - Createspace Trim sizes are:
 - 5" x 8"
 - 5.06" x 7.81"
 - 5.25" x 8"
 - **5.5" x 8.5" (commonly used size)**
 - **6" x 9" (commonly used size)**
 - 6.14" x 9.21"
 - 6.69" x 9.61"
 - 7" x 10"
 - 7.44" x 9.69"
 - 7.5" x 9.25"
 - 8" x 10"
 - 8.5" x 11"
- **So what's the process? How does it work?**
 - We strike up communication via email (or phone if you prefer) and discuss a little bit about what you're looking for – genre, mood of cover, your timeline, etc. If we both agree to the project, you provide me with the required information and half the payment. We will create a small mockup of your cover, probably more than one, and send to you for review. If we're on the right track, you approve the design and we finalize the image and send to you for final approval.
 - If we aren't on the same page, design-wise, we discuss what to change and what to keep. The design process isn't always straightforward, and we will



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provide options as required (up to a reasonable amount) until we nail your design. Once that is settled, you approve the final design and we finalize the image, sending it back to you for the last approval. The project is considered finished when the client answers yes to these questions:

- Does the cover fit the “feel” of your book?
 - Does the cover look professionally designed?
 - Would you recommend us to anyone else looking for a cover?
-
- **Okay, sounds interesting. Where can I see examples of your work?**
 - Examples of our work can be found at the website, www.streetlightgraphics.com.
 - **How long do you keep my design on file?**
 - Indefinitely. We do not delete client’s designs.
 - **What happens if your computer crashes and my design is lost?**
 - We backup to an external device once a week and to an online backup service as we work. Because of this double backup system, it is highly unlikely this will happen.
 - **F.A.Q. (Frequently Asked Questions)**
 - **Do I have to pay royalties for each book I sell with your design?** *No. The cover fee is a one time purchase. We don’t believe in this and legitimate designers don’t either, typically. If you are thinking of hiring a designer who expects royalties...Don’t!*
 - **Does the book have to be finished before you can design my cover?** *Although it is easier for us if it is (especially for print), no. The book doesn’t have to be completed before we can start your cover. If you are targeting a specific release date and have actively promoted this date, it is a good idea to get the cover rolling while you are finishing the book up. You should, however, be at least 70-80% complete so we can match the “feel” of the finished story.*
 - **Can we design the cover now and do the formatting/print layout later when the prose is done?** *Yes, and as long as you pay for the cover fee portion of a package deal, we will honor the pricing and finish your project at a later date. We do ask you to notify us 2 week prior to requiring the final services so we can accommodate our other clients as well.*
 - **Do you provide the original design files with your services?** *Sorry, but no. We provide high resolution print ready (or upload ready) files only.*
 - **How many revisions do I get?** *As many as is required, within reason. Some revisions are easier than others, but three to six is the usual, but if your project requires more, no problem.*
 - **Can I revise my design a month or so from now after it is completed?** *Yes. If it is a small revision, we will make the change for little or no charge. If it is substantial, we will issue you a quote for before proceeding.*
 - **Do you use copyright free images?** *Yes. We have subscriptions to sites that sell royalty free images. It is illegal for us to use any image that has a copyright on it.*



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- **Do I have to pay extra for images that you purchase?** *No, with one exception. The only time we would ask for additional charges for image purchases is if you want us to use a specific image at a specific image provider that is not reasonably priced. (Believe it or not, some images can cost hundreds or thousands of dollars. Obviously we can't buy an image that costs more than our design fee.)*
- **What makes you my best choice to design my cover?** *Three reasons.*
 - *The cover will fit the feel of the book.*
 - *You cover will look professional.*
 - *Customer service*
- **eBook Formatting**
 - **Ebook Formatting Required Checklist:**
 - Front Matter (All the stuff in the front of the book, like copyright, legal mumbo jumbo, etc.)
 - Copyright info (sometimes a book may have registered in 2010 even though we're in 2011, or registered copyright under a DBA or a different name, so we need confirmation.)
 - Do you have an ISBN? BNID? ASIN? Do you want it included?
 - Do you have any contact info (web site, email) that you want included on the copyright page?
 - Do you want to include the name of your editor or cover designer?
 - Do you have a dedication you want included?
 - Do you have a paragraph of acknowledgements you want to include? (Thanking beta-readers, etc.)
 - Do you have a list of "Other titles by me" to include?
 - Back Matter (All the stuff in the back of the book, like bio, author photo, etc.)
 - Do you have a current biography?
 - Author's photo?
 - Various social media addresses?
 - Do you have a sample chapter from another book you want to include to promote those works?
 - **What do you provide?** We provide four things for eBook formatting.
 - Amazon .mobi formatting for Kindle
 - Barnes and Noble .ePub formatting for Nook
 - Smashwords .doc formatting for Smashwords
 - A tutorial on how to upload your book and make it live
 - **And what kind of files are these?** There is a different "deliverable" for each format
 - For Kindle, you receive a .zip file with the proper .mobi file and supporting files required by Amazon. All you do is upload the .zip archive
 - For Nook, you get an individual .ePub file customized to Nook and ready for uploading to Publt.
 - For Smashwords, you get a highly customized MS Word .doc file that is designed specifically according to the Smashwords Style Guide and



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ready for uploading to Smashwords. (For best results, do not alter any of these documents after you receive them.)

- **What do you need from me to get started?** Ideally, we want you to provide a fully-edited, ready for publication manuscript. This is very important, as eBook Design services include design work only, not proofreading. While we're happy to catch the occasional mistake at no extra charge, if we find a lot of errors, we will contact you about the need for additional editing or proofing services. We are passionate about providing a professional final product for all of our clients, so we won't format your work until it's ready for prime time! We will provide you with in-house options and/or referrals if we determine your manuscript needs more work.
 - **Anything else you need?** In addition to an edited and proofed, publication-ready manuscript, we need you to provide any front matter (Copyright details, dedication, acknowledgments, Other Works list, etc.) you expect to appear in the eBook. We also would like you to provide any back matter (author bio, promo for next novel, etc.) that you require to be included. If you're unsure what to provide, we will work with you to help you know what you need to provide.
 - **Does my book have to be finished before you can format it?** Yes. eBook formatting is usually the final step in the publishing process, prior to uploading the book to Amazon, BN.com and Smashwords.
 - **Can you upload my eBooks for me?** No. You must perform this step yourself, using your own individual accounts at Amazon KDP, BN PubIt and Smashwords. However, we will provide you a free, handy tutorial that will help you through the process if this is your first time.
 - **Do I get to approve the content before you format it?** Yes, we provide you with a word document that is representative of the **content only** of the book. (not the formatting) We ask you approve it and then we will proceed with the formatting.
- **CreateSpace Interior Formatting FAQ**
 - **What do you provide?** A professionally-formatted document that will be suitable for uploading to CreateSpace as the Interior Formatting portion of your publication.
 - **What will I receive?** An Adobe PDF-formatted document, specifically customized to the trim size of your choice, suitable for CreateSpace uploading.
 - **What do you need from me?** Final Trim size, (see above section referring to trim sizes), all front matter and back matter, as well as an edited, finalized, ready-for-publication manuscript. See eBook Formatting FAQ above for details.
 - **Does my book have to be finished before you can format it?** Yes. CreateSpace Interior formatting is usually the final step in the publishing process, prior to uploading the book to CreateSpace.
 - **Other Services**



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- We also provide website design advice, logo design, promotional literature design, banner and poster design, bookmarks, and will help you find printing sources if you need them.
- **Legal / Terms and Conditions**
 - Streetlight Graphics/Glendon Haddix is not liable for any infringements including, but not limited to, book titles, characters, author names, places, or any other person, place or event. It is the author's responsibility to ensure he/she is not infringing on someone else's intellectual property.
 - If purchased images are used, Streetlight Graphics will follow protocol for proper royalties and usage rights under terms of such usage.
 - Cover image is owned by client at moment full payment is received for services. Streetlight Graphics/Glendon Haddix retains no rights to image except to be used for promotional and portfolio purposes of Streetlight Graphics/Glendon Haddix including, but not limited to, an online or printed portfolio, and in links to purchase book and to author's website.
 - Streetlight Graphics/Glendon Haddix reserves the right to add additional fees for any revisions above and beyond a normal design process, including but not limited to, custom photography costs, professional model salaries, and traditional illustration work (above what is mentioned in the earlier section). Streetlight Graphics/Glendon Haddix will seek client approval before authorizing this work.
- **Privacy Policy**
 - Streetlight Graphics/Glendon Haddix will not share your personal information with any person or business without your consent.