

questions to consider before requesting a book proposal

EACH BOOK PROJECT IS INDIVIDUALIZED. With Whitline Ink you won't get a "cookie cutter" book; you'll get a highly-personalized and uniquely-designed book. Each job is quoted individually based on several specifications of your project, so proposals take several days to compile and provide.

If possible, we prefer to conference with you in person or at least have access to your materials (hardcopy or electronic manuscript, photos or artwork if you are providing). This allows us to offer a fair quote without surprises during the production. *We don't expect you to answer all questions on the following page (many are technical), but please answer what you can.*

Often authors feel their books are ready or almost ready for printing upon submission. Whitline Ink has *never* remotely had such a case! Yes, we provide professional, book-specific printing. But getting to that point is a process which involves editing (usually per *The Chicago Manual of Style*), design, layout, and proofing. Whitline Ink provides turn-key services to produce your book. We look forward to talking with you and showcasing you and your book in the high-quality light you deserve!

questions follow on the next page...



Questions to Consider Before Requesting a Book Proposal

- 1) What is the genre? Give a brief description of the book _____

- 2) What quantity (or quantity range) of books do you need? _____
- 3) Is the manuscript/compilation completed? _____
- 4) Is the manuscript text available on disk or electronically? _____
If so, in what program (Word, WordPerfect, etc.)? _____
- 5) How many manuscript pages are involved? _____
What is the document size? _____ Is it single or double-spaced? _____
*(This helps us estimate a final page count. The text would be reformatted during design/layout.
A rough rule is a 6x9 book page will equal 2/3 of a 8.5x11 double-spaced manuscript page.)*
- 6) What trim size is desired? (page width and height, not the cover) _____
- 7) Will the interior text print black, 1 spot color, 2 colors, or full color? _____
- 8) Will the interior have bleeds? (where artwork prints completely to the outer edge of the page; this is usually recommended) _____
- 9) Any special paper qualities or requirements for the interior? _____
- 10) Do you want a paperback or hardcover? _____ Any specific hardcover configurations, such as a cloth case or dust jacket? _____
- 11) Any special printing requirements for the cover (spot colors, metallic inks, die cutting, embossing, spot varnishes, etc.)? _____
- 12) Do you prefer matte or glossy lamination? _____
- 13) What type of binding is needed (perfect/paperback, Smyth sewn/hardcover, saddle stitched/stapled, etc.)? _____
- 14) About how many photos or graphics are involved? _____
- 15) If photographs are involved, what formats would be supplied (medium format negatives, 35mm negatives, prints, or digital files)? _____
- 16) What's the condition of supplied art (old historical prints, snapshots, or professional photography)? _____
- 17) Do you have a project completion deadline (tied to an event, etc.)? _____