

CUSTOMIZED PUBLISHING PACKAGES

THERE'S **1** THAT'S PERFECT FOR YOU!

All you need is an idea and a dream!™



EXPERIENCE THE KRULLSTONE DIFFERENCE!

Welcome to Krullstone Publishing! We've been publishing for 40 years so we know the business well! We are knowledgeable about how the traditional book publishing world used to operate and how it has evolved. We fully understand the ins and outs. Best of all, we are an author's advocate from start to finish, which means we always go the extra mile to insure your product is the best it can be and professionally represents you and your work. Krullstone Publishing truly is different! If you want a publishing experience that is positive and fulfilling, give us a try!

- Every author is unique. A publishing package will be created specifically for your needs and intentions. You can review the options that follow; one of those might be just what you're looking for! If not, no worries! We'll prepare a proposal per your requests.
- Whenever you call or write, you'll be met with a pleasant voice and kind words. Our author support is unprecedented.
- Krullstone is extremely knowledgeable about pre- and post-publishing and everything in between. We bring the right tools to the job. We've got answers so you'll never have to stumble around in the dark. We have conversations with you and meaningful correspondence. The excellence we bring to the table increases your potential long-term.
- Clarity is evident in all of our communications. We take the time to explain things you may not understand or have a knowledge of.
- While our team works efficiently and quickly, Krullstone avoids breakneck speed publishing where possible. While publishing a book in a week or two is certainly possible, the speed won't compensate for the errors. We check and recheck and check again to get things as right as possible.
- Krullstone brings the personal touch back to the real world. We appreciate your business, and it shows.
- At Krullstone, you get the company. Everyone is involved in your project. We invest in great people; the quality of our work matches the quality of the team members providing it.
- We're excited to help you! Let us answer your questions and get you started with a package prepared just for you! We're only a phone call away (205) 687-7729 or (205) 681-9455.

THE ALCOTT PACKAGE — \$3100

This package will facilitate the initial steps to get you started. You'll notice upon comparison that this package doesn't contain any advanced services. With the exception of editing services, the Alcott gives your title a solid foundation and structure.

- ISBN (International Standard Book Number)
- Bar Code
- Channel Distribution
- Front Cover Design — Soft or Hardcover
- Back Cover Design — Soft or Hardcover
- Basic Editing Critique
- Interior Book Design and Page Layout (up to 100 pages)
- Image Insertions (10)
- eBook Formatting and Distribution
- Books-In-Print® Listing
- Personalized Krullstone Publishing Website Page
- U.S. Copyright Registration
- Library of Congress Control Number
- Access to *The KP Author's Portfolio*
- Spiral Bound Galley Proof
- Complimentary Copies — 15 Softcover
- Promotional Materials
- Marketing
- Print-on-Demand Services

*If you are considering
Distribution Services,
you may prefer the
Doyle or Homer Package.*

The Alcott

Louisa May Alcott published her first book when she was 22. She was passionate about writing, and her persistence and determination served her well. While she vowed to "make a battering-ram of my head and make my way through this rough and tumble world," you don't have to go quite to that extent! Publishing your book with us will be significantly less painful and much more enjoyable!

KRULL  STONE

PUBLISHING

8751 Clayton Cove Road
Springville, AL 35146
205.687-7729

info@krullstonepublishing.com
www.krullstonepublishing.com
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THE ALCOTT PACKAGE:

Explanation of Services

ISBN — In the publishing industry, the ISBN is an essential 13-digit identification number that allows distributors, retailers, printers, and consumers to find and order your title. We'll assign a Krullstone ISBN that is unique to your title.

Bar Code — A bar code is a piece of artwork that is placed on the back of a book to allow automated scanning and point-of-sale transactions. All book retailers and wholesalers require books to display a bar code, which encodes your ISBN and your book's retail price.

Channel Distribution — When you publish with Krullstone Publishing, we'll help you get your book into the marketplace by utilizing our vast network of retailers, including Baker & Taylor, Book World, Fishpond, and others. You will be listed in the Books-in-Print® database and our online bookstore. In addition, we'll make your book available at online bookstores such as Amazon, Barnes & Noble, Kobo, etc. Please note that online bookstores require that a pen name not exceed 38 characters.

Front Cover Design (Softcover or Hardcover) — A compelling cover is essential to every book. Our experienced team will work with you to incorporate your ideas to create a cover that perfectly fits your genre, message, and vision. We'll design a cover based on your ideas and artwork, or a member of our design team will create two cover ideas for your consideration, whichever you prefer. We'll make one round of corrections or adjustments. Subsequent changes result in an additional fee. If you decide to submit your own artwork, please follow these requirements:

- JPEG (.jpg) or TIFF (.tif) format
- CMYK color model, 300 dpi resolution
- Background artwork must incorporate sufficient pixels to accommodate resizing without distortion if necessary. If you're unsure, submit your artwork, and we will let you know if any issues arise.
- All photographs or artwork require written permission from the copyright owner.

Back Cover Design (Softcover or Hardcover) — Your back cover design is as important as the front. Our cover designers will work with you to ensure your copy embodies your core message and attracts your target audience. You are allowed one design modification should you feel it's necessary. Subsequent changes result in an additional fee. Please submit the following before we commence designing:

- Author bio (maximum of 50 words)
- Synopsis of your book (maximum of 200 words)
- If you have a review you want to include (up to four), keep each one to a maximum of 50 words.
- Author photograph
 - JPEG (.jpg) or TIFF (.tif) format
 - CMYK color model, 300 dpi resolution
 - Approximately 600 x 600 pixels (if JPEG)
- All photographs or artwork require written permission from the copyright owner.

THE ALCOTT PACKAGE:

Explanation of Services (continued)

Basic Editing Critique — Even great writers need an editor, which means every manuscript needs professional editing. Editing is a time-consuming process and therefore expensive so some authors cut costs by skipping this particular element. That's not a good idea! Writing is a solitary activity, but producing a good book takes a combined effort that is professional and objective. Our professional editors have worked on hundreds of manuscripts with many different authors so we know what to look for. To get you started, we'll perform a basic critique of a portion of your manuscript, as well as copyedit your first five pages. Based on our critique, you can select any additional editing services you may require. Our services cover editing in any genre — fiction, non-fiction, children's, historical, autobiography, etc.

Interior Book Design and Page Layout (up to 100 pages) — One of our design specialists will design a custom interior for your book. Design includes chapter titles, headings, page numbers, illustration recommendations, and other details to ensure your title meets industry standards. Page layout will accommodate printer margins per the overall book size you choose. Before we begin, we'll engage in a short consultation to cover some important points.

Image Insertions (10) — If you have photos, illustrations, charts, tables, diagrams, etc., that you want to incorporate, this package includes ten. Additional insertions over ten will be charged an additional fee of \$5 each. All insertions will be printed in black and white unless you are publishing a full color title. If you are submitting artwork for insertion, please follow these requirements:

- Each graphic submitted separately from your manuscript
DropBox is a great way to send graphic files.
- JPEG (.jpg) or TIFF (.tif) format
- CMYK color model, 300 dpi resolution
- If necessary, permission from the copyright owner(s) to use each insertion
- We'll review your graphics and let you know if we have questions or concerns.

eBook Formatting and Distribution — Electronically formatted books (eBooks) are a popular way for readers to read books. Once your book is published, it will be formatted as an Amazon Kindle eBook so you can reach more readers. In addition to a broader audience, you will receive royalties on each book you sell.

- We will format your black and white book up to 100 pages and place it on Amazon for you.
- Color interiors, complex formats, or higher page count black and white books will be formatted for an additional charge, depending on length and images. Contact us for a quote or refer to one of our other packages.
- We make every effort based on the manuscript we are given to format your eBook the same as your printed version. However, some design elements are not supported.
- Retailers and vendors reserve the right to accept or deny content for availability for their eBookstores.

Books-In-Print® Listing — All books published through Krullstone Publishing are listed in the Books-in-Print® database. This is important because more than 100 million people use this database to search for books.

THE ALCOTT PACKAGE:

Explanation of Services (continued)

Personalized Krullstone Publishing Website Page — As a published author, we'll give your title special attention by creating your own author's page on our website. Anyone can visit our bookstore and purchase a copy of your book. We'll include the front cover, marketing copy, and an excerpt to entice potential buyers.

U.S. Copyright Registration — Registering your work with the U.S. Copyright Office creates a public record of your ownership of your material. Krullstone Publishing will complete and submit the necessary paperwork on your behalf once your book is published. After the registration process is complete, you will receive an official certificate that verifies your registration.

- Copyright forms are completed and sent to the Copyright Office with the necessary copies of your book.
- Please note that it can take up to one year for the Copyright Office to mail a Certificate of Registration.

Library of Congress Control Number — With a Library of Congress Control Number, your book will be more accessible to librarians and book vendors. You'll be linked to the Library of Congress, national libraries, bibliographic utilities, and other book vendors so you'll be more easily discovered. Krullstone Publishing will complete and submit the necessary paperwork on your behalf.

Access to The KP Author's Portfolio — With the purchase of one of our packages, you'll have a one-year subscription to *The KP Author's Portfolio*, Krullstone Publishing's online resource center for authors. New articles are posted each month to help you succeed in writing, publishing, and marketing your book.

Spiral Bound Galley Proof — When the production process is finished and the final approval has been stamped, we'll spiral bind your galley proof and send it to you so you'll have something to show potential presale buyers while you're waiting for printed books. You can purchase as many as you like for an additional charge. Just ask, and we'll be happy to accommodate your needs!

Complimentary Copies — Krullstone Publishing has been in the business for 40 years; printing your book with us is painless and hassle free. This package includes fifteen (15) softcover copies free of charge; however, shipping and handling charges are not included, and some restrictions apply. Krullstone also offers full distribution capabilities. Call or email us for more information.

THE ALCOTT PACKAGE:

Explanation of Services (continued)

Promotional Materials — Krullstone Publishing wants you to be successful! It is our philosophy that the best advertisement for your writing is your writing! We'll design and create an excerpt booklet to entice readers with your awesome cover and some extracts from your book. In addition, our professionals will design a marketing One Sheet that covers your book synopsis, author bio, and target market — all on one sheet. You'll find these extremely useful in your marketing efforts.

- Our experienced graphic designers will create a One Sheet for you and send it to you in PDF format for printing.
- A member of our team will create and produce an Excerpt Booklet for you.
 - 8.5"x11" printed front and back, folded in half
 - 25 full color copies printed on high quality paper
- We'll send them to you postage paid.

Marketing — A member of our experienced staff will post your eBook title and synopsis on ten additional (10) websites to give you more exposure.

Print-on-Demand Services — While we don't recommend Print-on-Demand for every author, Krullstone Publishing can print and ship very low quantities of your title at your request. Call or email us, and we'll be happy to discuss options so you can decide what will be best for you and your budget.

THE DICKENS PACKAGE — \$4200

This package offers more editing, interior formatting, and promotional materials. The Dickens expands the size of the title, provides an expanded editing critique, and gives you additional marketing materials.

- ISBN (International Standard Book Number)
- Bar Code
- Channel Distribution
- Front Cover Design — Soft or Hardcover
- Back Cover Design — Soft or Hardcover
- Expanded Editing Critique
- Interior Book Design and Page Layout (up to 150 pages)
- Image Insertions (10)
- eBook Formatting and Distribution
- Books-In-Print® Listing
- Personalized Krullstone Publishing Website Page
- U.S. Copyright Registration
- Library of Congress Control Number
- Access to *The KP Author's Portfolio*
- Spiral Bound Galley Proof
- Complimentary Copies — 15 Softcover
- Promotional Materials
- Marketing
- Print-on-Demand Services
- Distribution Services
- PromoStubs™ — 100

Your manuscript may be improved by expanded editing to evaluate plot strength and character development or other elements if you are writing non-fiction. Review the features of the Milne Package to see its benefits.

The Dickens

Victorian writer Charles Dickens wrote many classic novels, including *David Copperfield*, *Oliver Twist*, and *Great Expectations*. He started out as a journalist, then went on to produce a massive amount of material throughout his lifetime — 15 novels, hundreds of short stories and non-fiction pieces, plays, and thousands of letters.

Are you ready to make your great expectation a reality?



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THE DICKENS PACKAGE:

Explanation of Services

The Dickens Package contains
all of the services in the Alcott Package
plus these expanded services and programs:

Expanded Editing Critique — Our team will perform a more advanced critique of a portion of your manuscript, as well as line edit 15 pages and offer feedback on your paragraph structure, sentence flow, grammar, and word choices. Based on our critique, you can select any additional editing services you may require. Our services cover editing in any genre — fiction, non-fiction, children’s, historical, autobiography, etc.

Interior Book Design and Page Layout (up to 150 pages)

eBook Formatting and Distribution — We will perform the services to format your black and white book up to 150 pages.

Promotional Materials — Krullstone will design and create some marketing materials for you and send them postage paid:

- A One Sheet that covers your book synopsis, author bio, and target market — all on one sheet
 - We’ll produce 50 copies printed on high gloss paper.
- An Excerpt Booklet
 - 8.5”x11”printed front and back, folded in half
 - 25 full color copies printed on high quality paper

Distribution Services — Krullstone Distributing offers a full-range of distribution services for your title, including warehousing, fulfillment, accounts receivable, and many other options. Although Krullstone Publishing has no control over whether a bookstore will order and stock your book, should a commercial or independently-owned store choose to do so, our warehouse is set up to manage every aspect of fulfillment. Typically bookstores rely on publishers to credit returned books, and often booksellers will hesitate to order and stock books that are not “Returnable.” This is an expensive process and gravely affects an author’s “bottom line” due to restocking fees, charge-backs, etc. Should you choose to have Krullstone Distributing warehouse and fulfill your title, we’ll waive our restocking fee of \$1.50 per return on up to 50 books.

PromoStubs™ — Our exclusive PromoStubs™ are designed to help you effectively promote and distribute your books to an ever-growing digital audience, as well as traditional book buyers. Our PromoStubs™ can be used in the Krullstone Publishing Bookstore for individuals who want to purchase your printed book or eBook. We’ll work with you to determine which path is best — perhaps both are! Gift card-sized PromoStubs™ display your cover on the front side and ordering information on the back side. Each PromoStub™ has a unique promotional code that can be used one time. Once you distribute a PromoStub™, the individual can visit your title’s detail page on our website, add your book to the cart, and check out. What a great way to add a level of sophistication to your marketing efforts! Unlike other publishing companies, we give you a generous quantity of 100!

THE DOYLE PACKAGE — \$4750

If your goal is to promote and sell to Brick and Mortar booksellers, this package is a great place to begin because it offers valuable distribution services, as well as other service enhancements.

- ISBN (International Standard Book Number)
- Bar Code
- Channel Distribution
- Front Cover Design — Soft or Hardcover
- Back Cover Design — Soft or Hardcover
- Expanded Editing Critique
- Interior Book Design and Page Layout (up to 150 pages)
- Image Insertions (10)
- eBook Formatting and Distribution
- Books-In-Print® Listing
- Personalized Krullstone Publishing Website Page
- U.S. Copyright Registration
- Library of Congress Control Number
- Access to *The KP Author's Portfolio*
- Spiral Bound Galley Proof
- Complimentary Copies — 15 Softcover
- Promotional Materials
- Marketing
- Print-on-Demand Services
- Distribution Services
- PromoStubs™ — 100
- Book Buyers Preview
- Social Media Guide

*Many titles benefit from
quality illustrations.*

*Krullstone has an experienced stable
of artists and graphic
designers covering every genre.*

*A picture truly does tell
a thousand words.*

The Doyle

Sir Arthur Ignatius Conan Doyle was both a medical doctor and a prolific writer, penning 60 mystery stories, featuring the wildly popular detective Sherlock Holmes and his loyal assistant Watson. His writing served two masters, one being the powers of observation and the other spiritualism. He used his lucrative Sherlock character to fund his missionary work, an ingenious way to pursue his destiny. Where there is a will there is a way to follow your destiny!

**KRULLSTONE**

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www.krullstonepublishing.com
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THE DOYLE PACKAGE:

Explanation of Services

The Doyle Package contains
all of the services in the Dickens Package
plus these expanded services and programs:

Expanded Editing Critique — Our team will perform a more advanced critique of a portion of your manuscript, as well as line edit 30 pages and offer feedback on your paragraph structure, sentence flow, grammar, and word choices. Based on our critique, you can select any additional editing services you may require. Our services cover editing in any genre — fiction, non-fiction, children's, historical, autobiography, etc.

Book Buyers Preview — This preview provides a selection from your first chapter to anyone who searches for your book in their ordering database. It is available to library patrons if a library chooses to catalog your book. Your preview will be made available at Ingram Content Group, Baker & Taylor, and Barnes & Noble.

Promotional Materials — Krullstone will design and create some marketing materials for you and send them postage paid:

- A One Sheet that covers your book synopsis, author bio, and target market — all on one sheet
 - We'll produce 100 copies printed on high gloss paper.
- An Excerpt Booklet
 - 8.5"x11" printed front and back, folded in half
 - 25 full color copies printed on high quality paper

Distribution Services — We'll waive our restocking fee of \$1.50 per return on up to 100 books.

Social Media Guide — One way to establish yourself online is to join free social networking and blogging sites that will allow you to interact directly with other online users. To help you jumpstart your activity on popular social platforms, we'll provide a PDF Social Media Guide that will walk you through the basics of how to set up and manage profiles on Facebook, Twitter, WordPress, and LinkedIn.

THE HOMER PACKAGE — \$5750

Are you ready to plan for the future in a bigger way? If so, this package is definitely one to consider! The Homer expands the editing process to include analysis of your plot and characters (or other elements for non-fiction), as well as structural edits of your first 50 pages.

- ISBN (International Standard Book Number)
- Bar Code
- Channel Distribution
- Front Cover Design — Soft or Hardcover
- Back Cover Design — Soft or Hardcover
- Basic Editing
- Interior Book Design and Page Layout (up to 150 pages)
- Image Insertions (10)
- eBook Formatting and Distribution
- Books-In-Print® Listing
- Personalized Krullstone Publishing Website Page
- U.S. Copyright Registration
- Library of Congress Control Number
- Access to *The KP Author's Portfolio*
- Spiral Bound Galley Proof
- Complimentary Copies — 20 Softcover
- Promotional Materials
- Marketing
- Print-on-Demand Services
- Distribution Services
- PromoStubs™ — 100
- Book Buyers Preview
- Social Media Guide
- Book Reviews

The Dalai Lama stated:

“Share your knowledge.

It's a way to achieve immortality.”

Our distribution services get your title the placement it needs to share what you know and climb the ladder to bestseller.

The Homer

In our view, Homer is the greatest poet of ancient times. World literature would not be the same without *The Iliad* and *The Odyssey*. Not much is known about him, but through his writings it is believed that he was blind, a storyteller, and a court singer. What we do know is that he had a profound effect on Western culture. Homer's life may remain a mystery, but the very real impact of his work continues to illuminate our world today. How will your work mark the future?


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THE HOMER PACKAGE:

Explanation of Services

The Homer Package contains
all of the services in the Doyle Package
plus these expanded services and programs:

Basic Editing — A member of the Krullstone editing staff will read the first 50 pages of your manuscript and give you an in-depth analysis of the strengths and weaknesses of your plot and characters (or other elements if you are writing non-fiction). We will also line edit 15 pages and offer feedback on your paragraph structure, sentence flow, grammar, and word choices. Please note that this is *NOT* a full manuscript edit and should *not* replace Krullstone's editorial services. This preliminary diagnostic tool will pinpoint areas within your text that are in need of improvement. Based on our critique, you can select any additional editing services you may require. Our services cover editing in any genre — fiction, non-fiction, children's, historical, autobiography, etc.

Promotional Materials — Our marketing professionals will design and create some marketing materials for you and send them postage paid:

- A One Sheet that covers your book synopsis, author bio, and target market — all on one sheet. You will receive 100 copies printed on high gloss paper.
- A 4x4 postcard, full color on both sides, that contains promotional and contact information about your title. You will receive 500 pieces printed on heavy gloss card stock.
- An Excerpt Booklet
 - 8.5"x11" printed front and back, folded in half
 - 25 full color copies printed on high quality paper

Book Reviews — Book reviews are a must for sales. Placed in the right niche, a review influences which books get noticed, bought, and promoted in the media. With millions of books available, you want to have yours stand out as much as possible. Without reviews, readers won't know if it's any good.

- Krullstone will provide five legitimate, honest reviews for your title and post them on a site or sites of your choice (Amazon, for example), or we'll choose booksellers and/or review sites for you.
- We will also submit your title to BookLife for consideration. Please keep in mind that they receive thousands of requests so there is no guarantee yours will be chosen. However, the more professional your title appears, the more likely you are to be chosen.

THE MILNE PACKAGE — \$7750

Your imagination can take you anywhere you want to go. So can your drive and enthusiasm! If you're committed to making a name for yourself, this is a great package to purchase. We've added additional editing, press releases, and a deluxe website, as well as other helpful services. Please refer to the following pages for explanations of the services offered in this package.

- ISBN (International Standard Book Number)
- Bar Code
- Channel Distribution
- Front Cover Design — Soft or Hardcover
- Back Cover Design — Soft or Hardcover
- Basic Editing
- Interior Book Design and Page Layout (up to 150 pages)
- Image Insertions (10)
- eBook Formatting and Distribution
- Books-In-Print® Listing
- Personalized Krullstone Publishing Website Page
- U.S. Copyright Registration
- Library of Congress Control Number
- Access to *The KP Author's Portfolio*
- Spiral Bound Galley Proof
- Complimentary Copies — 20 Softcover
- Promotional Materials
- Marketing
- Print-on-Demand Services
- Distribution Services
- PromoStubs™ — 100
- Book Buyers Preview
- Social Media Guide
- Book Reviews
- Press Release
- Deluxe Website

*Media exposure for a title
is essential if you are looking
to move your book beyond your local market.
The Milne launches that effort.*

The Milne

Alan Alexander Milne studied mathematics at Cambridge, the result of H.G. Well's influence as one of his early teachers. However, writing was to be his vocation, and he began his career producing copy for literary magazines before becoming a successful novelist, poet, and playwright. Winnie the Pooh's adventures with his friends in the Hundred Acre Wood were bestselling children's stories and made Milne a household name. Where will your imagination take you?



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THE MILNE PACKAGE:

Explanation of Services

The Milne Package contains
all of the services in the Homer Package
plus these expanded services and programs:

Promotional Materials — Our team will design and create some marketing materials for you and send them postage paid:

- A One Sheet that covers your book synopsis, author bio, and target market — all on one sheet. You will receive 100 copies printed on high gloss paper.
- A 4x4 postcard, full color on both sides, that contains promotional and contact information about your title. The package includes 500 pieces printed on heavy gloss card stock.
- Business cards, full color on both sides, that contain promotional and contact information about you and your title. You will receive 500 pieces printed on heavy gloss card stock.
- Bookmarks, full color on one side, that contain promotional and contact information about you and your title. Included are 500 pieces printed on heavy gloss card stock.
- An Excerpt Booklet
 - 8.5”x11” printed front and back, folded in half
 - 25 full color copies printed on high quality paper

Distribution Services — We'll waive our restocking fee of \$1.50 per return for up to 150 books.

Press Release — Media attention is essential when it comes to launching your book into a highly competitive marketplace. Our marketing professionals will produce a professionally written press release to announce your book to the media.

- Your release will be sent to over 100 major news sites and newspapers (the Associated Press, *USA Today*, *The New York Times*, *The Wall Street Journal*, and many more).
- Your news will be accessible to 30,000+ journalists across the United States, the United Kingdom, Canada, and other regions.
- Your news will appear on search engines like Google, Bing, and Yahoo.
- We provide statistics, data, and reports to measure your campaign progress.

THE MILNE PACKAGE:

Explanation of Services (continued)

Deluxe Website — A website is an important and essential part of any marketing plan. It enables readers to find your book online and broadens your promotional efforts. Our technical design team has the skills and knowledge to help you get started. Once we set up your website, you can begin using it in your online marketing strategy. This service includes the initial set-up of your site, and you are then responsible for updating your blog and the media section as often as you like. After the initial set-up, we can perform design changes upon request for an additional fee. Once your first year of hosting has passed, you will be responsible for paying a yearly site hosting and domain renewal fee for as long as you want your website to be available on the internet.

- Six Pages — Home, About the Book, About the Author, Excerpt, Contact, and Order Now
- One Year of Hosting — This ensures that your site is functioning, safe, and secure.
- Domain Name — Provide your top three choices, and we'll let you know which one is available.
- Two Email Accounts — These link directly to your website.
- You can add extras, such as rotating headers, an animated image, and mouse-over effects if you choose.

THE STEWART PACKAGE — \$13,500

If you're truly serious about publishing and promoting a top-notch book, this is a great package! It will soundly get you started on your road to success with books and marketing tools for signings and events.

- ISBN (International Standard Book Number)
- Bar Code
- Channel Distribution
- Front Cover Design — Soft or Hardcover
- Back Cover Design — Soft or Hardcover
- Expanded Basic Editing
- Interior Book Design and Page Layout (up to 200 pages)
- Image Insertions (10)
- eBook Formatting and Distribution
- Books-In-Print® Listing
- Personalized Krullstone Publishing Website Page
- U.S. Copyright Registration
- Library of Congress Control Number
- Access to *The KP Author's Portfolio*
- Spiral Bound Galley Proof
- Complimentary Copies — 20 Softcover
- Promotional Materials
- Marketing
- Print-on-Demand Services
- Distribution Services
- PromoStubs™ — 100
- Book Buyers Preview
- Social Media Guide
- Book Reviews
- Press Release
- Deluxe Website
- Book Signing Kit
- 250 Softcover Books

*All successful sales efforts require
planning and strategy.*

*Krullstone's team can formulate
sales and speaking strategies to move your title
down regional and national paths.*

The Stewart

Mary Stewart was a gifted writer. She had the rare ability of jumping genres — poetry, children's stories, romance thrillers, historical. A prolific writer since before the age of four, she is the author of well over a dozen books. Her romance stories were narrated by poised, smart, highly educated young women who drove fast cars and knew how to stand their ground. Her fiction was anything but frivolous, however, gaining the attention of literally millions of readers worldwide. Like Mrs. Stewart, you have the ability to invent. Change direction if you want to but keep inventing!

**KRULLSTONE**
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www.krullstonepublishing.com
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THE STEWART PACKAGE:

Explanation of Services

The Stewart Package contains
all of the services in the Milne Package
plus these expanded services and programs:

Expanded Basic Editing — A member of the Krullstone editing staff will read the first 75 pages of your manuscript and give you an in-depth analysis of the strengths and weaknesses of your plot and characters (or other elements if you are writing non-fiction), as well as line edit 15 pages and offer feedback on paragraph structure, sentence flow, grammar, and word choices. Please note that this is *NOT* a full manuscript edit and should *not* replace Krullstone's editorial services. This preliminary diagnostic tool will pinpoint areas within your text that are in need of improvement. Based on our critique, you can select any additional editing services you may require. Our services cover editing in any genre — fiction, non-fiction, children's, historical, autobiography, etc.

eBook Formatting and Distribution — We will perform the service to format your black and white book up to 200 pages.

Promotional Materials — Krullstone will design and create some marketing materials for you and send them postage paid:

- A One Sheet that covers your book synopsis, author bio, and target market — all on one sheet. You will receive 100 copies printed on high gloss paper.
- A 4x4 postcard, full color on both sides, that contains promotional and contact information about your title. The package includes 500 pieces printed on heavy gloss card stock.
- Business cards, full color on both sides, that contain promotional and contact information about you and your title. Included are 1000 pieces printed on heavy gloss card stock.
- Bookmarks, full color on one side, that contain promotional and contact information about you and your title. You will receive 250 pieces printed on heavy gloss card stock.
- An Excerpt Booklet
 - 8.5"x11" printed front and back, folded in half
 - 25 full color copies printed on high quality paper

THE STEWART PACKAGE:

Explanation of Services (continued)

Deluxe Book Signing Kit — You're booking events and signings so you'll want to be properly equipped with beautiful, eye-catching banners, posters, "Autographed" labels, notepads to pass out, and "Free Drawing" tickets to complement your efforts. These attention-grabbing promotional pieces will create awareness for your book, as well as increase sales no matter where you are. Our Book Signing Kit will give you everything you need to prepare for events! We'll design and produce for you:

- **BANNERS (2)**
 - 2 feet x 4 feet vertical
 - Premium glossy vinyl
 - Full color, printed on one side
 - Brass grommets are included.
- **POSTERS (50)**
 - 13" x 19" vertical
 - Gloss cardstock
 - Full color, printed on one side
- **"AUTOGRAPHED" CIRCLE LABELS (250)**
 - 1" in diameter
 - White
 - Color
- **NOTEPADS (50)**
 - 4"x5.5" vertical
 - Heavier weight white paper
 - 50 pages per pad
 - Full color, printed on one side
- **DRAWING TICKETS (250)**
 - 2"x5.5" perforated
 - Heavy weight dull cover stock
 - Full color, printed on one side

250 Softcover Books — There's nothing quite like actually holding one of your printed books in your hands! The next best thing is selling them at book signings and other events you choose to attend. There's an immediate market when you go out to promote your book so you'll want copies in hand to sell to eager buyers while their enthusiasm is high. We publish only high quality products. These are traditionally printed copies.

- Full color softcover, including gloss film lamination
(Hardcover also available for an additional cost. See also *The Twain*.)
- 6" x 9" size (other sizes available)
- 200 pages (Additional pages can be printed at an additional cost.)
- Black and white printing on high quality 60# paper on the interior

THE THOREAU PACKAGE — \$15,500

Becoming a cornerstone of thought takes years of dedication and effort, yet in light of where mankind is today, the sky is the limit. Focus your dedication and get ready to embark on an incredibly rewarding journey. We do have one bit of advice: Contrary to Thoreau's model, usually working as little as possible will result in just that — a little! We suggest using our services and our team's vast experience to help you work smarter, not harder.

- ISBN (International Standard Book Number)
- Bar Code
- Channel Distribution
- Front Cover Design — Soft or Hardcover
- Back Cover Design — Soft or Hardcover
- Expanded Editing Services
- Interior Book Design and Page Layout (up to 200 pages)
- Image Insertions (10)
- eBook Formatting and Distribution
- Books-In-Print® Listing
- Personalized Krullstone Publishing Website Page
- U.S. Copyright Registration
- Library of Congress Control Number
- Access to *The KP Author's Portfolio*
- Spiral Bound Galley Proof
- Complimentary Copies — 20 Softcover
- Promotional Materials
- Marketing
- Print-on-Demand Services
- Distribution Services
- PromoStubs™ — 100
- Book Buyers Preview
- Social Media Guide
- Book Reviews
- Deluxe Website
- Press Release
- Deluxe Book Signing Kit
- 250 Softcover Books
- 1-Month Marketing Support Services

*While every journey begins with a single step,
the life journey of your title is a long one
that requires consistent and focused travel.
Long-term, coordinated sales and publicity efforts
are critical to a successful journey's end.*

The Thoreau

Henry David Thoreau remains one of the most famous writers and philosophers of all time. Born and raised in Massachusetts, it seems apropos that his father owned a pencil factory! After a lengthy trial and error with his life, he opted to try an experiment of working as little as possible, which was certainly not the norm at the time. This schedule gave him time to devote to his literary efforts, which were assisted by Ralph Waldo Emerson. He was a lover of nature and freedom and considered "an original thinker." He started out as a minority of one and became a worldwide influence. Do you think your work will fade into obscurity or become a cornerstone of thought?

KRULLSTONE


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THE THOREAU PACKAGE:

Explanation of Services

The Thoreau Package contains
all of the services in the Stewart Package
plus these expanded services and programs:

Expanded Editing Services — Our team will perform a copyedit and point out things such as unrealistic dialogues, point of view errors, too much “telling,” characters that need embellishing, potholes, lack of conflict, etc. In other words, we’ll look at the big picture. The team will read the first 100 pages of your manuscript and give you an in-depth analysis of the strengths and weaknesses of your plot and characters (or other elements if you are writing non-fiction). Please note that this is *NOT* a full manuscript edit and should *not* replace Krullstone’s editorial services. This preliminary diagnostic tool will pinpoint areas within your text that are in need of improvement. Based on our critique, you can select any additional editing services you may require. Our services cover editing in any genre — fiction, non-fiction, children’s, historical, autobiography, etc.

Promotional Materials — Our team of professionals will design and create some marketing materials for you and send them postage paid:

- A One Sheet that covers your book synopsis, author bio, and target market — all on one sheet. Included are 100 copies printed on high gloss paper.
- A 4x4 postcard, full color on both sides, that contains promotional and contact information about your title. You’ll receive 1000 pieces printed on heavy gloss card stock.
- Business cards, full color on both sides, that contain promotional and contact information about you and your title. This package includes 1000 pieces printed on heavy gloss card stock.
- Bookmarks, full color on one side, that contain promotional and contact information about you and your title. Included are 500 pieces printed on heavy gloss card stock.
- An Excerpt Booklet
 - 8.5”x11” printed front and back, folded in half
 - 25 full color copies printed on high quality paper

Distribution Services — We’ll waive our restocking fee of \$1.50 per return for the first year.

Marketing Support Services — Powerful marketing tools can catapult your position in the marketplace quicker than if they are not implemented. Our experienced team will prepare a Speaking/Sales Strategic Plan that you will find invaluable.

- One (1) month of service
- One (1) additional online press release
- One (1) in-market PR support for events
- 10 additional online website postings
- One (1) additional online promotional event
- Creation of Speaking/Sales Strategic Plan

THE TWAIN PACKAGE — \$17,500

The Twain package has everything the dedicated author needs to move from creative thought to a fully marketed title and author. Nothing is omitted in providing professional expertise and polish to every aspect of the book production and selling process.

- ISBN (International Standard Book Number)
- Bar Code
- Channel Distribution
- Front Cover Design — Soft or Hardcover
- Back Cover Design — Soft or Hardcover
- Copy and Line Editing Services
- Interior Book Design and Page Layout (up to 200 pages)
- Image Insertions (10)
- eBook Formatting and Distribution
- Books-In-Print® Listing
- Personalized Krullstone Publishing Website Page
- U.S. Copyright Registration
- Library of Congress Control Number
- Access to *The KP Author's Portfolio*
- Spiral Bound Galley Proof
- Complimentary Copies — 20 Softcover
- Promotional Materials
- Marketing
- Print-on-Demand Services
- Distribution Services
- PromoStubs™ — 100
- Book Buyers Preview
- Social Media Guide
- Book Reviews
- Press Release
- Deluxe Website
- Dust Jacket Design for Hardcover
- Deluxe Book Signing Kit
- 500 Softcover Books OR 250 Hardcover Books
- Creation of a Personalized Strategic Marketing Plan

The Krullstone team is dedicated to providing author services at the highest level.

Contact us today to put together a customized package for you!

The Twain

Samuel Clemens, known by his pen name Mark Twain, was a novelist whose life went full circle. Halley's Comet — a comet phenomenon that returns approximately every 76 years — appeared the day he was born, and it appeared after he died. He is the author of over 30 books and was an avid lecturer.

“Twenty years from now, you will be more disappointed by the things that you didn't do than by the ones you did do. So throw off the bowlines. Sail away from the safe harbor. Catch the trade winds in your sails. Explore. Dream. Discover.”

Nobody has ever said it better!



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THE TWAIN PACKAGE:

Explanation of Services

The Twain Package contains
all of the services in the Thoreau Package
plus these expanded services and programs:

Copy and Line Editing Service — Our team will perform a copyedit and point out things such as unrealistic dialogues, point of view errors, too much “telling,” characters that need embellishing, potholes, lack of conflict, etc., as well as a line edit on the first 50 pages of your manuscript and give you an in-depth analysis of the strengths and weaknesses of your plot and characters (or other elements if you are writing non-fiction). We’ll suggest changes you can make to improve your book, as well as constructive comments. Please note that this should *not* replace Krullstone’s other editorial services. This preliminary diagnostic tool will get you much closer to the point of publishing, as well as pinpoint areas within your text that are in need of improvement. Based on our critique, you can select any additional editing services you may require. Our services cover editing in any genre — fiction, non-fiction, children’s, historical, autobiography, etc.

Dust Jacket Design for Hardcover Book — If you’re printing hardback — and we are happy to consult with you on whether or not it’s best for your title — you’ll want a dust jacket. Thought by some to simply be a protector of a book, it is actually much more than that! It is an extremely important promotional tool when it comes to making a statement about a title. In addition to providing more in-depth information about your story, a dust jacket is an integral part of the packaging and selling of a book. A striking jacket design is far more likely to grab the attention of a bookstore browser or an online shopper. Should your book become a bestseller, a dust jacketed hardcover book becomes a valued item. A first edition book paired with its original dust jacket is infinitely more collectible and valuable. With the purchase of the Stewart Package, our experienced design team will prepare a dust jacket that’s sure to please audiences everywhere!

500 Softcover Books OR 250 Hardcover Books — There’s nothing quite like actually holding one of your printed books in your hands! The next best thing is selling them at book signings and other events you choose to attend. There’s an immediate market when you go out to promote your book so you’ll want copies in hand to sell to eager buyers while their enthusiasm is high. We publish only high quality products. These are traditionally printed copies.

SOFTCOVER:

- Full color softcover, including gloss film lamination
- 6” x 9” size (other sizes available)
- 104 pages (A higher page count can be printed at an additional cost.)
- Black and white printing on high quality 60# paper on the interior

HARDCOVER:

- Full color hardcover, including gloss film lamination
(A dust jacket is available for an additional cost.)
- 6” x 9” size (other sizes available)
- 104 pages (A higher page count can be printed at an additional cost.)
- Black and white printing on high quality 60# paper on the interior

THE TWAIN PACKAGE:

Explanation of Services (continued)

Creation of Personalized Strategic Marketing Plan — We formulate a sales and marketing strategic plan individually built for your title, your goals, and your commitment availability.