



Otter Bay Books

A GUIDE FOR AUTHORS

OTTER BAY BOOKS, LLC, helps people self-publish well-designed, quality books at a reasonable cost. Operating as the successor to Gateway Press Inc., Otter Bay Books maintains the same high standards of book quality and service, publishing genealogy, local, church and military history, memoirs, poetry and other special genre books. Otter Bay Books promises to guide both first-time and experienced authors through the intricacies of book production in a thorough and efficient manner. Our goal is for each of our authors to publish a book that proudly represents the years of dedication spent preparing the material.

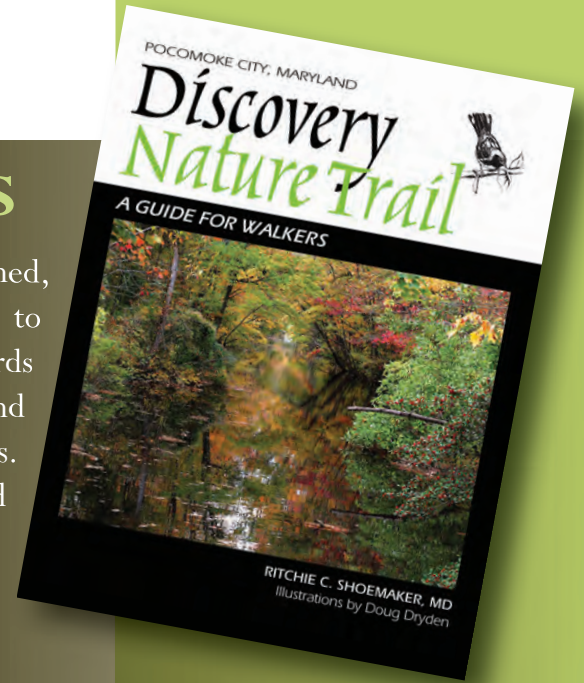
OTTER BAY'S PROMISES

Here are our promises to you: We promise you a quality book. Throughout the writing process, we promise personal coaching about appearance, preparing your text and reducing costs. We will provide a separate brochure, **Book Building Toolkit**, to help answer technical questions. We will professionally design your book cover, title and copyright pages, as well as check and explain your book proofs. We promise to deliver your book on time and to offer marketing suggestions.

A Quality Book

Our books are manufactured using first-rate materials and the latest book making equipment. We print using offset lithography, digital, and digital web printing. We use acid-free paper, so the print will not fade with time. Natural (off white) and White, Matte and Glossy papers may be available, depending on the kind of printing we use.

We can print your text in black & white or color. Color is more expensive than black and may require special placement, depending on the printing method used. So, let's talk if you are using color printing.



COMMENTS FROM OUR AUTHORS

"Thanks for your patience and all you have done to make my life long dream come true. Words are inadequate in expressing ones' feelings of gratitude---so read into my THANKS all the good will you can muster."

Kenneth E., IL

"You have helped us make our family happy....[This book is] something they will be able to keep forever, read and re-read, pass down to grandchildren..."

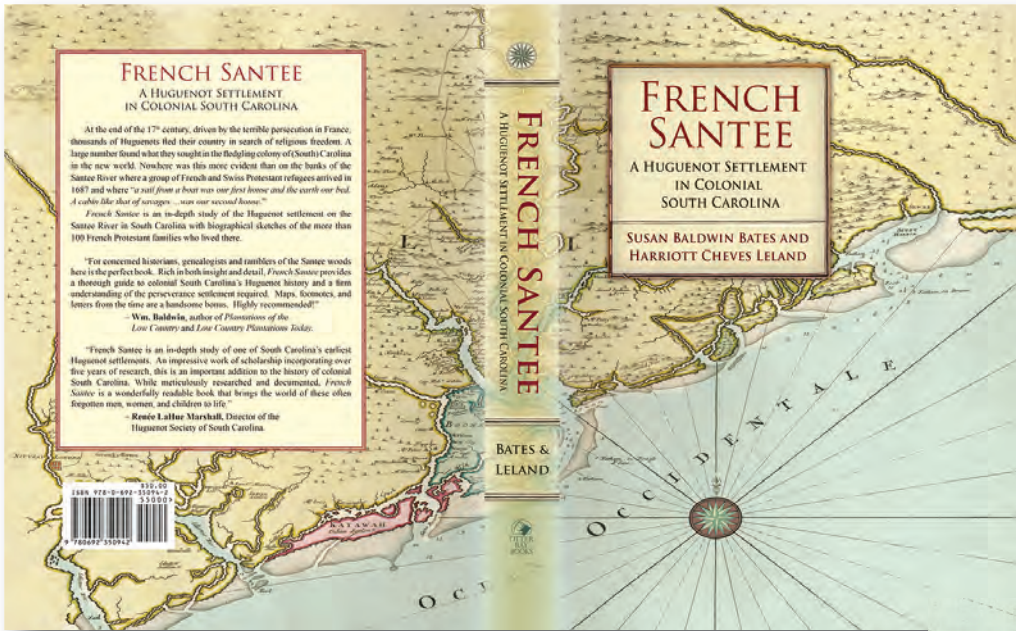
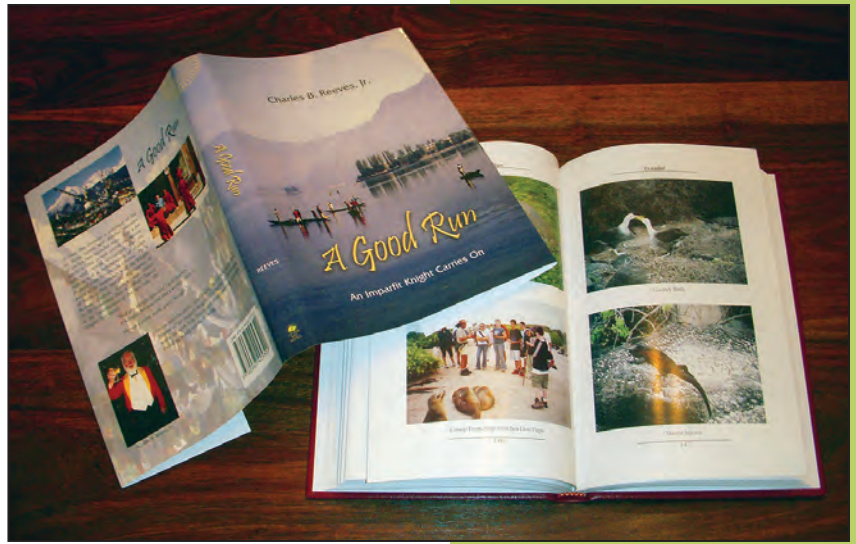
Wayne & Diane G., AL

"I don't think that we could have expected a more perfect outcome. Again, thank you for doing such a wonderful job."

Thomas P., TN

Our “**case bound**” (or hardback) books are well constructed. The pages are first joined (Smyth-sewn for offset books or Ultrabound for digital books), and then cased in with a sturdy cloth, bonded leather, or synthetic material, pasted over binders boards. The title and author’s name are stamped, in gold or an alternate foil color, on the spine (and front cover, if desired).

Printed dust jackets are an “extra” you can choose for stamped hardback books.



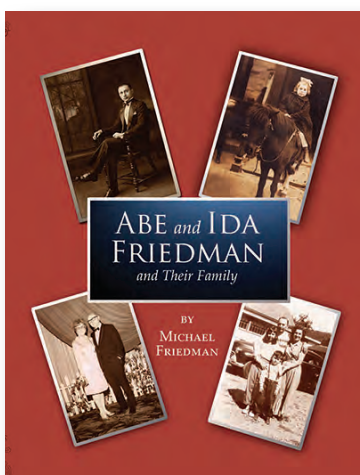
“I consider this payment as a token because money can’t buy the care, expert advice and guidance you provided this first-time author.”

Dr. Calvin P., GA

“When asked, I’ll simply say that you and Otter Bay are the ONLY ones to consider when an author or compiler is ready to self-publish. . . . Thank you, thank you . . . for making this project so easy for me!!!”

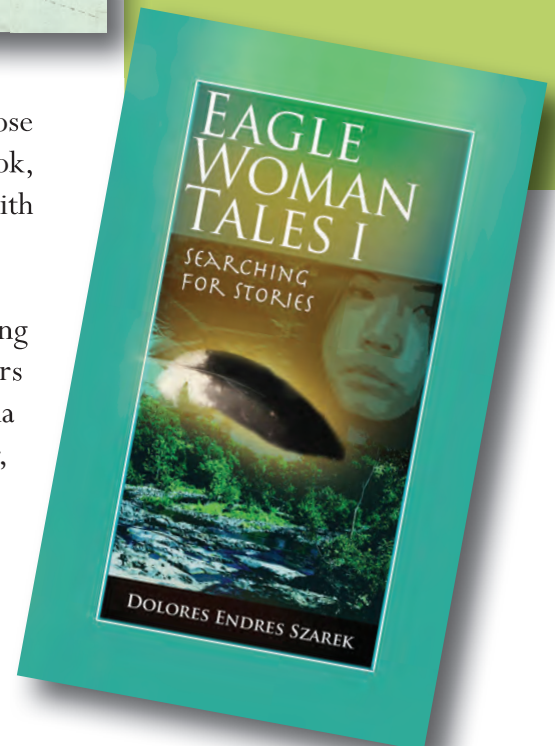
Jim S., PA

If you prefer a hardback book with photos on the front cover, choose a “**printed case**” hardback. (See above) For this kind of hardback book, we print the cover cloth first with an attractive full color design, coat with film lamination, then wrap the printed cloth over the binder boards.

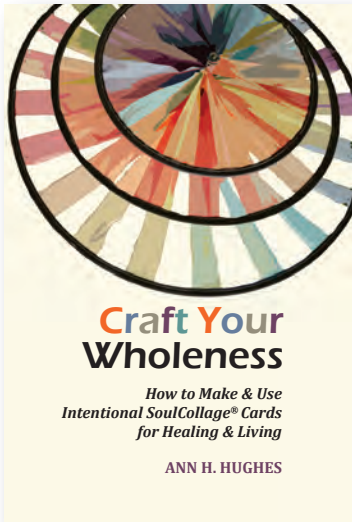


We also produce professional looking paperback books. **Paperback** book covers are constructed using sturdy Carolina cover stock. They are printed in full color, protected with a laminate finish and affixed to the printed pages with a sturdy adhesive.

Professional cover design is always included in our book prices.



Personal Coaching



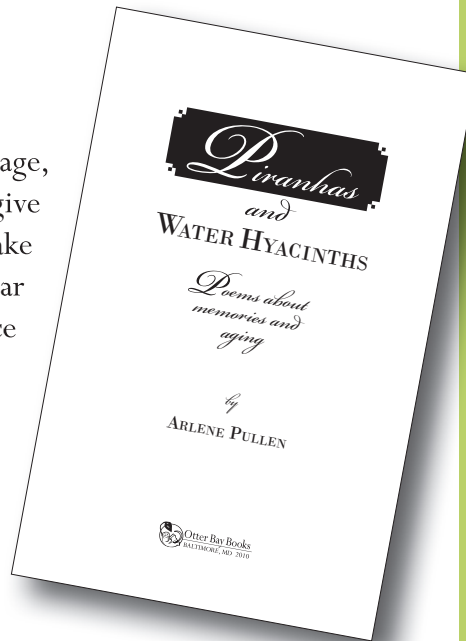
We have worked with many thousands of people who are writing their first book. Thus, we are very familiar with the steps to be taken when preparing a manuscript for publication. We offer to assist you individually, in person or via phone, e-mail and/or letter while you are working through this process.

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We will guide you through the entire production process. At Otter Bay Books we personally check (and you will have the opportunity to approve) proofs of the cover and the text before the final work is done.



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If you have already prepared your manuscript in final form, please send us a sample PDF made with "PDFX-1a-2001" or "Press Quality" settings, and let us know your page count, so we can talk to you about printing possibilities.



Ann Hege Hughes

Owner, Otter Bay Books,
Author Advisor & Production Director

I myself have written and self-published two books to date, plus I have been helping other people self-publish for over 35 years. Book production options are constantly changing and expanding. I bring my knowledge of these various processes and my ability to manage and explain them, to every client I work with. You will be pleased at the handsome book Kate and I will produce for you. We will make the process as simple and joyful as possible. We respect our clients and pride ourselves in taking good care of them.



Kate Boyer

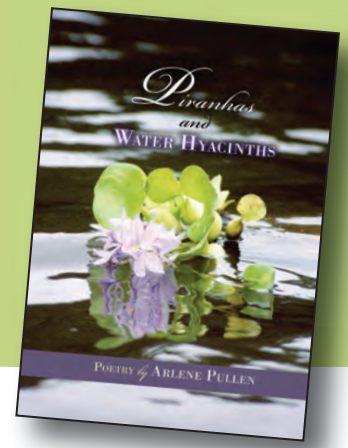
Owner, Heron and Earth Design,
Designer, Pre-press Consultant

I love designing book covers and interiors, maps, and graphics that add to the sense of pride our authors feel as they present their book to the public.

Coaching authors through the maze of setting up book files, image scanning, and file transfer has also become a specialized service we offer.

About Book Production

There are two main steps to this process: The first is final copy preparation; the second is printing and binding your book. Below, you will find an explanation of some basic concepts, but, in addition, we ask that you call us at (410) 467-1898, so we can explore, with you personally, the options that will be right for you.



1: Copy Preparation

Before your manuscript is transmitted to us for printing, it must be edited and formatted – then put into a final compatible file format. We prefer that you send us a high resolution PDF file, exported from Microsoft Word, InDesign or other software. But we can also work with Word or InDesign files directly if you need assistance making final adjustments to your files. Alternatively, we can still accept previously published books or manuscripts in “camera-ready form,” i.e. a final printed page that will be scanned for printing. (See us for instructions.) Photos will need to be scanned by us or sent separately as properly prepared digital files.

Do It Yourself: If you are formatting your own book files, please request a copy of our **Book Building Toolkit**. It contains important information on setting up your file; formatting your pages, scanning, saving and inserting images with captions; outputting files to PDF; and uploading your final high resolution files.

Hire One of Our Typesetter/Designers: We have reliable, experienced designers/typesetters who will work with your text and/or images to format/design your complete book, or prepare your index and prepare PDF files for your project. We’ll be happy to work with your local typesetter, as well.

Pre-Flight: We are happy to review your file or sample chapter. Please send us a PDF file made with the setting “PDF/X-1a:2001” or “Press Quality”, or a Microsoft Word file. We check your text area, photo quality, font issues, etc. To avoid costly and time-consuming errors, please do this when you begin final formatting. Email your file if under 10 mb, otherwise please ask us for a link to upload your file(s).

2: Printing and Binding

The following factors are variables in determining the cost to produce your book:

Printing Method: Digital printing costs less to set up but unit costs remain high. Whereas offset printing has a larger set up cost but then unit costs get lower. This means small print orders will usually be more economically produced using digital printing. For larger orders, the cost advantage is with offset printing. Another factor is the use of color. We will present the logical alternatives when we give you prices for your project.

Book Size: For offset books, 5 ½ x 8 ½ or 6 x 9 are the most economical book sizes; however, page count is also an important factor. If you require a larger page, you may also use the 7 x 10 or 8 ½ x 11 book size. For digital printing, reducing the page count is the best way to cut costs, therefore many people use the 8 ½ x 11 book size. Call us to discuss this.

Number of Pages: The total number of pages will include all front matter (title, copyright, contents pages, etc.), all index pages and all unnumbered and blank pages. (Each printed (or blank) surface is considered a “page.”) Since the cost of paper is a big part of the total cost of production, you will want to get your text into as few pages as possible. Suggestions for minimizing page count are found in our **Book Building Toolkit**.

Photographs: If you scan your photos following our scanning instructions, insert them into your electronic file and provide us with a high resolution PDF, there will normally be no additional charge for photos. We can scan the photos for you or set up photo pages for an additional cost.



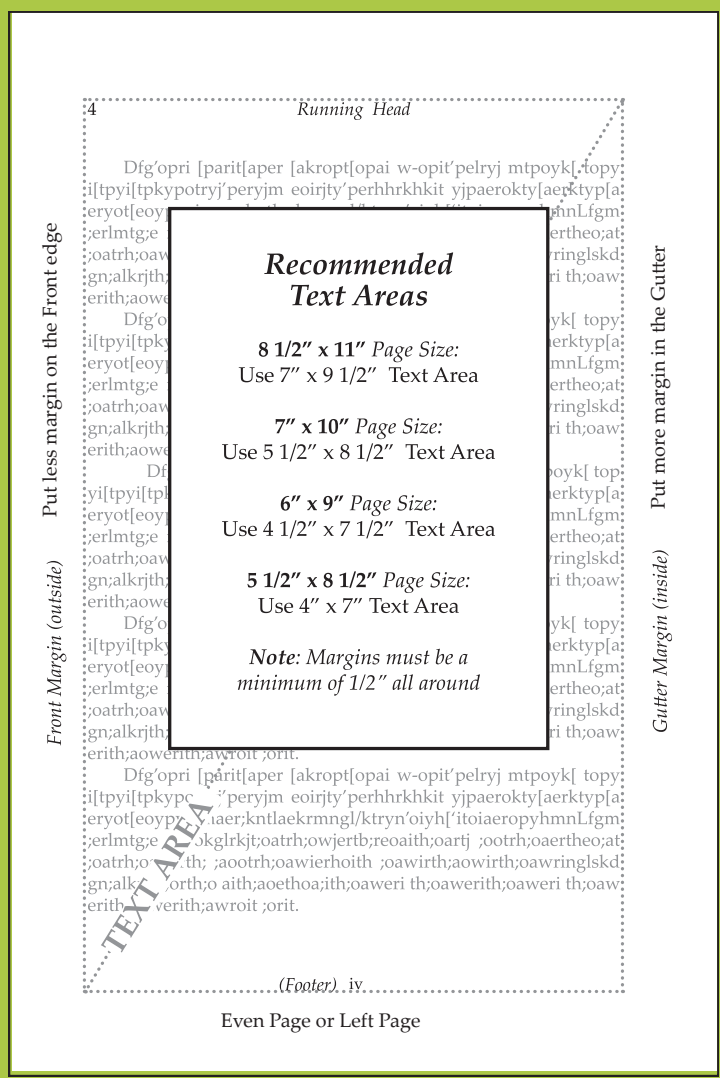
We provide our authors with a handy technical guide, **Book Building Toolkit**. This valuable resource contains information on setting up your book pages, scanning and inserting images, producing pdf files and much more.

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Number of Copies: A large run of books is a much better buy than a short run of books, and the cost to reprint is always greater than ordering all the books initially. We therefore advise you not to underestimate your book needs. Our minimum order for digitally printed books is 50 copies. For offset books, 100 copies is our minimum, though we suggest ordering 200 or 300 copies to get a more favorable per copy price.

Extras: If you wish, some additional features can be added to enhance the appearance of your finished book. These include such inexpensive extras as colored or printed end papers, fold-out pages and front cover stamping; and more expensive extras, such as color coats of arms and dust jackets. Also, we can often provide a mailout service for your pre-sold orders of offset books.



Contract & Terms

Upon receipt of your electronic files, a matching printout and your final instructions to us, we will draw up a book publishing agreement which outlines the terms of publication, including your book's full specifications and the complete cost of publication. Your contract will then be submitted for your approval and signature. One third of the contract amount will be due at that time, the second third when the text proof is received (three to four weeks later), and the final third, thirty days after delivery of the finished books.

Samples

Feel free to ask to see a sample book similar to the one you are planning. This can help you visualize your future book and may give you some useful ideas about how to present your text. Both binding material samples and paper samples are also available.

Contact Us for Further Information & an Estimate

We know there will be questions that haven't been answered in this brochure. A valuable part of Otter Bay Book's service is to counsel you about production options that can save you money – so we invite you to **CALL ANN at (410) 467-1898**—to discuss your project with us personally. E-mail is great, but there's nothing like an “information gathering” phone call, so we can discover how far along you are with your project and give you a preliminary price quote. We can also explain what production options will serve you best and the next steps to take. With that in mind, we strongly recommend that you give us a call TODAY!

If you prefer to e-mail us at otter.bay.books@gmail.com for a price quote, we will need the following information:

- Book title
- Book size
- Number of pages (including a separate count for color pages, if any)
- Hardback and/or paperback binding
- Quantity
- Where are you now with your project? – Researching? Compiling/Writing? Final Formatting? Indexing?
- When do you plan to finish the phase you're working on now?
- What help might you need in the future?
- Your full name, mailing address and phone number.

THANKS!

If you live in or are passing through the Baltimore-Washington area, we would love to meet with you to discuss your project in person. We can show you sample books that demonstrate solutions to many of the questions you have. Please call ahead so we can set aside time for an unhurried meeting.



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