

Persona Publishing Service List



Persona Publishing Softcover Black and White Publishing Packages:

Persona Premier Publishing Package ... \$1,990

Includes: Editorial Review, ISBN, Retail Channel Distribution, Custom Book Interior Typesetting, Classic Cover Design, Cover Text Editing, two years of Retail Return Insurance, Google™ Book Search and Amazon Search Inside® Programs, Library of Congress Control Number, Copyright Registration, Book Signing Kit, five books and free author Web site.

With Original Artwork/Illustration Creation for Cover ... \$2,789

Persona Select Publishing Package ... \$1,540

Includes: Classic Cover Design, Custom Book Interior Typesetting, ISBN, Retail Channel Distribution, one year of Retail Return Insurance, Google™ Book Search and Amazon Search Inside® Programs, Library of Congress Control Number, Copyright Registration, Book Signing Kit, five books and free author Web site.

Persona Standard Publishing Package ... \$699

Includes: Custom Book Interior Typesetting, Classic Cover Design, ISBN, Retail Channel Distribution, five books and free author Web site.

Color Publishing Packages:

Upgrade any black and white package to color publishing for an additional \$150

Persona Publishing Additional Services *(optional services after required purchase of a package):*

Registration/Programs

U.S. Copyright Registration ... \$150

Library of Congress Control Number ... \$150

Google™ Book Search and Amazon Search Inside® Programs ... \$75

Retail Return Insurance ... \$799 (initiate program the first year; ask about renewal fee)

Editorial Services

Editorial Review ... \$349

Copyediting ... \$0.018 per word

Line Editing ... \$0.024 per word

Content Editing ... \$0.03 per word

Developmental Editing ... \$0.06 per word

Cover Text Copyediting ... \$49

Ghostwriting ... \$299 *(\$299 is applied toward cost if purchased. The fee to write the complete manuscript will depend on the expected length of the manuscript, the materials provided by the author, and the amount of independent research expected of the ghostwriter.)

Data Entry ... \$2.25/page

Researching ... \$60 per hour (estimate given based on work)

Proofreading ... \$0.009 /word (only available for manuscripts already edited through Persona or Morgan James)

Indexing ... \$0.015 per word

Content/Interior Design

Additional Interior Design Time (after 5 hours included with package) ... **\$50 per hour**

Image Manipulation ... \$10 per image

Custom Illustrations:

Black and White, Level 1 ... \$129 per illustration

Black and White, Level 2 ... \$159 per illustration

Black and White, Level 3 ... \$199 per illustration

Custom Illustrations:

Color, Level 1 ... \$189 per illustration

Color, Level 2 ... \$229 per illustration

Color, Level 3 ... \$279 per illustration

Cover Design

Upgrade to Custom Artwork /Illustration Design for Cover ... \$799

Additional Cover Design Time (after 14 hours included with package) ... **\$79 per hour**

Cover Corrections (after first round included with stock art cover package) ... \$50 per hour

Marketing

Press Kit (includes 30 starter kits) ... \$199

Marketing Kit (includes 100 business cards, 100 postcards and 100 bookmarks) ... \$199

Book Signing Kit (includes 10 posters, 30 flyers and 100 postcard invitations)... \$299

Domain Name Registration ... \$49

Marketing Content Copywriting ... \$95

Press Release Services:

Press Release Composition ... \$149

Standard Book Marketing (press release composition plus basic distribution) ... \$299

Expanded Book Marketing (press release comp plus expanded distribution and press kits) ... \$599

Newswire Plus Media Blast (press release composition plus PRNewswire distribution) ... \$750

Media Alert (targeted redistribution of previously purchased press release) ... \$75

Personal Media Valet:

Regional ... \$1,500

National ... \$2,500

Targeted Non-Fiction ... \$3,950

ForeWord Clarion Book Review ... \$500

Publicity Success Kit ... \$149

Books

Books can be ordered by the author at a rate discounted from the retail sales price. There is neither a minimum nor maximum book order requirement. The cost of a book will be determined during the publishing process, and depends on the book type, page count, distribution cost and royalty amount chosen by the author.

Last updated 12.5.08. Prices and services may change.