



## Publishing Packages

### Package #1 eBook Publishing \$2335.00 + 10% GST

With the growth of the ebook industry, having your manuscript published as an ebook is a necessary format for authors who wish to have their book circulated in the widest possible range of bookstores, giving a worldwide exposure and more potential book sales.

**PLEASE NOTE:** All Packages are plus 10% GST.

Our eBook publishing package offers authors the opportunity to break into the ebook world, while still receiving payment on sales of their book. This packages includes:

- \* Professional proofreading of manuscript
- \* Book cover design
- \* Manuscript converted to eBook in ePub, Mobi,
- \* ISBN x 4
- \* Copies of ebook for Reviewers in PDF, epub or kindle
- \* 1Free PDF proofreading copy of book
- \* Personalised author page on Aurora House website
- \* National library of Australia cataloguing (while this is not compulsory for ebooks, it is recommend that books are registered for future record)
- \* Registration with WorldCat -International library directory (many book retailers search library directories when sourcing new books for bookstores)
- \* Registration with:

BooksonBoard

Apple iBooks/Sony

Ingram Digital – giving access to worldwide online ebook retailers

Kobo.com (Borders online eBook store)

Amazon Worldwide including Kindle

Nook Books

For your manuscript to be accepted by Aurora House is **MUST** be professionally edited, preferably by our own editing department. Our editors will assess your manuscript and give a professional opinion on what may be required to bring your book to publishing standard. In this way, you can be assured that your book will reach its highest professional standard for publication.

Please be aware that editing of the manuscript is not included in the publishing fee. Only Pack #4 includes editing, and this is for a normal, not heavy, edit up to 100,000 words. Editing is otherwise quoted separately as all manuscripts differ in what is required to bring the book to publishing standard.

Full distribution list to online bookstores available.

Please note: All fees are in Australian dollars.

---

### **Package #2 POD Publishing \$4110.00 + 10% GST**

The POD publishing package offers the full range of publishing

- \* Manuscript formatted for POD printing
- \* Professional proofreading
- \* Book Cover design
- \* ISBN
- \* Bar Code
- \* POD publishing setup
- \* 1 printed proofreading copy of book
- \* 5 printed copies of book
- \* 5 Copies for Reviewers and Legal Deposit
- \* Books 'Perfect' bound
- \* National Library of Australia cataloguing
- \* Personal author page on Aurora House website
- \* Registration with WorldCat – International library directory (many retailers search the library listings for books to add to their store)
- \* Registration with:

Bowker Books in Print

Worldwide distribution with: Ingram, Amazon.com Worldwide, Baker & Taylor, Barnes & Noble, NASCORP, Espresso Book Machine, Adlibris.com, Amazon.co.uk, Bertrams, Blackwell, Book Depository, Coutts, Gardners, Mallory Interational, Paperback Shop, Eden Interactive Ltd, Aphrohead, I.B.S.-STL UK, Barnes & Noble, Fishpond.com.au.

---

### **Package #3 POD + eBook Publishing + Basic Book Promotion \$4280.00 + 10% GST**

This package offers a comprehensive publishing package, covering the whole book market and reaching book store retailers, online book stores, and eBook stores.

- \* Manuscript typeset for POD printing
- \* Proofreading manuscript
- \* Conversion for ebooks in ePub and mobi, which covers most of the ebook readers currently on the market
- \* Book cover design
- \* ISBN x 4 (each book format requires its own identity number)
- \* Bar Code x 4 (each book format requires its own identity number)
- \* POD publishing setup
- \* eBook publishing setup
- \* Basic Book Promotion\*
- \* 1 Free proofreading copy eProof
- \* 5 Printed copies of book
- \* 5 Printed copies – reviewers and legal deposit
- \* Copies of ebook for reviewers in PDF, ePub or Kindle
- \* National Library of Australia cataloguing
- \* Personalised author page on Aurora House website
- \* Registration with WorldCat – International library directory (used by retailers to source books for their shops)
- \* Registration with:

BooksonBoard

Bowker Books in Print

Worldwide distribution with: Ingram, Amazon.com, Baker & Taylor, Barnes & Noble, NASCORP, Espresso Book Machine, Adlibris.com, Amazon.com Worldwide, Bertrams, Blackwell, Book Depository, Coutts, Gardners, Mallory Interational, Paperback Shop, Eden Interactive Ltd, Aphrohead, I.B.S.-STL UK

Ingram Digital – giving access to worldwide ebook retailers

Kobo.com (Borders online eBook store)

Amazon Kindle

Neilsen Bookdata

If illustrations are included in the book, either black and white or colour, or illustrated children's books, please contact us for a quote.

Please be aware that editing of the manuscript is not included in the publishing fee. This is quoted separately as all manuscripts differ in what is required to bring the book to publishing standard.

Full distribution list to online bookstores available.

Please note: All fees are in Australian dollars.

---

**Package #4 POD + eBook Publishing + Manuscript Editing + Basic Book Promotion \$6080.00 + 10% GST**

Includes all of Package #3 PLUS

Manuscript editing – copy and light structural in preparation for publishing up to 100,000 words. Please ask for quote if manuscript is longer or heavy edit required.

---

**Package #5 POD + eBook Publishing + Website + Basic Book Promotion \$5080.00 + 10% GST**

Includes all of Package #3 PLUS

Wordpress website including Home + 5 pages – About, Book, Reviews, Gallery, Contact

Website hosting with Inmotion

Basic SEO (Search Engine Optimisation) via admin area of website.

Author provides most of the content.

Wordpress allows authors to interact with their readers through their posts.

Once website is complete, author has access to site admin for adding own information.

(Please note that there is a website service available for amendments and/or additions for the ‘not so technical’).

---

**Package #6 POD + eBook Publishing + Manuscript Editing + Website + Basic Book Promotion \$7530.00 + 10% GST**

Includes all of Package #3 PLUS Manuscript Editing PLUS Website + Basic Book Promotion

This option gives you the total package. You will receive all of Package #3 for POD and eBook publishing, plus your manuscript edit, plus a Wordpress website with basic SEO.

This package will set you on the path for promoting yourself and your book.

**Packages #3, #4, #5, #6 include the Basic Book Promotion to give your book a good start!**

## **Aurora House Book Promotion Plans**

**BASIC: \$660 (+ 10% GST)**

This promotion will run over 2 months, and includes the following:

- Your book will be submitted to Readers' Favorite for a review opportunity
- Your book promoter will write a press release and, once you have approved it, they will send it out to our mailing list of newspapers and magazines.
  - If anyone is interested in interviewing you or writing a review, the book promoter will pass on those details to you.
- Your book promoter will schedule your ebook to be free on Amazon Kindle for 5 days.
- Leading up to your ebook sale on Amazon, your book promoter will arrange for your book to be advertised on multiple free and paid websites, such as Freebooksy and The Fussy Librarian, to increase the number of downloads you receive while your book is free.
- Once your ebook sale is over, your book promoter will email you a report of how many downloads you received and from what countries.

**Additional add on: \$150 (+ 10% GST)**

One-month NetGalley feature: NetGalley is a website where readers can request your book in exchange for an honest review.

**INTERMEDIATE: \$980 (+ 10% GST)**

This promotion will run over 3 months, and includes everything on the Budget plan, but with the following extras:

- Your press release will be sent to our mailing list of radio and TV shows, as well as our list of newspapers and magazines.
- Instead of having 1 free ebook sale on Amazon, your book will be scheduled for 2. The first will run for 3 days, and the second will run for 2 days (the second promotion will take place at least 1 month after the first promotion).
- Your upcoming ebook sale will be advertised on more paid websites than in the Budget.
- Your book will be featured on NetGalley for 1 month (NetGalley is a website where readers can request your book in exchange for an honest review).

**PREMIUM: \$1300 (+ 10% GST)**

This promotion will run over 3 months, and includes everything on the Intermediate plan, but with the following extras:

- Your 2 ebook sales will be advertised on more paid websites than in the Intermediate.
- You will receive a book trailer of your book (you can choose to have a blog tour instead, if you'd prefer).

**CONTINUED PROMOTION: \$650 (+ 10% GST)**

Continued promotion can be purchased after one of the above promotion plans has run. This promotion plan will run for 3 months, and includes the following:

- 2 free ebook sales on Amazon. The first will run for 3 days, and the second will run for 2 days (the second promotion will take place at least 1 month after the first promotion).
- Your upcoming ebook sales will be advertised on free and paid websites.
- Once each of your ebook sales is over, your book promoter will email you a report of how many downloads you received and from what countries.

- An Amazon Ad Campaign will run throughout the duration of your 3-month promotion plan.

If you wish, you can 'add on' to the packages – if you choose a lower priced promotion package, it is possible to 'upgrade' by adding the balance of cost between them. We can also customise a book promotion package for you.