

FREQUENTLY ASKED QUESTIONS ABOUT BOOKMOBILE'S DESIGN AND PUBLISHING SERVICES

BookMobile has been providing design and publishing services for more than 25 years. Although book production has changed over the years, our commitment to quality has not. We still believe that a well-designed book is a joy to behold and a joy for a reader to buy.

BookMobile's design and publishing services team works with a wide range of publishers – from literary small presses and university presses, to professional organizations and trade publishing houses. We encourage publishers to contact us to discuss contract production services.

The FAQs below have been prepared to help publishers understand what to expect during the design and production process. BookMobile works to ensure that your book is a labor of love – yours and ours.

1. Will BookMobile edit my book?

Yes. Every situation is unique, but, in general, BookMobile will manage an appropriate level of editing in partnership with the publisher. Almost every manuscript benefits from a detailed copyediting, and some require more substantial editing to help the material flow more logically. We expect the publisher to work directly with our editor, at whatever level of editing is required.

It is not unusual for the editing process to require 4–8 weeks to refine and focus the final manuscript. Rigorous copyediting clarifies language and usage, ensures accuracy, and sharpens the manuscript. This process also establishes internal consistency in the elements of the text, captions, titles, and other features, all of which will make the design process more efficient.

During the editing process, the editor will also help identify potential legal, rights, or permissions issues. It is the responsibility of the author to resolve these issues and obtain the required permissions before the book goes to press.

The actual publishing process begins once the manuscript is complete and has cleared rigorous editing.

2. Who provides illustrations and other graphics?

The publisher is responsible for supplying all graphic material (non-text items) included in the manuscript. This includes photographs to be scanned or processed, as well as graphics, illustrations, diagrams, and cartoons. Any fees required to locate art or to reproduce copyright-protected graphic material are the publisher's responsibility.

3. Does BookMobile use a standard page design for all books?

No. Once the manuscript is complete, BookMobile will assign the manuscript to a book designer to create a unique page design. Every design is customized to reflect the specific content of each individual book. Coordinating typefaces, graphic elements, and page treatments to the style and spirit of the manuscript is a creative process that complements the material and style of the book. BookMobile's team of professional designers, typographers, and page-layout experts have extensive publishing backgrounds.

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4. When do I see page proofs?

Once the page designs are completed, the manuscript will be typeset and the first set of page proofs prepared for the publisher's review. It is the publisher's responsibility to do a thorough proof-reading to catch any errors or omissions.

5. Who designs the cover?

A BookMobile designer will prepare a preliminary cover design concurrently with the interior page designs. Our designers work exclusively with books, and they keep up with publishing trends and concepts in order to create compelling designs that can compete in the marketplace. In the world of bookselling, often we really *can* judge a book by its cover, which is a vital marketing tool.

6. Who secures rights and permissions for copyrighted material included in the book?

Manuscripts that include any material protected by copyright must be vetted for appropriate permissions. Generally, permission to use short quotations does not involve fees to the copyright holders, but permissions must be requested nonetheless. The process can take weeks and should be started as the manuscript is nearing completion. Securing rights and permissions – and the payment of any required fees – are the responsibility of the author or publisher.

7. Who obtains an International Standard Book Number (ISBN) for my book?

BookMobile offers book distribution through Itasca Books, and when a publisher distributes through Itasca, an ISBN will be provided.

8. How will my book be printed?

BookMobile will help decide what type of printing each book requires and will manage the printing process from start to finish. Depending on the marketing and distribution plan the publisher has developed, we will recommend either digital or offset production. BookMobile offers state-of-the-art, in-house digital production for press runs of ten to 3,000 books. This gives publishers tremendous flexibility to economically order only the number of books they need, without sacrificing quality.

For books likely to reach larger audiences, BookMobile acts as a print broker, using its relationships with a number of offset printers to secure the best possible pricing.

9. With whom will I work?

Every BookMobile customer works directly with a customer service professional who will keep you fully informed about the options and choices available to you, and about the progress of your book every step of the way.

10. Whom should I contact for more information?

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