



BW&A
BOOMS
INCORPORATED

Book Design & Production
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1006-A Lamond Avenue
Durham, NC 27701
phone 919-956-9111
fax 919-956-9112
www.bwabooks.com

Standard questions for creating a proposal:

1. Print run? We can quote up to 3.
2. Trim size? Portrait or landscape?
3. Manuscript or final book page count estimate? Disk files available for our castoff & what type?
4. Photos/other artwork/maps? Color? What type originals? Scattered throughout or in an insert? Photo sizing? Retouching?
5. Binding style? Cover or jacket?
6. Domestic or overseas printing? Print on demand? (Best choice will depend on schedule, print run, quality needs, and budget.)
7. Paper?
8. Anything special about endsheets, stamping, etc.?
9. Client contact & work flow? (committee or 1 person, # proof sets, etc.) Get addresses as needed.

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10. Schedule?
11. Index?
12. Copyeditor & proofreader? Degree of editorial work?
13. Text complexity? Any charts/tables? Notes? Appendices?
14. Promo pieces or special needs for pre-sales?
15. Adjectives for designer? Cover & interior.
16. Copyright discussion (work for hire?).
17. Art permissions discussion. And text permissions, if needed.
18. ISBN & barcode? CiP or PCN?
19. Storage and/or fulfillment help needed?