

2018



Publishing

Guidelines



Our Self-Publishing Priorities

- (a) Quality and professional work.
- (b) Affordable and considerate terms of payment and engagement.
- (c) Use of new marketing avenues to explore new markets.
- (d) Print on demand to reduce cost and increase efficiency.
- (e) Provision of generous support and guidelines.

1. What is publishing service?

This refers to services provided by our company Writers Guild Kenya to an individual or an organization that wishes to have their book professionally published. It includes the provision of professional editorial, design and production services. A client willing to have their work produced meets all the costs of publication by paying such costs to the company. Such costs include editorial/proofreading, design and layout, cover design, filming and printing fees.

The work published is the product of the client. The company prints an agreed number of copies of the work and the client picks these copies from the company's premises for use or sale.

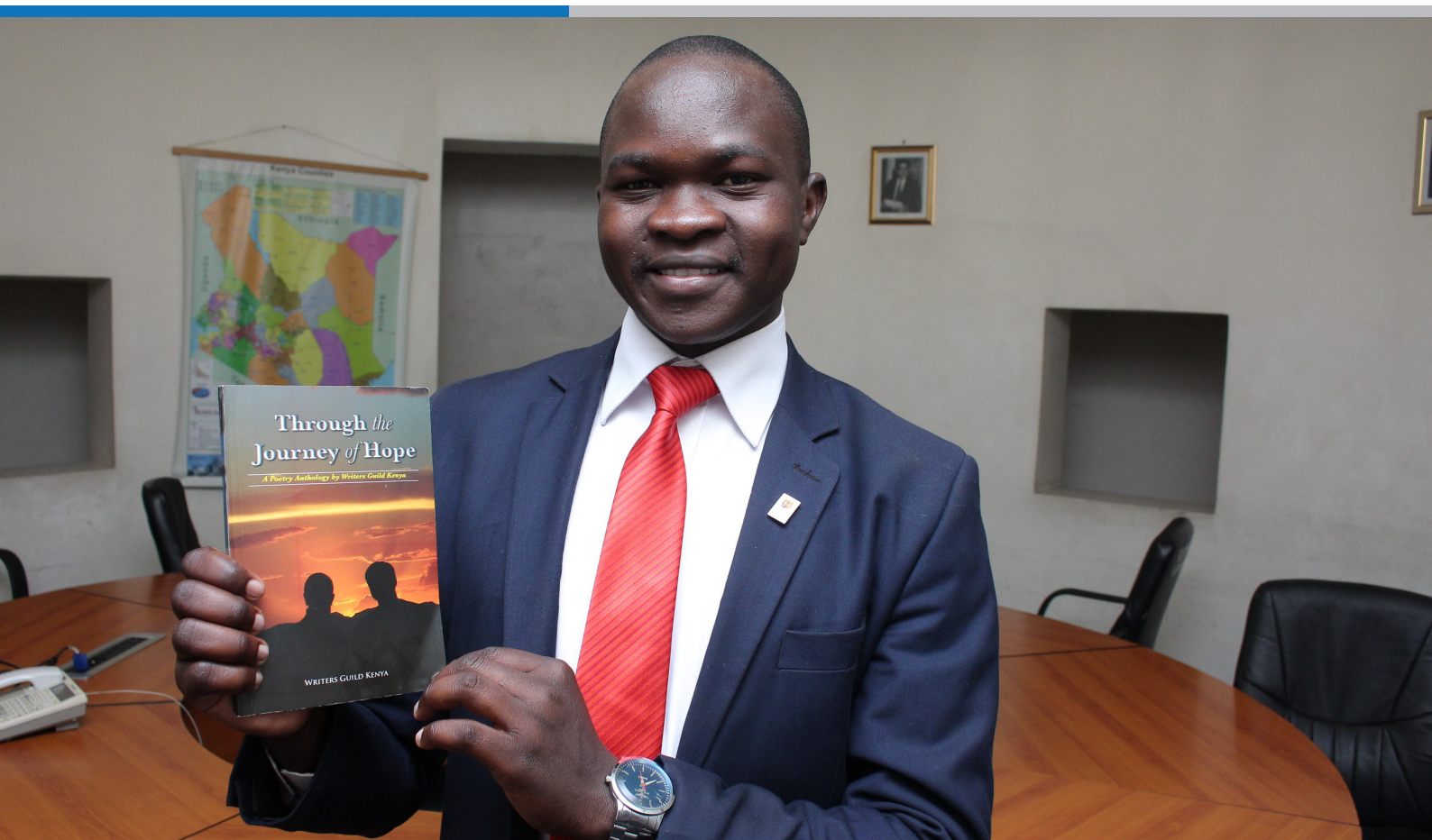
Where a client needs the help of the company to distribute the work, say books, the company may do so but charges a distribution fee of 30% of the unit cover price (this applies even when the author chooses to use our distribution channel i.e event to sell their book). The amount is only paid after the sale. The client enters into a separate agreement with the company for this. However, the company is not bound to give this service for any work produced through the publishing service.

2. The process of having work published under the publishing service

The following procedure shall apply:

Writers Guild Kenya will guide the writer through the writing process. This service is included in the Editorial Costs.

- 1 The editor receives a hard copy/soft copy of the work intended for publication.
- 2 A draft proposal on the production costs is generated and shared with the Managing Director.
- 3 A meeting is held with client, editor and publishing manager to discuss the proposal.
- 4 A full proposal is presented to the management committee for approval. If accepted a contract is drawn.
- 5 After the contract is signed, deposit of 50% of the work is paid and editing follows in the company's way of doing it. No work starts until the deposit is paid.
- 6 The final laser proofs and digital copy are then forwarded to production for prepress and printing.
- 7 If there are no distributorship arrangements, the agreed print quantity is handed over to the client.
- 8 In case there is a distributorship arrangement, the company will charge a distribution fee of not less than 30% of the cover price.



3. Important terms and conditions

1. The published work shall bear Writers Guild Kenya's logo on the front and back cover.
2. The copyright is attributed to the author.
3. The client pays a down payment of 50% of the total publication cost before any work commences, 25% of the remaining amount once the work is done and approved (soft copy), and the other 25% upon receipt of the sample copies of the book (hard copy).
4. Marketing, sales and distribution are the responsibility of the client unless otherwise agreed with the company.
5. All proceeds from the sales belong to the client except where distribution fee is charged.
6. The contract of the book elapses when the client approves the work upon the receipt of soft copies(writing done in email), and hardcopy(signed physical copy of approval letter). Thereafter, any proposed change is regarded as a new project whose cost is renegotiated and paid separately. Approval of the work must be done in writing.

Rates of Publishing Services Offered (for PieceMeal Services)

These rates are just guiding; however, individual quotation for each work is done and might change slightly.

SERVICE	COST
Writing Fees	1600 per page. (Times New Roman, Font 12, single space)
Evaluation of Manuscript	Ksh. 500 per page
Design(Cover and Layout) -Design of 1 Marketing Poster	30,700
Editing(Comprehensive Editing)	Ksh. 500 per page
Printing (based on need)	(Print on demand at same cost per unit)
Service(ISBN, Copyright registration, general advisory, administrative costs, Amazon, Writing consultancy etc)	27,500
TOTAL	(Based on Specifications above)

Added Value to you

- a) Cost of proofreading borne by Writers Guild Kenya
- b) Social Media Marketing (Free design of 1 poster for social media teaser)
- c) Subsidized Book Launch arrangement at Writers Guild Kenya (only for registered Affiliates) or help in organizing independent book launch
- d) Free Book Review in Local Media outlets.
- e) Free Comprehensive Writing Consultancy
- f) Continuous engagement and value addition to the published authors through workshops and conferences

Other Notes

- The Payments are only made to Writers Guild Kenya bank or Mpesa accounts (details attached)
- For book launch to be organized at Writers Guild Kenya, the author must have been a duly registered affiliate for the last 4 months preceding the publication of the book.
- The payments can be made in instalments upon agreement with Writers Guild Kenya on the payment plan.

Payment Details

Bank Payments

A/C Name: The Writers Guild Kenya

A/C No. 1170473326

Kenya Commercial Bank (Kipande Road)

MPESA Till No. 596453

Mpesa - Payment Services - Lipa na Mpesa - Buy Goods and Services - Till No.(596453) - PIN(Your) - OK.



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