

## Mission and Operating Guidelines

Margaret Media, Inc., incorporated in Louisiana in 1981, is seeking manuscripts on topics related to Louisiana history, culture and lifestyle. We are an unconventional, niche publishing company. Our website [www.margaretmedia.com](http://www.margaretmedia.com) can be checked for our current titles and for background and history of the corporation.

We are designed to create an alternative to the large commercial publishers where a book has to sell thousands of copies in the first six months, and on the other hand vanity presses or self-publishing where the author foots all the bills (often inflated) and takes all the risk.

Our role is to guide and support authors through the publishing process and help them make their work accessible to the largest readership possible. We operate as friend and business partner with the author and share equally in whatever profits result.

Margaret Media, Inc., hereinafter referred to as "the Press," provides most of the services of a commercial publisher but operates on a smaller, more personal scale, expecting the author to participate actively in decisions about the book's size, format, price, etc. and to help promote and sell the book after it is completed. We are a fairly small, local press with some projects being wholly or partially financed by the author. Throughout the publishing process, the book manuscript and all rights to it remain the property of the author or his/her heirs.

### From Manuscript to Finished book

To produce and print a book there are issues of market, word processing, book design, size, type of paper and binding, type of cover, getting a bar code, ISBN number, a Library of Congress listing, the actual printing of the book, shipping it from the printer to the Press and storing completed books.

An author approaches the Press with a finished manuscript -- see submission guidelines posted on the website. If the manuscript is accepted, a contract is worked out and signed between Margaret Media, Inc. and the author. The Press does not extensively edit the work nor require major changes. We offer editorial advice and suggestions, but it is up to the author to implement them or not. Cover art can be submitted by the author, or if no cover art is available, the Press has an artist/designer provide it. The same applies to the book's design, illustrations in the text, proofreading, and indexing for the book.

Once a manuscript is accepted and a contract signed, the book is prepared for submission to a printer. Margaret Media, Inc. hires the printing company and works with them to produce the book, a process that generally takes six to eight weeks. The author is consulted along the way regarding changes and options. Proof copies are given to the author for a final read-through.

Printed books packed in cartons are received by the Press from the printer and stored in our climate controlled storage facility. The author is given 10 complimentary author's copies, and a promotional plan worked out to distribute and sell the books, including complimentary copies to reviewers. The new book is added to Margaret Media's website

([www.margaretmedia.com](http://www.margaretmedia.com)) and brochure, and to future publicity which the Press does for all its products. Fliers announcing the new publication, book signings and a publication party can be provided, depending on the contract.

Authors may buy as many copies as they wish for half price from the Press and resell them at full price. Meanwhile, the Press will sell the book to local bookstores, through its website and through the national database Books in Print, from which nationwide booksellers order it.

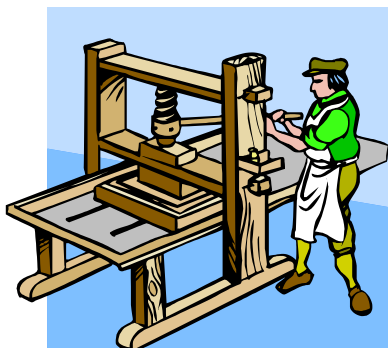
### No Picture Books

We do not publish coffee table type picture books nor children's full color books, both of which require expensive paper and color processing. Such projects are all handled outside the U.S. in countries where labor and material costs are a lot lower, and an agent is hired by the publisher to supervise the project as it develops in the foreign country. We are not equipped to do this and cannot find competitive printer prices in the U.S. to do it domestically.

If a regular book has a few black and white photos or illustrations or the author is prepared to pay extra for a few color photos in the text, we can work it out.

### Financing

For most books where the manuscript is submitted ready to go, the cost for a 150 to 200 page book is between \$6,000 and \$8,000 for two thousand copies. Special features such as slick paper, hard cover, color photographs, etc. can increase the cost significantly. In cases of routine paper back or soft cover books, Margaret Media, Inc. can generally bear the costs of printing and production up front, as long as there is reasonable cause to believe that these costs can be recouped fairly soon with sales of the book.



In cases where recouping costs is questionable or where special features are part of the project, the author will be asked to invest at least partially up front in printing and production costs, and the author will recoup his/her investment after Margaret Media, Inc. has recouped its share. Once all costs are recouped, profits from book sales will be divided equally between the author and the Press. Payment to the author (aka royalties) is made on a quarterly basis, unless otherwise stipulated in the contract. An annual fee to cover the book's share of office expense, storage, website, etc. will be charged at the end of the fourth quarter and deducted from the author's payment.

The Press keeps a separate account on each title published, including the number of copies sold, what date, to whom and for how much. Margaret Media, Inc. has an open book policy. Authors may review at any time our account on their title(s) and the general account of expenses that justifies the service charge at the end of the year. Prior to tax day (April 15) for the previous year the author receives an annual report on his/her title/s and a breakdown of the service charge. We employ a certified accountant as a consultant and to handle all tax issues.

Margaret Media, Inc. expects that our book projects will yield some profits for us, and for the author; however, we share with the author the risk of a book making little to nothing above its initial production costs. We also realize that many books are in demand beyond the first year of publication and they may need years on store shelves and the website to make a profit. Thus our books do not go out of print unless there are no sales for six months straight or the author asks to have the book taken off the market.

### Second, Third Editions

There is no obligation on the part of either the Press or the author to print further editions of a book after the initial printing. It depends on the success of the book. When sales indicate a reprint of the book is justified, Margaret Media, Inc. will be interested in handling it using the same bar code, ISBN number and Library of Congress number. This requires a new contract. Expenses for such reprints and second and third editions are always considerably less than for the initial printing, unless major changes are made to the book itself. Again, the book manuscript, with any changes, and all rights to it remain the property of the author and his/her heirs.



An author may wish to publish a hard bound copy first and follow up, depending on demand, with a paperback edition later on. This can be arranged in the contract.

### Multiple Authors and Corporate Entities

When two or more authors are involved in a single book, or the book is the product of a corporation, all parties involved must sign the contract with the Press, but payment, annual reports and any other documents are sent to the designated author or officer to be disbursed and shown to the other authors or entities involved. The Press cannot work with multiple authors or officers simultaneously on the same project. For changes, decisions on book size, cover, etc., the designated author or officer will consult with the co-authors or other entities and report back to the Press.

Margaret Media, Inc. reserves the right to terminate the contract and project if serious disagreements among multiple authors or entities occur. Costs incurred by the Press to that point in such a case are expected to be paid by the authors or corporation before all materials of the project are returned to the designated author or officer.

### Incompletion or a Book Does not Sell

If a book project cannot be completed due to the death or disability of the author, serious disagreements about the book and its production, or any other compelling reason, Margaret Media, Inc. will return all materials related to the project to that point (manuscript, art work, computer discs, etc.) to the author once the Press is reimbursed for costs it has incurred to that point. Any investment the author has made up front in the project, minus The Press's costs, will be repaid to the author or his/her heirs.

Because we cannot afford to store and handle books that do not sell at all, after a book does not sell any copies for six months straight, remaining copies will be returned to the author free of charge, except for shipping and the annual service fee for that year. If the Press at that point has not recouped all of its costs, reimbursement by the author will be negotiated. The author has the right to continue selling the returned books on his/her own without informing Margaret Media, Inc. except where outstanding reimbursement to the Press is involved. The author also may reprint the book and change it in any way through another publisher.

Much scholarship and writing is done about Louisiana culture, food, music, history, etc. that does not meet the demands of commercial and university presses but which makes a significant contribution. We are here to work with those authors and make sure that their deserving effort reaches an audience.

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[www.margaretmedia.com](http://www.margaretmedia.com)