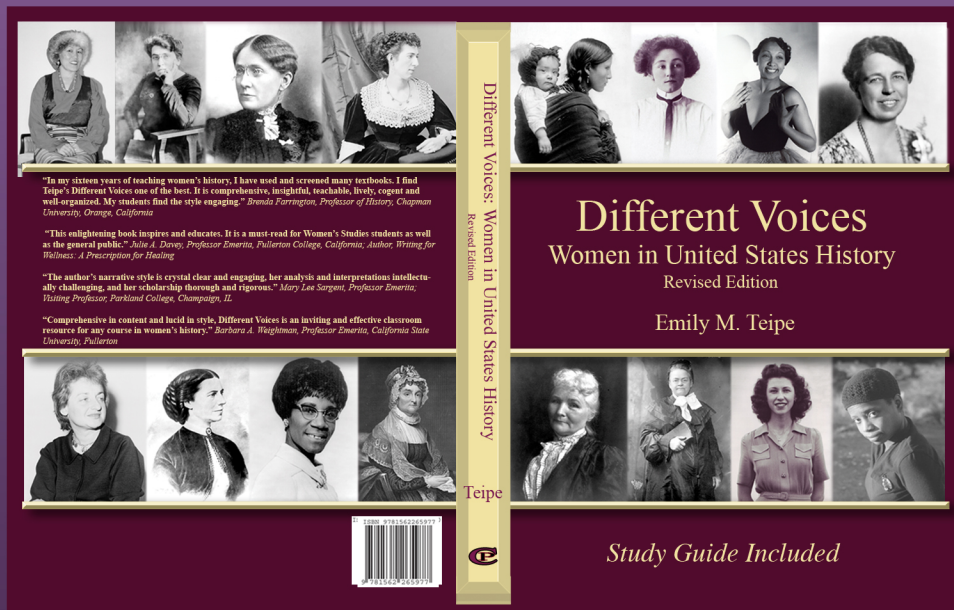
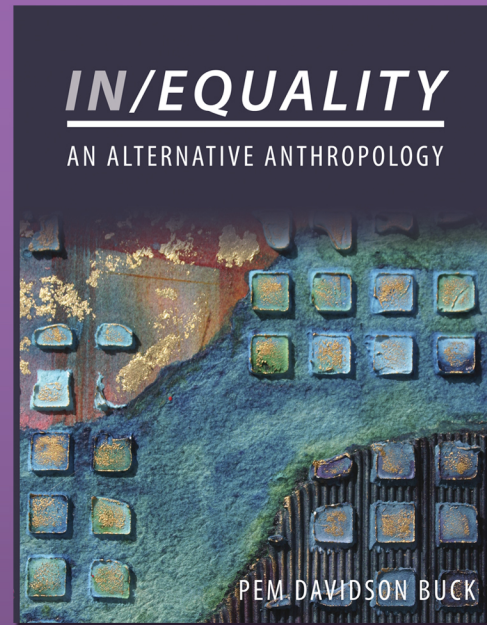
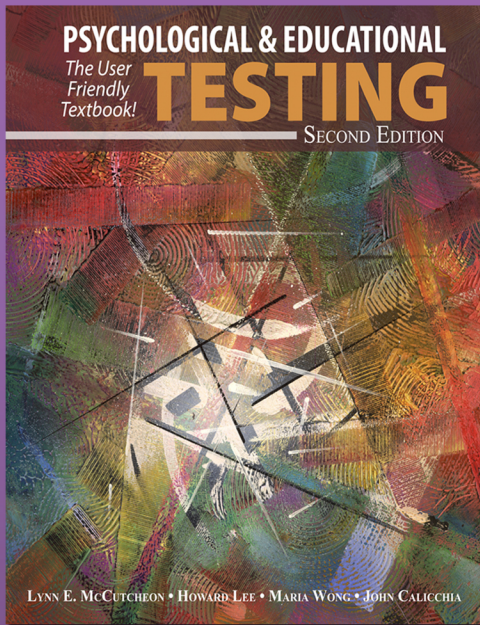


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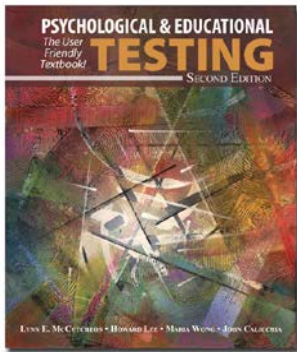
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- Becoming an Author...Here's How It Works
- Answers to Frequently Asked Questions
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- Manuscript Checklist
- Publishing Agreement

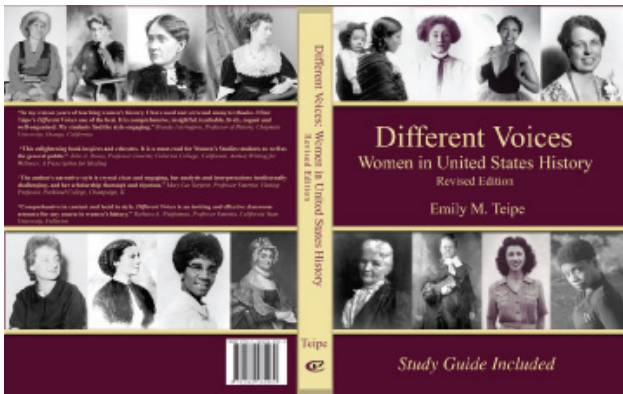
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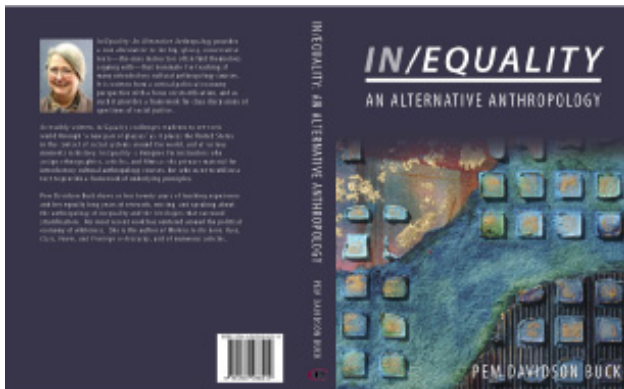
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Publishing your Own Textbook...

Here Is How It Works!

First, prepare your manuscript using your word processor. Here are some points to keep in mind:

- You will submit your manuscript to CAT as an electronic file.
- CAT will assist you in selecting a style for your book. Some of the possibilities include:
 - One or two columns per page
 - Highlighted text boxes
 - Room for margin notes
 - Selection of headings and subheading styles as well as text size & fonts.
- If your manuscript contains figures, charts or graphs please provide the original art work if available.
 - The staff at CAT is available to assist you in the creation of figures, charts or graphs.
- CAT will generate the Table of Contents and an Index for your text using our software.
 - Index entries should be coded with *index markers* in the body of your text.
- CAT will help you in selecting the cover artwork for your textbook.
- The staff at CAT will be available to help you with every phase of your publishing project.
- We request that you submit your electronic files at least 12 weeks prior to the start of your semester/quarter. (If this schedule presents a problem, please let us know. We specialize in customer service and will make every effort to accommodate your individual scheduling needs.)

Next, submit your electronic files to CAT Publishing along with your completed Publishing Agreement, located at the back of this packet. CAT will ensure that your book is copyrighted and will assign your book an **ISBN** which is the 13 digit number used when **placing your bookstore order.**

CAT Publishing will contact you to discuss the selling price of your book and the royalty per book sold. The selling price of your book is comprised of the production cost, your royalty per book and the bookstore mark-up. For example, the cost of a **500 page text** is approximately **\$40.00**. If your **royalty is \$15.00 per book**, the **Bookstore will pay \$55.00** (\$40+15). Adding a standard bookstore mark-up of 25 percent, the suggested list price will be **\$68.75 per book**. (Note: We do not have control over the bookstore mark-up; therefore, for the purposes of estimating we have used an industry standard of 25 percent.)

CAT Publishing will disburse royalty checks semi-annually in March and October. Royalties are based on bookstore sales less returns and word processing charges.

There is no out-of-pocket expense to you. Any charges incurred to create your textbook will appear as a deduction of future royalties. For example, word processing charges, billed at \$30.00 per hour, will be deducted from the first royalty check.

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HOW TO PUBLISH YOUR OWN TEXTBOOK

ANSWERS TO FREQUENTLY ASKED QUESTIONS

Q. How do I submit my manuscript?

A. Create your manuscript in your word processor. When you have your entire book completed, send an electronic file(s) of your manuscript to our office. We will prepare your text and send a proof copy for your review and authorization.

Q. What are the costs?

A. There will be no out-of-pocket expense to you. As long as you have the authority or permission for your text to be adopted and used in your class room and submit your text in completed form including all index entries properly marked in your electronic file, there is no cost to you. CAT will be happy to assist you in learning how to prepare your manuscript so that it is ready for submission to us including help in learning how to make index entries if you are not already familiar with this process.

Q. What will CAT do to help me get my manuscript ready for publication?

A. We will work with you to help select the best format and style for your textbook including overall layout, selection of a cover design, generation of a Table of Contents and an Index. We can also assist you in the selection of graphics to enhance your text as well as the creation of charts, figures and graphs that you may want to include in your text.

Q. How are royalties paid?

A. Royalties are based on net sales and are paid semi-annually. Royalties for texts sold during the Fall/Summer semesters (or comparable term) are issued March 15th. Royalties for textbooks sold during Spring semester (or comparable term) are issued October 15th. Your first royalty payment will be adjusted by the direct costs involved in the creation of your text.

Q. How is the price of the textbook determined?

A. CAT Publishing will help you determine the selling price for the text based on these three factors: 1) Production cost of the text, which is based on the number of pages, binding style etc. (your account representative will give you an estimate of the production costs); 2) The royalty you receive per book; and 3) The bookstore mark-up (usually 25 percent).

Q. What about copyright protection for my text?

A. CAT Publishing will complete and submit all the necessary paper work to ensure that your text is copyright protected. We will also assign an ISBN number and barcode to your text.

Q. Is there a minimum enrollment required before I can publish my own textbook with CAT Publishing?

A. You can become a published author with as few as 100 students per year. If your enrollments are close to the minimum, contact our office and we will make every effort to accommodate your needs.

Q. How do I order my textbook?

A. An ISBN (a standard identifying number) will be assigned to your textbook as soon as we receive your completed publishing agreement. You will use this number when placing your bookstore order, following the same ordering procedure that you currently use. Your bookstore will contact CAT Publishing with a purchase order, and we will make sure your textbooks are delivered to your bookstore prior to the start of the semester/quarter.

MANUSCRIPT CHECKLIST

(Must accompany manuscript.)

The purpose of this checklist is twofold:

- 1) It is a means by which you can be sure your manuscript is complete.
- 2) The information is essential in order for us to accurately publish your book.

If this completed checklist does not accompany your manuscript, the publication date may be delayed. If you have any question please contact us.

PLEASE **PRINT OR TYPE** YOUR RESPONSES

I. Title and Author(s)

A. Title of Book _____

B. Preferred form and order of authors' names as they are to appear on the title page:

1. _____
2. _____
3. _____
4. _____

C. Where and when you can be reached while your manuscript is in production:

Phone Numbers

Times Available

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Office: (____) _____

Other: (____) _____

II. Manuscript

A. If you have previously used borrowed copyrighted materials in your manuscript, are copies of all permission forms enclosed?

☐ Yes ☐ No

B. Preferred type of binding:

☐ Perfect (paperback)

☐ Plastic Spiral: color _____

C. Book to be printed:

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☐ Single-sided

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III. Enrollment & due dates

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| | Estimated Enrollment | Start Date |
|-----------|----------------------|------------|
| 1. Fall | <hr/> | <hr/> |
| 2. Winter | <hr/> | <hr/> |
| 3. Spring | <hr/> | <hr/> |
| 4. Summer | <hr/> | <hr/> |

B. Sales copies needed on campus by:

C. Additional staff copies needed by:

 Number:

IV. Royalties

A. Royalty checks to be made payable to:

| | |
|-------|------------------------|
| <hr/> | <hr/> |
| Name | Social Security Number |

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PUBLISHING AGREEMENT

PUBLISHING AGREEMENT made on _____, by and between, _____ hereinafter called CO-AUTHOR and CAT Publishing hereinafter called Publisher with its principal place of business at 10793 Northgate Drive, Palo Cedro, California, 96073.

1. **THE WORK.** CO-AUTHOR will prepare for publication a work, titled: _____ in consideration of the mutual covenants by each party to be kept and performed by CO-AUTHOR and Publisher, they agree to collaborate in the preparation and use of the Work and all subsequent revisions as follows. This agreement may be canceled by either party prior to the typesetting and/or printing of the Work

2. **MANUSCRIPT.** CO-AUTHOR agrees to prepare a manuscript using a word processor that is compatible with publisher's software, such as Microsoft Word, and provide publisher with the electronic file(s). The manuscript will include all desired index entries, coded & entered correctly, in the body of the text. The costs of implementing the CO-AUTHOR'S manuscript into a final form-ready for printing, such as fees for word processing or the creation of figures, graphs or charts (charged at the rate of \$30 per hour), as well as any costs for artwork, or other directly related costs will be charged against the CO-AUTHOR'S future royalty payments. CO-AUTHOR agrees to proofread and mark corrections. CO-AUTHOR warrants that he/she is the sole proprietor of the Work; that the Work has not been previously published except as disclosed to Publisher; that CO-AUTHOR is the sole owner of the rights being conveyed to Publisher; that the Work is original and does not infringe upon any statutory copyright or common law copyright, and that the extent that materials may be used by written permission of the copyright holder, CO-AUTHOR will provide written permission from the copyright holder to Publisher at the time the complete manuscript is delivered. CO-AUTHOR shall indemnify and hold Publisher harmless against and from any loss, expense, or damage it may suffer by reason of a breach of any of the foregoing warranties.

3. **PUBLICATION.** Upon receipt of complete and final manuscript, acceptable to Publisher in form and content, Publisher and CO-AUTHOR shall determine the price of the Work to be sold, although Publisher has the right to limit the retail sales price of the Work. Publisher shall proceed at its own expense to manufacture, warehouse, and distribute the Work. An estimated quantity of _____ copies of the published Work are expected to be sold to students the first year. As long as this Agreement is in effect, Co-Author will not, without written consent of Publisher, prepare or assist in the preparation of any other work which might in any way interfere or conflict with the preparation or sale of any Work covered by this Agreement. CO-AUTHOR and Publisher agree that the terms of this Agreement shall bind the executor, administrators, and assigns of CO-AUTHOR and the successors and assigns of Publisher. In the event that more than one person is party to this Agreement as CO-AUTHOR, any surviving person or persons party to this Agreement as CO-AUTHOR shall have full power and authority to revise Work at Publisher's request, without the consent of the estates of any deceased persons party to this Agreement as CO-AUTHOR. Upon publication, Artwork shall remain the property of Publisher. As long as this Agreement is in effect, AUTHOR will not, without written consent of Publisher, prepare or assist in the preparation of any other work which might in any way interfere or conflict with the preparation, sale, or timely revision of any Work covered by this Agreement. Publisher shall not be liable for delays in publication caused by shortages of labor or materials, fires, acts of God, governmental restrictions, or similar or dissimilar circumstances beyond its control.

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This written Agreement and any written amendments executed by all parties, contain the entire agreement of the parties. In witness whereof, the respective parties have executed this Agreement.

CO-AUTHOR

Social Security Number

CAT PUBLISHING CO.

Date Accepted