



# BOOKBELL<sup>TM</sup>

## ISO CERTIFIED 9001:2015

“Lets begin the bond.... with us...  
for a better tomorrow.....”

BOOKBELL is a Guwahati-based 9001:2015 ISO Certified Organisation established in 2013 by a highly committed team of professionals having long and rich experience in the field of printing and publishing. We are also into marketing of various products and services, media PR, advertising including electronic media (TV & FM), print media and event management. We also promote video editing, 3D animated graphic designing and all outdoor and indoor branding. We always endeavour to fully satisfy our customers.

## OUR SERVICES

- ✓ BOOK PUBLISHING
- ✓ BOOK MARKETING
- ✓ ALL PRINTINGS
  - OFFSET PRINTING
  - DIGITAL PRINTING
  - PVC ID CARD PRINTING
  - FLEX & VINYL PRINTING
  - GLOW SIGN BOARD
- ✓ ALL DESIGNING
- ✓ ADVERTISING
- ✓ STRATEGIC MARKETING
- ✓ VIDEO EDITING
- ✓ MEDIA PR
- ✓ BRANDING (IN/OUT)
- ✓ EVENT MANAGEMENT

## WHY US

“All things excellent are as difficult as they are rare”

### Customized solutions:

We develop solutions to suit your needs and budget, rather than going for 'one size fits all', off-the-shelf packages.

### Creative inputs:

Our designers receive regular technical training and updates to keep abreast of the current international trends & styles, to offer to our clients latest and 'out-of-the-box' solutions.

### Detailing:

Every fine nitty-gritty like the design, time delivery, quality is planned in order to keep control on every single aspect of every assignment.

### In-house setup:

Having a full fledged upgraded utility unit helps us keep costs to the minimum and maintain stringent modern quality measures.

### Our Mission:

We strive to excel in the field of Printing and Advertising by constantly upgrading ourselves with the changing market needs to become a major Multi management firm of North East India.

### Manpower:

We are backed by a team of young, dynamic and talented people with enough work experience to immaculately execute all sorts of advertising, printing and media PR tasks.

### Inventory Support:

We have complete inventory support to arrange for required products, workforce, etc., for an event.

BOOKBELL PACKAGES			
FEATURES	PLATINUM Rs. 89,000+GST	TITANIUM Rs. 79,500+GST	GOLD Rs. 63,000+GST
BOOK SPECIFICATION			
Book Binding	Paperback or Hardcover	Paperback Hardcase (Add On)	Paperback Hardcase (Add On)
Cover	√	√	√
Interior	B/W	B/W	B/W
Hard Copies	500 Qnty.	500 Qnty.	500 Qnty.
Pages	Upto 200	Upto 200	Upto 200
Coloured Page	Add On	Add On	Add On
ISBN			
ISBN Allocation	√	√	√
SALES REPORT & PROFIT			
Author Profit Share	100%	70%	50%
Profit Payout	Per 6 month	Per 6 month	Per 6 month
Pre Publishing Support	√	√	√
EDITING			
DTP Manuscript Conversion	First 50,000 words free	First 20,000 words free	Add On
Copy Editing	First 50,000 words free	First 20,000 words free	Add On
PROJECT MANAGER			
Dedicated Project Manager	√	√	√
BOOK DESIGN			
Book Cover Design	Premium	Standard	Add On
Layout Design	√	√	Add On
Book Size	4.75" X 7.25" 5" X 7.8"	4.75" X 7.25" 5" X 7.8"	4.75" X 7.25" 5" X 7.8"
PRINTING			
Digital Proof	√	√	Add On
Inventory Management	Base on Sales	Base on Sales	Base on Sales
Complimentary Copies	10 Copies	7 Copies	5 Copies
Additional Author Copies	Order at Printing Cost	Order at Printing Cost	Order at Printing Cost
DISTRIBUTION			
Online Distribution (Pan India)	√	√	√
Distribution (Assam)	√	√	√
DIGITAL BOOK SERVICES			
eBook Creation	√	√	√
eBook Distribution	√	√	√
MARKETING TOOLS			
Promo Manager	√	√	√
Author's Inspiration (Video link)	√	Add On	Add On
Book Poster	10 Copies	7 Copies	5 Copies
Advertisement Promotion	√	√	Add On
MARKETING SETUP			
Book Review	Add On	Add On	Add On
Social Media Page Setup	√	√	Add On
MARKETING KIT			
QR Code Creation	√	Add On	Add On
Bookstub	√	Add On	Add On
BOOK LAUNCH PROMOTIONS			
Amazon Pre-Order	√	√	√
Facebook Live Book Launch	√	√	√

# FEATURES OF BOOKBELL PACKAGES

## LIST OF SERVICES

### Paperback or Hardcover

You shall have the option to choose your book in between a Paperback and a Hardcover version for binding.

**Note:** There is a cost/price variance in the Hardcover & the paperback version.

### Cover

The cover of the book will be in color.

### Interior

The interior of the book will be in Black & White.

### The Book & Number of Pages

The package will include 500 books with 200 pages. Any additional paged will be charged extra.

### Coloured Page

Any additional coloured pages in the book will be charged extra.

### ISBN Allocation

ISBN (International Standard Book Number) is a 13digit unique identification number by which sellers and libraries use to identify books, magazines, newspapers or other publications. We will create a separate ISBN for Paperback, Hardcover and eBook versions of your book.

### Author Profit Share

You will earn (100% for Platinum, 70% for Titanium & 50% for Gold) of the net profits from the sales of your book. Profits are calculated as follows -

**Profits =MRP – Expenses (Production Cost + Distributor's discount)**

### DTP Manuscript Conversion

In case your manuscript is handwritten we shall provide you promotional offer as per the package you chosen for your book.

**Note: Exceeding the package limit cost will be Rs. 30 per page for English and Rs. 40 per page for Assamese.**

### Copy Editing

Copy Editing is the process of making a manuscript grammatically correct. The editor will check your manuscript for Grammar, Spelling, Tense, Tone and Consistency ensuring an error-free experience for your readers. The turn-around-time for this service varies depending on the complexity of the manuscript, but is usually completed within 30 days.

### Copy Editing Cost

We shall provide you a promotional offer as per set package for your book.

**Note:** Additional cost will be 20paise per word for English and 35paise per word for Assamese once it exceeds the promotional offer.

### Dedicated Project Manager

Our Project Manager will be assigned to assist you all through the publishing process of your book.

### Book Cover Design

Our aim is design a good cover for your book to make it appealing among the readers. Our premium cover design service assures you will get the best cover design from our depository of millions of images. In case you have a decided image for your own book we can put the image of your choice in your book.

### Layout Design

We shall provide you the best & stylish layout design for your book to make it popular among all the readers. For Academic books please refer to 'Advanced layout Design'.

### Book Size

You can choose the book size in between 4.75 inch x 7.25 inch and 5 inch x 7.8 inch

### Digital Proof

You will receive a digital proof of the ongoing work at each step of the design process of your book to help you verify and make necessary changes. After the final verification process, your book goes into print. As a self-published author, it is important for you to give the best and error-free content to your readers. You are requested to take time during the final proof reading to ensure it is error free.

### Inventory Management

We handle the printing and stocking of your book in such a manner so that your book is always available to the entire distribution channel.

### Complementary Copies

Based on your selection of the package, you will be sent complimentary copies as mentioned.

### Additional Author Copies

In case you require additional copies, you may order at printing the cost of the book. Shipping charges will be extra.

### Online Distribution (Pan INDIA)

We will make your book available on all leading e-commerce websites like Amazon, KibaKibi and bookbell.in. Your readers can buy the Paperback or Hardcover version of your book.

### Distribution (Assam)

We will make your book available on all leading book stalls of Assam to make it visible to the readers.

### eBook Creation

Future-proof your content by creating an eBook version of your book to go along with the print version. eBook will be created and distributed via partner stores. 50% profits to author.

### eBook Distribution

Your eBooks can be made available on Amazon Kindle and bookbell.in.

### Promo manager

You can perform promotional offers for your book on Amazon and bookbell.in by offering discount. We shall provide a platform to perform these promotions from your author dashboard on BOOKBELL for 30 days.

**Note: No royalty will be paid to authors on copies sold during the days when the book is under promotions.**

### Author's Inspiration (Video link)

We will create an interview video of the author. How does you wrote the book, what inspired you and also entire experience about your book. The video will shared on YouTube.

### Book Poster

Publisher and authors needs to use social networking broadly to promote their book. We will have a dedicated team who is skilled in designing and using relevant images & posts for social networks.

### Advertisement Promotion

A video trailer of 30 second will be created in which your readers have the opportunity to view it as a trailer for your book. The video will distributed on YouTube and will subsequently useful in

selling the book.

### Book Review

We shall write reviews of your book on newspaper, magazine, blog etc.

### Social Media Page Setup

At present Facebook, twitter, YouTube etc. are the most essential promotional stage in Social Networks. We will create a new Facebook page for your book by using the right keywords, cover photo, profile photo, page description, price etc. If you already have created the Facebook page for your book, we will help you to refurbish & design the existing page.

### QR Code Creation

QR code is a specific code which makes it convenient for the reader to know about the author and the book

### BookStub

Bookstubs are cards that display your book cover and QR code on the front side. The reverse side of a bookstub displays order information. Each bookstub has a unique code that can be easily accessed on bookbell.in. Each bookstub offers a certain level of discount for a limited period.

### Amazon Pre-Order

Make your book available for pre-order on Amazon.in. Amazon is one of

the largest booksellers in India. A pre-order campaign enables you to build-up marketing buzz for your book by allowing readers to pre-book a copy even before it launches.

**NOTE:** Your book's interior and cover files have to be created and finalized in order to start this campaign on Amazon.

- ✓ BOOKBELL creates the final interior and cover files and makes the book available for pre-order only on Amazon.in with a discount for a limited period of days.
- ✓ During this period you can promote the book and get maximum people to pre-book a copy.
- ✓ At the end of the pre-order the book is sent to all the readers who have bought the book during the pre-order period. Book sales are reported to you on your Author Dashboard.
- ✓ You will earn full royalty on books sold during the pre-order period.
- ✓ The book is only listed in other commerce sites after the Amazon pre-order ends.

### Facebook Live Book Launch

We will provide live launch through Facebook for your book.



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