

ARTWORK - Work for Hire

Agreement and Artwork Approval

This agreement is between Pickawoowoo Publishing Group ("PPG") and our contracted Artist Laila Savolainen ("Artist") and Customer ("Author, Customer") for the purpose of creating ARTWORK ("Illustrations" also known as "Work" or "Artwork"). The Customer and Artist may be referred to herein individually as a "Party" or collectively as the "Parties". This agreement is entered into in good faith and upon signature by the Parties indicates acceptance of this agreement and the terms described herein.

The Customer has agreed to pay Pickawoowoo Publishing Group all sums due, which may vary if the scope of the original work required is greater than that estimated quotation or complexity, and any other disbursements (i.e. image bank art graphics if required for digital artwork etc). Artwork is one hundred (100%) upon signing the service agreement. Payment will be made upon invoice. Final work will be released to the Customer, after receipt of any further payment with extended scope to work (if required).

Payment of fees acknowledges Customers understanding and agreement to work terms.

SECTION A

REQUEST FOR PROMOTIONAL ACTIVITIES

Title and Customer Information - Pickawoowoo shall have the right to display any creative work for the limited purpose of demonstrating capabilities and otherwise promoting Pickawoowoo Service's unless advised otherwise by Customer, in writing.

Pickawoowoo may post relevant information about Customer and the book on third-party websites (website, promotional opportunities like YouTube / TV, publicity opportunities such as radio). Information may include the artwork, description of the book, Customer's name /picture, and other related information to the services provided. We would ask the Customer to view this as a good promotional opportunity. However, the Customer reserves the right to have Pickawoowoo remove this information at any time.

The Artist retains the right to include the Work in their online portfolio or business promotion. We would ask the Customer to view this as a good promotional opportunity. However, the Customer reserves the right to request the Artist to remove this information, in writing.

SECTION B

OWNERSHIP OF WORK

Customer acknowledges that the Work was specially ordered or commissioned by the PPG and shall be considered a **WORK-FOR-HIRE** for the Customer. That the Customer owns throughout the universe in perpetuity all right, title and interest in the Work and the results and proceeds of the services, that PPG's Artist shall be deemed the Creator of the Work for purposes of copyright, and that the Customer is entitled to the copyright(s) therein (and all renewals and extensions thereof), with the right to make such changes in the Work and uses thereof as the Customer may from time to time determine within its sole discretion. We also assign to the Customer all now known and hereafter existing rights of every kind (including the copyright and all renewals and extensions thereof), throughout the universe in perpetuity and in all languages, pertaining to the Work for all now known and hereafter existing uses, media, and forms. We hereby waive any claims that we may now or hereafter have in any jurisdiction to so-called "moral rights with respect to the Work.

NO GUARANTEE OF SALES

Every effort is made to meet Customer's expectations however Pickawoowoo cannot promise that any of the services we provide will result in the sales of a minimum number of copies of Customer's book. The Customer acknowledges that Pickawoowoo has no control over the purchasing decisions of book buyers and is not, therefore, liable to Customer or any other party if sales of the book do not meet Customer's expectations.

SECTION C

SERVICE OUTLINE

ACCEPTANCE OF ORDER - a) Acceptance of an order by Pickawoowoo Publishing Group Artwork Service is dependent on payment of 100% (one-hundred) of invoice of the estimated work to be done b) or the act of accepting a Quotation is also made from our web quote system when clicking the 'accept' button whichever occurs first. c) Upon accepting a quotation, the Customer agrees that they have sent the final version of their document and all supporting material

ADDITIONAL FORMATS - Customer can choose .jpg or png files. If however the Customer requests both formats, then the Customer agrees to pay an additional \$25.00 (twenty five) per file, which includes, file transfers. This fee does not include alterations to original works if required.

Customer can request raw file formats including but not limited to photoshop, other design software if available. Customer agrees to pay an additional \$25.00 (twenty five) per file which includes, file transfers.

CHANGES / AUTHOR ALTERATIONS – a) Following acceptance of a Quotation, the Customer understands Pickawoowoo may apply a changes fee for any changes to the Work if commenced. b)

The Customer understands Pickawoowoo has a minimum changes fee to cover the time involved in handling change requests. See section D

CONFIDENTIALITY - All correspondence, information and documents supplied to Pickawoowoo will be treated as confidential and kept securely. All Pickawoowoo employees and associates sign a binding confidentiality agreement.

CREATIVE WORK FEES— All creative work and preparatory work developed and furnished by Pickawoowoo Publishing Group Design Service such as sketches, layout examples, and so forth remain the property of Pickawoowoo and no use of same shall be made, nor any ideas obtained therefore be used, until Customer has paid Pickawoowoo in full. At that time, all said work becomes the exclusive property of the Customer.

CREDIT CARDS- Credit card payments are offered through PayPal only.

CUSTOMER'S ARTWORK/PROPERTY – Pickawoowoo Publishing Group Design Service will maintain vandalism, fire, malicious mischief, sprinkler leakage insurance on all artwork/property belonging to the Customer, while such artwork/property is in Pickawoowoo Publishing Group Design Service's possession. Pickawoowoo's liability for such artwork/property shall not exceed the amount recoverable from such insurance. Customer can request additional insurance coverage in writing, and if the premium is paid to the provider. All Customer supplied artwork/property will be returned on completion if pre-paid postal envelope supplied.

DIGITAL FILES – Customer supplied digital files (i.e. USB stick, CD's) will not be returned unless supplied with pre-paid postal envelope. It is the Customer's responsibility to maintain a copy of all files submitted. Any design files created by Pickawoowoo for the printing of such files will remain the property of Pickawoowoo Publishing Group Design Service until the full payment is received. Source Files are provided to Customer within 60 (sixty) days of completion of the design. Thereafter source files are archived. Extraction fees apply.

DISCLAIMER OF IMPLIED WARRANTIES – Pickawoowoo Publishing Group Design Service warrants only that the work will conform to the description contained in the order. Pickawoowoo maximum liability, whether by negligence, contract, or otherwise, will not exceed the return of the amount invoiced for the work in dispute. Under no circumstance will Pickawoowoo be liable for specific, individual or consequential damages.

DISPUTES - Disputes must be in writing. Any Customer who has a dispute regarding the work undertaken by Pickawoowoo must provide reasonable opportunity for Pickawoowoo to resolve the issues. In the event of any dispute, claim, question, or disagreement arising from or relating to this agreement or the breach thereof, the parties hereto shall use their best efforts to settle the dispute, claim, question, or disagreement. To this effect, the Parties shall consult and negotiate with each other in good faith and, recognizing their mutual interests, attempt to reach a just and equitable solution satisfactory to both parties. If they do not reach such solution within a period of thirty (30) days, then, upon notice by either party to the other, all disputes, claims, questions, or differences shall be finally settled by arbitration administered by the Australian Arbitration Association in accordance with the provisions of its Commercial Arbitration Rules. The terms of this agreement shall be interpreted according to the laws and legal jurisdiction of the State of Western Australia, Australia.

ELECTRONIC MANUSCRIPT OR IMAGE – It is the Customer's responsibility to maintain a copy of the original file provided to the Pickawoowoo Publishing Group. Pickawoowoo is not responsible for accidental damage to electronic images supplied by the Customer or for the accuracy of furnished

input or final output or comparison thereof. Pickawoowoo Publishing Group Design Service can evaluate digital input however no claims or promises are made about Pickawoowoo ability to work with jobs submitted in digital format, and no liability is assumed for problems that may arise thereof.

FILE MANAGEMENT - Pickawoowoo suggests tools for Customers to send documents such as Dropbox or File Transfer websites. We accept no responsibility for any problems arising from their use. Pickawoowoo uses in-house file management (secure offline backup storage) and cloud-based storage. However, Pickawoowoo has no obligation to store a Customer document following the completion of a job and therefore the Customer should store their final files securely

OTHER SERVICES - provided by Pickawoowoo (e.g., website creation, marketing programs, etc.), have separate terms and conditions, separate termination and expiration dates and are governed by separate agreements.

OUTSIDE PURCHASES – All outside purchases as requested or authorised by the Customer, unless otherwise agreed in writing, are chargeable.

PAYMENT - All payments to Pickawoowoo can be made by a) direct deposit b) cheque c) Australian Postal order or d) Paypal. Payments made securely using PayPal Payments are subject to the PayPal terms and conditions and Pickawoowoo processing fees. Pickawoowoo may offer an invoicing arrangement to Customers with whom they have an ongoing business relationship.

POSTAGE – Unless otherwise agreed, the Customer will pay for all postage charges incurred for any material or books to be received and returned.

QUOTATION - a) Pickawoowoo reserves the right to refuse to work on, or issue a Quotation for, any document. b) All prices posted at the Pickawoowoo Publishing Group website, or any agreed upon pricing via acceptance of format quotation are subject to change depending on the nature of the work involved once it is received. c) Should the Customer change their instructions or material we reserve the right to reissue the Quotation

REVISIONS - revert to information in Section D

SPECIFICATION ACCURACY - Quotations and pricing are based on the accuracy of the specifications and information provided to Pickawoowoo Publishing Group Service at the outset. Pickawoowoo can re-quote a job at the time of submission if any materials do not conform to the information on which the original quotation was based.

TERMS/CLAIMS - Payment terms shall be whatever was outlined in the quotation or invoice unless otherwise provided in writing. In the unlikely event that payment is not received, the Customer is liable for all collection costs incurred by Pickawoowoo.

Claims by the Customer must be in writing and within a period of 10 (ten) business days after delivery of all or any part of the order. Failure to make such claim within the stated period shall constitute irrevocable acceptance and an admission that the order fully complies with terms, conditions, and specifications.

TERMINATIONS - Within 10 (ten) business days of cessation of this Agreement by either party, Pickawoowoo shall electronically return all of Customer's Intellectual Property created by Pickawoowoo.

Termination by Customer

i. Customer may terminate this Agreement for any reason and at any time by providing written notice to Pickawoowoo. Customer shall receive a full refund of all monies paid if Customer terminates before the commencement of the Work process. 'Commencement of the Work' is defined as

- (1) Customer's instructions for Artwork submitted or
- (2) Customer's submission of Artwork example and reviewed by PPG or Artist
- (3) The passing of 30 (thirty) days since Customer executed this Agreement, whichever occurs first.

ii. If Customer terminates after the commencement of the Work, no refunds will be given. 'Commencing the Work' is defined by Artist commencing work on the artwork.

iii. Refunds - will be made by Pickawoowoo within 30 (thirty) business days after Customer has provided the notice of termination. Pickawoowoo has 10 (ten) business days to send all intellectual property to Customer upon Customer's request.

Termination by Work Services Provider (Pickawoowoo)

i. Upon written notice to Customer, Pickawoowoo may well terminate this Agreement, the provision of any service hereunder, and Work with or without cause, for any grounds and at any time. Customer will receive a refund as outlined in Addendum A to this Agreement.

ii. Under no circumstances will Pickawoowoo be obligated to complete Works of any kind, including but not limited to those, which in its opinion, contain libellous or obscene material, infringe statutory copyright or common law, the right and or privacy of any person, and/or promote hate, violence, or illegal activities. Should Pickawoowoo terminate the Agreement Pickawoowoo will refund all monies paid by Customer for services not yet commenced.

iii. Pickawoowoo may well terminate this Agreement if Customer owes Pickawoowoo any funds for additional services, (e.g. cover revision fees, interior revision fees, etc.) and has not paid Pickawoowoo within 21 (twenty one) business days of receiving an invoice from Pickawoowoo either through the mail, email.

REFUNDS - please review Terminations and Addendum A.

WEBSITE - All content included on this website is the property of Pickawoowoo. The material may not be reproduced, copied, distributed, stored or re-used unless given written permission from Pickawoowoo. No warranty is given that this website will be free from defects or errors and as such Pickawoowoo accepts no liability for any damage arising from its use or non-availability.

SECTION D.

ARTWORK SERVICE AGREEMENTS

STEP ONE:

ARTWORK SERVICE AGREEMENT:

- i. Pickawoowoo and the Artist shall transfer the copyright of the Work to the Customer upon final payment receipt.
- II. Pickawoowoo and the Artist acknowledges that they do not own or have right or title to the Book containing the ARTWORK, nor to receive any royalties on Book(s) sold, or derivative works containing the Work.
- iii. Pickawoowoo and the Artist agrees to treat all information about the Book's content as Confidential and not cause or permit such Confidential Information to be disclosed to any third party, until the book is published online by the Customer.

REVISIONS:

- i. One round of small revisions may be applied to pre-sketch work (pre-colour) if provided as part of the original quote. Certain revisions may be accommodated during the preliminary comp design phase. Customer will be advised if requests are beyond scope of original artwork quote.
- ii. Additional fees will be charged for revisions above and beyond the included changes and any that are made after the approval of the preliminary comp design, and for revisions reflecting a new direction to the assignment, or new conceptual input. Any revisions beyond the first round, initially agreed amount, will cost an additional \$75 (seventy -five dollars) per hour with a minimum one hour and accomplished in 5-7 (five to seven) business days.
- iii. If revisions cause extensive changes then it is likely to cause greater shift in the artwork. As such a lengthier timeline may be required, up to 10 (ten) business days.
- iv. Should Customer choose NOT to pay the required additional fees outlined in (ii / iii) above for additional revisions, the Customer acknowledges his/her options:
 - retain artwork in its present condition,
 - or make the desired change themselves or through their channels. Once a third party is involved and revises the artwork supplied by Pickawoowoo, Pickawoowoo is no longer accountable for completing revisions to the Artwork.
- v. All rush jobs will constitute a \$50 (fifty) per work (illustration) rush charge.

THE ARTIST HEREBY REPRESENTS AND WARRANTS:

- i. They are the creator of the Work.
- ii. The work does not infringe any copyright, privacy rights, or legal rights of a third party.
- iii. The Work does not contain any unlawful material.
- iv. The Artist hereby warrants that the Customer will have full power to assign the copyright of the material however acknowledgement at all times must go to the original Artist.

PICKAWOOWOO PUBLISHING GROUP HEREBY REPRESENTS AND WARRANTS:

That all material obtained by the Customer including all written material and artwork, will only be used by the Customer. We agree not to publish the material in any other form or on any other media, whether or not the Customer uses said material upon full payment.

The work provided has never before been published in any form. We guarantee that it will not contain matter which is libellous, obscene or otherwise unlawful, that it does not infringe upon any rights of privacy, and that it is in no way a violation or infringement of any existing copyright or license.

THE CUSTOMER AGREES TO ABIDE BY:

Customer agree upon submission of the Work (comprising all literary, Artistic and other material of whatever kind or nature created, developed, furnished, submitted and/or written by the Customer undersigned and all of the results and proceeds of the undersigned's services) which has been commissioned from Customer for creation of "Work", to assign full and complete copyright of the completed text/images supplied, for the full term of copyright of the "Work", throughout the world, so that all such rights shall inure to the Customer and become part of the copyrights and other rights in and to the Work provided.

Customer acknowledges that the Work was specially ordered or commissioned by the PPG and shall be considered a **WORK-FOR-HIRE** for the Customer. That the Customer owns throughout the universe in perpetuity all right, title and interest in the Work and the results and proceeds of the services, that PPG's Artist shall be deemed the Customer of the Work for purposes of copyright, and that the Customer is entitled to the copyright(s) therein (and all renewals and extensions thereof), with the right to make such changes in the Work and uses thereof as the Customer may from time to time determine within its sole discretion. We also assign to the Customer all now known and hereafter existing rights of every kind (including the copyright and all renewals and extensions thereof), throughout the universe in perpetuity and in all languages, pertaining to the Work for all now known and hereafter existing uses, media, and forms. We hereby waive any claims that we may now or hereafter have in any jurisdiction to so-called "moral rights" or rights of "droit moral" with respect to the Work.

OTHER:

Consultation with external providers

Customer acknowledges that Pickawoowoo is unable to consult with Customer's outside designer or third party provider unless consult fees are paid to cover our time to do so. Time taken to address a third party queries means Pickawoowoo's paid Customers having to wait. We appreciate Customer's understanding. If Customer or Customer's designer or support team requires Pickawoowoo's assistance meeting any press-ready requirements or producing new artwork files, then Customer shall be billed at a rate of \$75.00 (seventy-five) per hour, with a minimum \$50 (Fifty) dollar charge.

Cancellation fees:

Cancellation ("kill") fees are due based on the work stage.

i) If for any reason the job is cancelled or postponed before the work commences, a ten percent (10%) administration fee of the total fee is due as outlined in Refund Schedule. Upon cancellation all rights to the art revert to the "Artist" and all original art must be returned or destroyed, including sketches, comps, or other preliminary materials.

ii) One hundred percent (100%) of the total fee is due despite cancellation or postponement of the job if the WORK has commenced or been completed. Upon cancellation all rights to the art revert to the "Artist" and all original art must be returned or destroyed, including sketches, comps, or other preliminary materials.

The parties:

In the event of any dispute, claim, question, or disagreement arising from or relating to this agreement or the breach thereof, the parties hereto shall use their best efforts to settle the dispute, claim, question, or disagreement. To this effect, the Parties shall consult and negotiate with each other in good faith and, recognizing their mutual interests, attempt to reach a just and equitable solution satisfactory to both parties. If they do not reach such solution within a period of thirty (30) days, then, upon notice by either party to the other, all disputes, claims, questions, or differences shall be finally settled by arbitration administered by the Australian Arbitration Association in accordance with the provisions of its Commercial Arbitration Rules.

The terms of this agreement shall be interpreted according to the laws and legal jurisdiction of the State of Western Australia, Australia.

Pickawoowoo, and the Customer have executed this agreement on the day and year below, to be effective immediately if the dates are the same, or on the date of the later signature if the dates are not the same.

SECTION E.

ARTWORK APPROVAL

STEP TWO: ARTWORK APPROVAL

Please check the final artwork carefully. The artwork has been built on your specs and instructions. Although we would like you to be happy with the final artwork the time invested into your artwork is consistent with the service you have chosen and the amount you have paid. Original artwork is both creative and complex, so the more information you can provide initially, the better.

Your signatures below constitute acceptance of full responsibility for all errors, omissions and legal and ethical compliance in this document. Our company nor Artist will accept liability for errors overlooked at this stage.

Original artwork must be acknowledged in the copyright or copyright of your book or any other format utilised i.e. **Artist: Pickawoowoo: Laila Savolainen**

Please check these files (i.e. sketch proof/ colour proof / finals etc) carefully for errors or omissions. Your signatures below constitute acceptance of full responsibility for all errors, omissions and legal and ethical compliance in this document. Our company nor Artist, Designers will accept liability for errors overlooked at this stage. *Any changes from your information supplied or previously approved will be charged extra according to both time, delivery of files and materials.*

Checklist Signature:

Please initial each image under the correct column according to your requests.

Image Number	Ok as is	Ok with corrections - no further proof required	Alterations required show new proof	Additional Notes (if required)
1				
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IMPORTANT NOTE:

- *Colour Proofs - this is not approval for colour matching - this is purely for alterations, errors, omissions and legal and ethical compliance.*
- *All signatures are required per image before the next stage in the artwork cycle or design layout can continue.*

I certify this form has been checked and is correct

I certify that the image proof received is correct and that Pickawoowoo Publishing Group (PPG) are authorised to utilise the artwork / cover as requested in design service agreements (if chosen) and/or supply to Customer final files. PPG bear no responsibility for any eventual incorrect content / data delivered.

I hereby authorise PPG to use the artwork supplied for book / ebook purposes..

_____ (BOOK NAME)

_____ (CUSTOMER NAME)

Signed:

Date:

Addendum

ADDENDUM A

Refund Schedule

While Pickawoowoo will attempt to create and fulfil a Customer's vision, the Customer acknowledges that his/her dissatisfaction with any creative element is not grounds for any refund.

The refund schedule below is for the artwork service and does not include any other service, including, but not limited to editing, marketing, etc.

Please refer also to TERMINATIONS in this agreement.

Publishing Stage	Commencement of Step	Refund At Time of Initial Order
Payment and Agreement Signed	Before the commencement of the Work process. 'Commencement of the Work' is defined as (1) Customer's instructions for Artwork submitted or (2) Customer's submission of Artwork example or (3) The passing of 30 (thirty) days since Customer executed this Agreement, whichever occurs first.	Full amount paid (less credit card processing fees and 10% admin fee) if Customer terminates prior to Commencement of Work Process
Commencement of Works	If Customer terminates after the commencement of the Work, no refunds will be given. 'Commencing the Work' is defined by Artist commencing work on the artwork.	Nil



Author Website Terms

This agreement is made between Pickawoowoo Publishing Group, ("Pickawoowoo") and the copyright holder of said book, assignee thereof, or anyone authorised to execute this Agreement ("Customer").

Payment of fees acknowledges Customers understanding of website terms.

1. Website Provided

All content for the pages described in this section must be provided by Customer.

For all website services, Customer recognises that input from Customer is required and will ultimately determine the time frame of the website's completion.

Each website includes the following as defined above:

- Choice of 3-6 Free or Paid wordpress template (dependant on website package)
- Five content pages
- Blog (dependant on website package)

Five Content Pages: Every website comes with 5 (five) content pages:

Please view Addendum A: website content

Page 1: Homepage – Book synopsis/description

Page 2: About the Author – Author bio and/or photo

Page 3: Excerpts – The excerpts can be one sequential portion of Customer's Book specified by Customer, viewable online (excerpts made available as PDFs or plain text, taken directly from Customer's final, approved interior file) OR - the book preview file we supply as part of Customers Marketing Files, taken directly from Customer's final approved interior file can be utilised.

Page 4: Contact Information – A contact form and/or any contact information Customer wishes to make available to the public.

Page 5: Order Page / Redirect. – Customer shall have an order link redirect as set forth below.

- Redirect Options
 - Pickawoowoo's Direct-to-Reader sales page (if purchased by the Customer); or
 - Customer's PayPal page (Customer must set up his/her PayPal account); or

- The Customer's Amazon.com or BN.page

WEBSITE SILVER AND GOLD PACKAGES INCLUDE:

Page 6: Blog: Content for Customers first blog - recommended 300-600 words.

ADDITIONAL CONTENT /SERVICES

Additional content OR services beyond the included pages detailed above will be subject to a \$88.00 (eighty-eight dollars) per hour web design charge determined at Pickawoowoo's discretion.

Customer acknowledges that the following services are NOT included as part of any website service:

- Web domain
- Website Hosting
- Links to your social media pages
- Google analytics to track your followers
- Creation of custom graphic design elements, such as headers and backgrounds, other than those that can be created using Customer's existing book images or cover image(s) or those supplied to suit template chosen
- Purchase and use of iStock images, other than those supplied by Customer
- Image gallery to enrich the interactive experience with your book
- Add more pages / web tabs.
- Creation or addition of flash animation
- Implementation of eCommerce functionality,
- Creation of online forums or areas for visitor interaction, other than blog
- Mailing list set-up
- Set-up of domain-specific email addresses
- SEO keyword research or writing
- A sales order form page that is conducive to their wordpress/CRM system such as MAILCHIMP etc.
- YouTube video (you tube video must be supplied or go to our Book Trailer service <http://www.pickawoowoo.com/marketing/online-book-marketing-tools/book-trailers/>)
- Shopping cart for your own internet sales. We urge you to discuss this with your business coach before making a decision on a shopping cart.

Upon request, Pickawoowoo may provide Customer with a custom quote for website services not included as part of any website service.

2. Website Creation Commencement & Timeline

The website creation process ("Process") will begin after the Customer has approved the electronic style proof of his/her print INTERIOR book through Pickawoowoo or after Customer has received the style sample chapter of his/her eBook (where ePublishing).

Customer shall choose from website themes provided. Within 20 (twenty) business days of Customer's selection of template and provision of ALL page content, Pickawoowoo shall provide a temporary link to the website draft.

The Customer will have 1 (one) round of minor revisions to the website draft (e.g. correcting minor design changes where possible within the ability of template chosen such as colour changes, margin realignment, slight reposition of buttons or links and any Author Alterations such as typos.).

Once revisions are emailed to Pickawoowoo then each round of revisions will be completed within 7 (seven) business days from when the revisions are submitted by Customer. If Customer desires any further changes to the original content provided and is outside of the first round, included revision, then the revisions are subject to Pickawoowoo's website revision fees. Additional rounds of website revisions or any revisions once the website is live Pickawoowoo shall provide a time estimate and cost. Website revisions are charged at \$88.00 (eighty-eight dollars) per hour with a 1 (one) hour minimum.

3. Domain Name

Customer acknowledges that Pickawoowoo cannot provide website creation services until a domain is purchased.

The Customer is responsible for purchasing a domain name for his/her website or Pickawoowoo can undertake the service for an admin fee of \$88.00 (eighty-eight dollars) per hour - minimum 1 (one) hour. Web domains can be purchased via recommended hosts also at <http://authorswish.com/promotes/#website-hosting>.

Customer is responsible for updating the website domain through his/her chosen domain registrar to ensure that the website is visible online. The Customer will have the option to:

- Work with his/her registrar to change the "A Record" or "name servers" or
- Provide Pickawoowoo his/her registrar log in information and Pickawoowoo will change the "A Record" or "name servers" - ADMIN FEES involved.

Customer acknowledges that if a domain name is not current or renewed then when going live the Customer's site will not be visible to the public. Therefore, the Customer is responsible for renewing his/her domain name in a timely manner.

4. Website Hosting

Customer is responsible for securing his/her own Website hosting or recommended hosts can be found at <http://authorswish.com/promotes/#website-hosting>. The Customer is responsible for setting up the website files that Pickawoowoo provides with the website host. The website host will often provide this service or alternatively an upload fee of \$88.00 (eighty-eight dollars) per hour, can be requested.

5. Third-Party Services

Customer acknowledges that Pickawoowoo is not responsible for the incorporation or integration of third-party services on Customer's website (e.g. installing youtube videos or a email list management tool) unless specifically outlined in these terms and conditions.

6. Changes to Website after Launch

Customer acknowledges that he/she owns the Website and therefore can make changes or employ any professional to make changes without paying additional fees to Pickawoowoo.

Once Customer's website is live on the internet, the Customer is responsible for all updates and changes. Pickawoowoo cannot be responsible for, and will not technically support, any changes made by Customer once the Website is live. All rights, title, and interest, including any copyrights in Content and the Website, except for the generic template designs, are Customer's.

7. Additional Website Features

Requests for additional features as indicated in point 1 - ADDITIONAL CONTENT / SERVICES - and not specifically set forth in these website terms may be evaluated for implementation feasibility at the time of the request. If the request is able to be implemented into the website templates chosen by Customer then Pickawoowoo shall provide a quote for the additional work. Customer will be required to agree in writing to the additional terms. Payment proceeds fulfilment therefore complete payment before any work on the additional feature(s) will be required.

8. Refunds

Once Pickawoowoo has commenced working on a website or related service, there are no refunds as Customer acknowledges that Pickawoowoo has put in a significant amount of work. "Commenced Working on a Website" includes email discussions on requirements and Customers wish list, expectations for Website.

Pickawoowoo will attempt to create a website that fulfils the Customer's vision and expectations, however the Customer acknowledges that his/her dissatisfaction with any creative element is not grounds for a refund. Pickawoowoo will make its best effort to complete Customer's website from their chosen template and within the number of days indicated in the Website Creation Process / Timeline above.

9. Descriptions

Contact Form: If purchased, a contact form is a form built into a web page that allows site visitors to send messages to the Customers designated email inbox associated with that specific contact form. Contact forms are recommended to have a CAPTCHA - which is a built in spam/security system requiring visitors to type in characters, thus minimising spam emails to Customers.

Content Management Systems ("CMS"): Are systems built so that website owners can update and change content on their websites. Pickawoowoo offers two types of CMS systems: Wordpress and FTP. (dependent on package chosen)

Full FTP Access: Provides Customers with the necessary access to make changes to the website files whilst on the web server. Customers will be provided with a File Transfer Protocol (FTP) account. This allows the Customer to download and edit every file from their website. Please note: making changes to a site with full FTP requires significant knowledge of HTML and CSS. Full FTP Access sites are only recommended for Customers with a professional webmaster who can manage, edit and update the sites once they have been built by Pickawoowoo . Pickawoowoo will provide Customer all HTML files, images, and CSS files upon completion.

Gallery: If purchased, Customer may submit up to ten (10) images and/or videos to be placed in a gallery page on Customer's website (if template chosen supports a gallery addon). Images supplied must be web optimised (small files) alternatively charges apply for conversions. Gallery videos must be hosted on the web and a link provided (e.g. on YouTube).

Google Analytics: If purchased, Pickawoowoo will set up Google analytics for website. Customer will be granted administrator access to the Analytics data if Customer provides a Google email address or an email address that the Customer has previously used for Google Accounts.

Social Media Links: If purchased, Pickawoowoo can add links to any Customer social media accounts and will do so in a manner that is consistent and attractive with the overall site design.

Upload File Size: Customer is only allowed to upload or have Pickawoowoo upload on Customer's behalf files that do not exceed 2MB each.

Website Hosting: Pickawoowoo recommends the following hosts <http://authorswish.com/promotes/#website-hosting>. Customer can select their own host at any time, but if Customer's site is built in Wordpress, switching hosting providers will require Customer to reinstall their website and Wordpress within their new hosting account.

Wordpress Powered Content Management: Provides ability to make changes to text and images without the user having an in-depth knowledge of HTML or other coding language. This system is conducive to Customers who plan only to make basic text and image updates. Customer acknowledges that this is a limited-access CMS and therefore means that the Customer will be unable to change layout, design, colour scheme, or install/modify plug-ins with some templates. Customer is responsible for all install and setup relating to the website being hosted unless engaging Pickawoowoo to do so.

Website - _____

Template chosen _____

Five Content Pages:

Page 1: Homepage – Book synopsis/description

[Add info here]

Page 2: About the Author – Author bio and/or photo

[Add info here]

Page 3: Excerpts – The excerpts can be one sequential portion of Customer's Book specified by Customer, viewable online (excerpts made available as PDFs or plain text, taken directly from Customer's final, approved interior file) OR - the book preview file we supply as part of Customers Marketing Files, taken directly from Customer's final approved interior file can be utilised.

[Add info here]

Page 4: Contact Information – A contact form and/or any contact information Customer wishes to make available to the public.

[Add info here]

Page 5: Order Page / Redirect. – Customer shall have an order link redirect as set forth below.

[Add info here]

[Or Book order to be linked to Amazon Page once book is finalised and available]

SILVER PACKAGE INCLUDES:

Page 6: Blog:

[Add info here]

Images available

[Please provide any images you wish to use in website layout. Web images are to be optimised for WEB.]

Options:

[Outline any options you would like to add to your Website Service and we will organise a quote]



Book Coaching Services Terms

The [book coaching](#) fee is a non- refundable service and paid in advance. Upon payment of this service the CLIENT agrees to all outlined herewith:

This agreement, between Pickawoowoo Publishing Group and their representatives (herein named as COACH) and the above named CLIENT, will commence upon payment of the coaching package (Bronze, Silver, Gold) or hourly fee as selected by the CLIENT.

Should the CLIENT wish to undertake coaching on an hourly basis then the fee for our initial 60-minute meeting is an INTAKE SESSION FEE of \$125 +gst (one hundred and twenty). The fee thereafter for coaching is also payable in advance on a set hourly \$97 +gst (ninety-seven) and appointment based request basis. The fee covers each hour of scheduled coaching sessions.

Upon completion of the initial coaching session the CLIENT can request further hourly sessions or convert to a package.

The service provided to the CLIENT by the COACH is [book coaching](#) as outlined on our website. Coaching services may include setting priorities, establishing goals, identifying resources, brainstorming, creating action plans, asking clarifying questions, and providing models, examples, and in-the-moment skills training. The COACH promises that all information provided by the CLIENT will be kept strictly confidential, as permissible by law.

Throughout our coaching relationship, the COACH will engage in direct and personal conversations with the CLIENT, which will include asking explicit questions and making requests. The purpose of these interactions is to remind the CLIENT of his/her own intentions, and coach him/her to realize them. In order for our coaching relationship to achieve the maximum result, the COACH asks that the CLIENT agree to the following:

1. Please be available on time for all phone /skype appointments. If you will be late, notify the COACH in advance or Pickawoowoo Office. If you miss an appointment, notify the COACH or Pickawoowoo Office at least 24 hours in advance. Appointments missed without 24 hours notice will only be rescheduled at the COACH's discretion.
2. The COACH agrees to respond to all emails within 3 (three) business days via email.
2. The CLIENT to be honest and participate fully. The CLIENT acknowledges that our sessions are a safe place to look at what they really want, and what it will take to make it happen for their publishing project.
3. The CLIENT agrees to make a commitment to the action plans they create, and do what has been agreed to do.
4. Understand that the power of the coaching relationship can only be granted by you the CLIENT, and commit to making the relationship powerful. If you see that the coaching is not working as you desire, communicate and take action to return the power to the relationship. Request assistance.

The CLIENT's payment for this service indicates compliance with the above requests, and understanding of the services to be provided.

All the best.



Marketing Services Terms

This agreement is made between Pickawoowoo Publishing Group, ('Pickawoowoo') and the copyright holder of said book, assignee thereof, or anyone authorised to execute this Agreement ("Customer").

Payment of fees acknowledges Customers understanding of work terms .

A. REQUEST FOR PROMOTIONAL ACTIVITIES

Title and Customer Information - Pickawoowoo may post relevant information about Customer and the book on third-party websites (website, promotional opportunities like YouTube / TV, publicity opportunities such as radio). Information may include the book's cover, description of the Book, Customer's name /picture, and other related information to the services provided. However, the Customer reserves the right to have Pickawoowoo remove this information at any time.

B. SERVICES AVAILABLE

1. Publishing Imprint / Logo
2. Facebook Fan Page
3. Twitter Profile
4. Basic HootSuite Subscription
5. Goodreads Profile
6. Goodreads Advertising Campaign
7. Amazon Author Exposure
8. Amazon Search Inside / Google Search Inside

C. NO GUARANTEE OF SALES

Every effort is made to meet Customer's expectations however Pickawoowoo cannot promise that any of the Marketing services will result in the sales of a minimum number of copies of Customer's book. The Customer acknowledges that Pickawoowoo has no control over the purchasing decisions of book buyers and is not therefore liable to Customer or any other party if sales of the book do not meet Customer's expectations.

D. SERVICE AGREEMENTS BASED ON SERVICES PURCHASED BY THE CUSTOMER

Individual services outlined from 1 - 8

Author Branding Package includes all of the services set forth services numbered 2 - 7

Important: If Customer fails to submit any materials, revisions, etc., in a timely manner then the service cannot proceed until material is submitted.

1 Publishing Imprint Logo

i) Service Outline

This service includes the following:

- Custom designed publishing imprint logo for your book based on support sheet provided
- A pencil draft Publishing Imprint Logo to start then,
- Either One colour (Black and White) or Coloured
- Provided as high resolution print ready JPG or PNG file
- Up to two rounds of small revisions.

'Commencement of Service'. When the Customer sends a logo concept and Artist commences, it is at this point that Pickawoowoo starts creating the publishing imprint logo. Once this service commences, there are no refunds.

ii) Copyright of Publishing Imprint Logo

Everything Pickawoowoo creates for the Publishing Imprint Logo is owned by the Customer.

Every effort is made to meet Customer's expectations however the Customer acknowledges that there is no guarantee that Customer will like the Publishing Imprint Logo developed by Pickawoowoo despite Pickawoowoo's best efforts. While Pickawoowoo will attempt to create a Publishing Imprint Logo that fulfils the Customer's vision within the number of revisions outlined above, the Customer acknowledges that his/her dissatisfaction with any creative element is not grounds for any refund. The Customer can request further changes as outlined below.

iii) Estimated Timeline / Add-ons

The first draft of the Publishing Imprint Logo will be completed within 7 (seven) business days from the actual date of provision of information by Customer. Pickawoowoo shall have up to 5 (five) business days to work on each round of revisions submitted by Customer via email.

Customer can request further changes to the Publishing Imprint Logo after the two rounds of revision and the Customer shall pay \$88.00 (eighty-eight dollars) per hour, with a \$88 minimum charge. Such revisions will be completed within 7 (seven) business days from the date of payment by Customer.

Customer can request additional files to the Publishing Imprint Logo as outlined below Such revisions will be completed within 7 (seven) business days from the date of payment by Customer.

- If Customer requires multiple files such as high resolution, low resolution, various file formats then the Customer will pay for file additional files, file transfer and time to organise said files at \$37.50 (thirty-seven dollars and fifty cents) per file.
- If one colour (i.e. black and white) to be converted to additional colour versions then the Customer will pay for each colour file thereafter of original file JPG or PNG file at \$37.50 (thirty-seven dollars and fifty cents) per file.

- If one colour image created (i.e. black and white or one colour) to be converted into a MULTI -COLOURED logo then the Customer will Customer shall pay \$88.00 (eighty-eight dollars) per hour, with a \$88 minimum charge. Such revisions will be completed within 7 business days from the date of payment by Customer.

Pickawoowoo acknowledges that the Customer is within their rights to hire anyone to make changes to the final Publishing Imprint Logo and is not required to pay Pickawoowoo to make the requested changes. That said, Pickawoowoo is not responsible for, and cannot offer support for any changes made by Customer once Publishing Imprint Logo files have been provided, unless Pickawoowoo has specifically been hired to make such changes.

2 Customized Facebook® Fan Page

i) Service Outline

This service includes the following:

- Custom designed Facebook fan page for your book
- A downloadable pdf /epub file on Facebook for to Authors download
- Two page revisions

'Commencement of Service'. When the Customer approves their final bio, book cover and book synopsis OR on provision of said information, it is at this point that Pickawoowoo starts creating the Facebook Fan Page. Once this service commences, there are no refunds.

ii) Copyright To Fan Page Content / includes Facebook Terms

Everything Pickawoowoo creates for the facebook Fan Page is owned by the Customer. Customer acknowledges via purchasing this service from Pickawoowoo, the Customer is consenting to all Facebook terms and conditions for the purpose of - creation and use of a Fan Page.

Every effort is made to meet Customer's expectations however the Customer acknowledges that there is no guarantee that Customer will like the Fan Page developed by Pickawoowoo despite Pickawoowoo's best efforts. While Pickawoowoo will attempt to create a Fan Page that fulfils the Customer's vision within the number of revisions outlined above, the Customer acknowledges that his/her dissatisfaction with any creative element is not grounds for any refund. The Customer can request further changes as outlined below.

iii) Estimated Timeline

The first draft of the Fan Page will be completed within 10 (ten) business days from the actual Upload Date. Pickawoowoo shall have up to 5 (five) business days to work on each round of revisions submitted by Customer via email.

Customer can request further changes to the Fan Page after the two rounds of revision and the Customer shall pay \$88.00 (eighty-eight dollars) per hour, with a \$88 minimum charge. Such revisions will be completed within 10 (ten) business days from the date of payment by Customer.

Pickawoowoo acknowledges that the Customer is within their rights to hire anyone to make changes to the Fan Page and is not required to pay Pickawoowoo to make the requested changes. That said, Pickawoowoo is not responsible for, and cannot offer support for any changes made by Customer once Facebook Fan Page is live, unless Pickawoowoo has specifically been hired to make such changes.

3. Customized Twitter® Page Terms

i) Service Outline

This service includes the following:

- Twitter Page Set Up with Stylised Background and Header Image branded similar to other services provided in Author Branding Package
- A downloadable pdf /epub file on Twitter for to Authors download
- Two Rounds of Page Revisions
- 'Commencement of Service'. When the Customer approves their final bio, book cover and book synopsis OR on provision of said information, it is at this point that Pickawoowoo starts creating the Twitter Page. Once this service commences, there are no refunds.

ii) Copyright To Twitter Content / Twitter Terms

Everything Pickawoowoo creates for the Customers Twitter Page is owned by the Customer. Customer acknowledges via purchasing this service from Pickawoowoo, the Customer is consenting to all Twitter terms and conditions for the purpose of - creation and use of a Fan Page.

Every effort is made to meet Customer's expectations however the Customer acknowledges that there is no guarantee that Customer will like the Twitter developed by Pickawoowoo despite Pickawoowoo's best efforts. While Pickawoowoo will attempt to create a Twitter Page that fulfils the Customer's vision within the number of revisions outlined above, the Customer acknowledges that his/her dissatisfaction with any creative element is not grounds for any refund. The Customer can request further changes as outlined below.

iii) Estimated Timeline

The first draft of the Twitter Page will be completed within 10 (ten) business days from the actual Upload Date. Pickawoowoo shall have up to 5 (five) business days to work on each round of revisions submitted by Customer via email.

Customer can request further changes to the Twitter Page after the two rounds of revision and the Customer shall pay \$88.00 (eighty-eight dollars) per hour, with a \$88 minimum charge. Such revisions will be completed within 10 (ten) business days from the date of payment by Customer.

Pickawoowoo acknowledges that the Customer is within their rights to hire anyone to make changes to the Twitter Page and is not required to pay Pickawoowoo to make the requested changes. That said, Pickawoowoo is not responsible for, and cannot offer support for any

changes made by Customer once the Twitter Page is live, unless Pickawoowoo has specifically been hired to make such changes.

4. Hootsuite® Subscription

i) Service Outline

'Hootsuite' is an online social media organisational tool that is designed to allow the Customer to create and manage an online social media posting schedule.

The Customer acknowledges by purchasing this service from Pickawoowoo, the Customer is consenting to all terms and conditions of Hootsuite.com.

Pickawoowoo does not provide specific advice to a Customer regarding creation or actual posts related to the Customer's book subject. Hootsuite is provided to Customer to assist the Customer in scheduling and posting content and should be considered an organisational tool.

The Customer will be provided with Hootsuite login and password information from Pickawoowoo and the Customer will be solely responsible for maintaining this account.

5. Goodreads® Page

i) Service Outline

This service includes the following:

- Development of your Goodreads book page
- Development of your Goodreads author page
- Author verification for Goodreads Author Program
- Goodreads Giveaway of three copies of your book

Before Pickawoowoo begins execution of Service, Customer must complete the Goodreads Profile Questionnaire.

Pickawoowoo will set up on behalf of the Customer a temporary email account allowing so an author account on Goodreads.com to be created. Pickawoowoo will verify Customer's book on Goodreads.com and Goodreads.com will send an email to the temporary email account within 1-3 (one to three) business days.

By accepting these terms, the Customer gives Pickawoowoo permission to include book cover image, book description, and book information (i.e. page length, publication date, etc.). The Customer understands that he/she must provide book cover image, book description, book information to Pickawoowoo.

After the profile set up and giveaway are complete the Customer will be given the Goodreads account login information. If Customer has purchased Pickawoowoo's Goodreads Advertising service, the Customer will be provided with the account login information after the advertising program has finished.

Upon completion any updates and changes to the Customer's author profile and Goodreads page are the sole responsibility of the Customer and are not covered by the terms of this service.

Goodreads Giveaway is for print book only and includes:

- Ad management for 1 (one) month. Pickawoowoo will host a 'Goodreads Book Giveaway' for Customer's book. Pickawoowoo will undertake and host the Goodreads Giveaway from Customer's Goodreads account.
- The Customer is responsible for shipping 3 (three) physical copies of book to Giveaway winners within 5 (five) business days of receipt of winner contact information. Pickawoowoo will provide the names and addresses of the three (3) winners.
- Customer is responsible for paying for shipping of 3 (three) books.
- After 1 (one) month the Goodreads giveaway is complete and Pickawoowoo will provide a Summary with number of Goodread requests /activity, if any.
- Customer has the option to continue the campaign and have ad management transferred over to Customer or have Pickawoowoo manage the ads,

Note: If Customer book is available only in ebook format then the giveaway portion of this service will not be completed i.e. as part of Author branding package. No refund or credit is available for the Goodreads giveaway when this service is purchased for books available in ebook format only.

ii) Copyright To Goodreads Page Content / Goodreads Terms

Everything Pickawoowoo creates for the Goodreads Profile service is owned by the Customer. Customer acknowledges via purchasing this service from Pickawoowoo, the Customer is consenting to all Goodreads and conditions for the purpose of - creation and use of a Goodreads Page.

Every effort is made to meet Customer's expectations however the Customer acknowledges that there is no guarantee that Customer will like the Goodreads Page developed by Pickawoowoo despite Pickawoowoo's best efforts. While Pickawoowoo will attempt to create a Goodreads Page that fulfils the Customer's vision, the Customer acknowledges that his/her dissatisfaction with any creative element is not grounds for any refund.

Goodreads, owned by Amazon is as a third party. Therefore they are entitled to make any changes that they see fit to their site without ramifications to Pickawoowoo. Changes as such, are beyond Pickawoowoo's control. If Goodreads makes any change that affect this service, Pickawoowoo will provide Customer with a comparable alternative where possible.

'Commencement of Service'. When the Customer provides Goodreads profile information or questionnaire whichever is first the service commences. It is at this point that Pickawoowoo starts creating the Goodreads Page. Once this service commences, there are no refunds.

6. Goodreads® Advertising Campaign

i) Service Outline

This service costs includes the following:

- Ad management for duration of budget (discussed with Customer)
- Ad campaign with 4-6 (four - six) ads

ii) Account Set Up and Procedure

Customer acknowledges that funds are required to kick start the advertising campaign - funds are discussed prior to commencement.

In the event that the Customer does not have a Goodreads account, the Customer must create one immediately or purchase Pickawoowoo's Goodreads Page Service outlined in Item 5. The Customer agrees to provide Pickawoowoo immediately with Customers Goodreads username and password if Customer is using an existing Goodreads Account for Goodreads Advertising Campaign.

Customer is requested NOT to make alterations to the account during the campaign. In the event that Customer does makes alterations within the Goodreads account while Pickawoowoo is managing the campaign it may negatively impact on the final outcome of the Goodreads Advertising service.

Pickawoowoo cannot estimate nor guarantee how long the Customer's budget will last during the campaign as this is determined by the number of clicks and/or visits to the Customer's Goodreads Page. The cost-per-click (CPC) is reliant on external factors such as demographics, competition for reach, topic, genre and more.

Once the budget has been acquitted within the first ad campaign (run out) Pickawoowoo shall create a simple report showing the results of the campaign available to Customer.

The content for the Goodreads ads are written by Pickawoowoo. Customer acknowledges that the content of the ads are the sole discretion of Pickawoowoo and designed to maximize potential traffic to Customer's Goodreads Page. Pickawoowoo write ads in a style and manner suitable for Goodreads but attempts will be made to please the Customer where possible.

iii) Copyright To Ad Content / Goodreads Terms

Customer is permitted to utilise the Pickawoowoo ad content for any purpose. The Customer further acknowledges that Pickawoowoo are able to utilise similar content in other ads for other Customers books if applicable.

Goodreads, owned by Amazon is as a third party. Therefore they are entitled to make any changes that they see fit to their site without ramifications to Pickawoowoo. Changes as such, are beyond Pickawoowoo's control. If Goodreads makes any change that affect this service, Pickawoowoo will provide Customer with a comparable alternative where possible.

'Commencement of Service'. When Pickawoowoo starts researching Goodreads book genre demographics required for creation of actual ads the service commences. Once this service commences, there are no refunds.

iv) Completion/Post Goodreads Ad Campaign

At final conclusion of the Goodreads campaign the Customer will be given provision to access the Goodreads Advertising Account and all of the campaigns and data within the account.

v) Continuation of Goodreads Ad Campaign

If Customer requests and Pickawoowoo agrees, the Goodreads campaign can be continued on a monthly basis for a \$175 (one hundred and seventy-five) monthly advertising fee. Payment proceeds fulfilment and must be paid in advance. This fee includes account management and reporting.

vi) Estimated Timeline

When Customer's book is available for sale through Amazon.com or Customer's website, whichever is first, Pickawoowoo within 10 business days will commence work, research, account set-up on the advertising campaign and ads shall be completed and active.

The campaign duration is dependent on the goodreads competition and cost of the ads. The Goodreads advertising campaign is complete when the first pre-paid advertising value of funds are acquitted.

7. Amazon® Exposure Program

i) Service Outline:

This service includes the following:

- Amazon author profile, which includes
 - author photo
 - author bio
 - website link,
 - blog rss,
 - videos,
 - reviews,
 - other information about the book that Amazon will allow and the author provides

'Commencement of Service'. When the Customer provides Amazon author profile information, it is at this point that Pickawoowoo starts creating the Amazon author profile. Once this service commences, there are no refunds.

ii) Account Set Up and Procedure

All material for Amazon author profile must be provided by the Customer and sent to Pickawoowoo.

Pickawoowoo will set up a Customer profile on Amazon and the basic information will include an author photo and bio. Customer will also have the opportunity to include website link, blog rss, videos, reviews, and other information about the book that Amazon will allow and the author provides.

The Customer will be provided with the Amazon Customer profile login information upon upload of all information and on its completion. Beyond this time any author alterations, further updates, changes to the Customer profile will be the sole responsibility of the Customer and are not covered by the terms of this service.

Customer can request further changes to the Amazon author profile and the Customer shall pay \$88.00 (eighty-eight dollars) per hour, with a \$88 minimum charge. Such revisions will be completed within 10 (ten) business days from the date of payment by Customer.

iii) Estimated Timeline

a) Pickawoowoo will commence working on Amazon exposure program within five business days once the Customer's book is listed as 'For Sale' or 'Pre-Order' on Amazon.com. In the event that Customer's book has yet to be listed on Amazon.com then Pickawoowoo will delay commencement of service until Customer's book is listed.

b) Customer acknowledges that Pickawoowoo can only complete this program after

- Customer provides the needed profile materials.
- Customer's Book is listed 'In Stock' on Amazon.com and after

Once materials and book is listed as per above, Pickawoowoo will within 10 (ten) business days complete the program setup.

Every effort is made to meet Customer's expectations however Pickawoowoo cannot promise that Amazon author exposure creates book sales, ranking, or success of any kind on Amazon. The Customer acknowledges that Pickawoowoo has no control over the purchasing decisions of book buyers and is not therefore liable to Customer or any other party if sales of the book do not meet Customer's expectations. Successes for other books used by Pickawoowoo are not indicative of success that Customer's book may have on Amazon.

Amazon is as a third party. Therefore they are entitled to make any changes that they see fit to their site without ramifications to Pickawoowoo. Changes as such, are beyond Pickawoowoo's control. If Amazon makes any change that affects this service, Pickawoowoo will provide Customer with a comparable alternative where possible.

'Commencement of Service'. Is defined as Pickawoowoo staff beginning setup of Customer profile on Amazon. Once this service commences, there are no refunds.

8. AMAZON SEARCH INSIDE / GOOGLE BOOKS LISTING

The Customer acknowledges that Pickawoowoo has no control over third parties systems and algorithms therefore Pickawoowoo is unable to guestimate how long it will take for Customer's book to appear on any third-party website nor which portion of Customer's book appears on third-party websites.

a. Amazon.com “Search Inside!” Listing

i) Service Outline:

Customer acknowledges that they have reviewed 'Amazon.com Search Inside' service. details at Amazon.com prior to payment and acceptance of this Agreement.

ii) Estimated Timeline

a) Only when Customer’s book shows on Amazon.com can Pickawoowoo submit the book to 'Amazon.com Search Inside' service.

b) Pickawoowoo will commence working on 'Amazon.com Search Inside' service within five business days once the Customer’s book is listed.

b. Google Books Listing

i) Service Outline:

a) Customer acknowledges that they have reviewed Google Books (www.books.google.com), service details prior to payment and acceptance of this Agreement. Customer further acknowledges by consenting to Google Books submission Customer consents to Google Books terms of service.

b) Customer acknowledges the Customer’s complete interior file is required for participation in Google Books, and neither Customer nor Pickawoowoo can control which 20 (twenty) percent (the lowest percentage offered by Google Books) of Customer’s Book is made searchable by Google.

c) Customer may request the listing be removed in writing however Pickawoowoo has no control over how long it will take for the listing of Customer’s Book to be removed.

ii) Estimated Timeline

a) Only when Customer’s book is available online can Pickawoowoo submit the book to Google Books submission service.

b) Pickawoowoo will commence working on Google Books service within five business days once the Customer’s book is listed.

Definitions

2 Customized Facebook® Fan Page

'Custom Designed' means that the Facebook page will consist of the custom designed cover photo and profile image, which can include the book cover or author photo. Facebook Fan page will include the book cover, the title of the book, author name, a brief synopsis and one link to a website destination of the Customer's choosing.

'Facebook Account' is a registration with www.facebook.com. The Customer must sign up for an account or use an existing account to take control of their fan page after the design service has been executed.

'Facebook Fan Page' ('Fan Page') is a page on Facebook dedicated to Customer's book or the Author and is separate from the Customer's personal account and/or other business pages. The Facebook Fan Page is managed through a Facebook Account. The content on the Fan Page created by Pickawoowoo on behalf of the author shall consist of the following: one custom banner and one profile image as well as the addition of author's biography.

'Facebook for Authors' is a download made available to the Customer via the Pickawoowoo Customer Center. It provides tips on how to use Facebook and develop and post content to the Customer's Facebook Fan page after Pickawoowoo has created it.

'Page Revisions' are when parts of the Fan Page are edited or altered. The only types of revisions available are to the text and design elements of the cover photo and profile image. Facebook only allows changes to certain elements on a page and we are only able to edit content as allowed by Facebook.

'Social Media Planning Template' is an organizational tool in the form of a spreadsheet that allows the Customer to develop a social media posting schedule. This is provided to Customer to assist the Customer in planning their social media efforts and does not provide specific advice to a Customer regarding posts related to the Customer's book subject.

'Upload Date' is the date on which the Customer uploads and/or approves his/her final bio, book cover and book synopsis on the Pickawoowoo Customer Center.

3 Customized Twitter® Page Terms

i. Definitions

'Customized Themed Background' means that your Twitter page will have a background image that incorporates the look and feel of your book cover.

'Customized Themed Header Image' means that your Twitter page will have a header image that incorporates the look and feel of your book cover.

'Page Revisions' are when parts of the Twitter page are edited or altered. The only types of revisions available are to the text and design elements within the background image or header image. Twitter only allows changes to certain elements on a page and we are only able to edit content as allowed by Twitter.

'Twitter Account' is a registration with www.twitter.com. Pickawoowoo will set up a Twitter account for Customer if Customer does not already have one and/or if Customer wants to use a separate account for his/her Twitter page provided via this service. Customer acknowledges that after the Twitter page is set up and launched, Customer is responsible for maintaining the account and providing any content, aka Tweets (140 character messages).

'Twitter for Authors' is a download made available to the Customer via the Pickawoowoo Customer Center. It is a guide with tips for effectively using Twitter to promote your book.

'Upload Date' is the date on which the Customer uploads and/or approves his/her final bio, book cover and book synopsis on the Pickawoowoo Customer Center.

4 Hootsuite® Subscription

'Hootsuite' is an online social media organizational tool that allows the Customer to develop and manage a social media posting schedule online.

5 Goodreads® Page

'Goodreads Page' is a page on Goodreads dedicated to a Customer's book. The Goodreads page is managed through a Goodreads Account.

'Goodreads Account' is a registration with www.goodreads.com. Pickawoowoo will set up a Goodreads Account for Customer if Customer does not already have one. Customer acknowledges that after the Goodreads page is set up and launched, Customer is responsible for maintaining the account and providing any content.

'Goodreads Profile Questionnaire' is the questionnaire that Customer must fill out prior to service commencement.

'About the Author' is a page on Goodreads dedicated to Customer's author information. This information can include, author bio, author photo, gender, place of birth, etc.

'Goodreads Author Program' is a feature on Goodreads that verifies user is the author of the book listed. Once verified, Goodreads will add an Author Badge to Customer's Goodreads page.

6 Goodreads® Advertising Campaign

'Ad Management' means advertisements will be created and distributed through the Goodreads Advertising platform on behalf of the Customer. Pickawoowoo will do all of the campaign research, setup, and execution for the Customer. Pickawoowoo will monitor the advertisements during the length of the campaign and make any necessary adjustments to the advertising settings deemed necessary for campaign optimization.

'Ads' or 'Advertisements' are the specialized messages that will be displayed in Goodreads. When clicked, an advertising fee is incurred and the person that clicked will be sent back to Customer's Goodreads page provides or website URL provided by Customer.

'Ad campaign' is a group of ads within the Goodreads Advertising that are all funded together.

'Length of campaign' is setup of advertisements and duration

'CPC' or 'Cost Per Click' is the amount paid to Goodreads each time an advertisement is clicked.

'Goodreads Account' is a registration with www.goodreads.com. Pickawoowoo will set up a Goodreads Account for Customer if Customer does not already have one. Customer acknowledges that after the Goodreads page is set up and launched, Customer is responsible for maintaining the account and providing any content.

'Goodreads Page' is a page on Goodreads dedicated to a Customer's book.



Editing Services Terms & Conditions

This agreement is made between Pickawoowoo Publishing Group, ('Pickawoowoo') and the copyright holder of said book, assignee thereof, or anyone authorised to execute this Agreement ("Customer").

For purposes of this Agreement, 'book' shall refer both to a Customer's print and/or ebook versions dependent on service purchased by the Customer.

Payment of fees acknowledges Customers understanding of work terms.

SECTION A

EDITING DUE PROCESS

- a) Acceptance of an order by Pickawoowoo Publishing Group Editing Service is dependent on
 - I. payment of 100% (one-hundred) of invoice of the estimated work to be done.
 - II. or the act of accepting a Quotation is also made from our web quote system when clicking the 'accept' button whichever occurs first.
 - III. upon accepting a quotation the Customer agrees that they have sent the final version of their document and all supporting material and agree to all Editing Service terms and conditions.
- b) A Schedule of Terms (Section E) is available on page 9 and is indicative of the level of editing service provided / requested.
- c) Pickawoowoo has the right to verify word count of the manuscript as indicated by the Customer during quotation. Should word count different from original quoted manuscript to final submission manuscript for editing then the Customer acknowledges additional editing fees based on any discrepancies will be invoiced separately (word count variation).
- d) Editing process is through Microsoft Word using the 'track changes' feature. The Customer acknowledges and understands that all edits are made in this manner and that it is their responsibility to accept and/or reject edits in Microsoft Word. Training is not included in the editing fees charged. Assistance can be requested through book coaching.
- e) Customer acknowledges that it is their responsibility to make any / all suggested changes made by the editor.
- f) Customer may request an additional file with 'track changes' accepted if the Customer does not wish to manually accept or reject changes throughout the manuscript.
- g) Customer acknowledges that should they require a printed copy of any edited version of the manuscript that it is the Customers responsibility for printing a copy.

- h) Pickawoowoo cannot guarantee that the Customer will appreciate or accept the edits made by our editors. Customer acknowledges once the editing process commences, Customer is not entitled to a refund of any kind, unless the editor fails to edit the manuscript.
- i) The customer at all times retains 100% (one hundred percent) of all right, title, and interest in the edited manuscript and its final contents.
- j) Customer shall retain sole ownership of the original manuscript submitted to Pickawoowoo as well as any contribution by the editor through, editing, revision, suggestions, ideas or otherwise. Any contribution of the editor will be considered a 'Work for Hire' and assigned to the Customer as per the Copyright Act (Intellectual Property).
- k) Any contribution of the editor to the work which is not considered to be a 'Work for Hire', the editor and 'Pickawoowoo' agree to assign such interest to the Customer.
- l) With the Customers permission, the editorial credit line shall read, 'Editing: Pickawoowoo Publishing Group', and shall appear on the copyright page.
- m) At any time, so long as Customer has paid all outstanding monies owed to Pickawoowoo, the Customer can request copies of all Intellectual Property, which Pickawoowoo shall send within ten (10) business days. Electronic files will be made available for download via Dropbox or other file transfer means. Physical or printed copies of non-digital Intellectual Property or Customer's book in Pickawoowoo possession will be returned to Customer within ten (10) business days (Customer will be responsible for paying all shipping/postage charges).

SECTION B

GENERAL SERVICE AGREEMENTS

ACCEPTANCE OF ORDER - a) Acceptance of an order by Pickawoowoo Publishing Group Editing Service is dependent on payment of 100% (one-hundred) of invoice of the estimated work to be done. b) or the act of accepting a Quotation is also made from our web quote system when clicking the 'accept' button whichever occurs first. c) Upon accepting a quotation the Customer agrees that they have sent the final version of their document and all supporting material and agree to all Editing Service terms and conditions.

CHANGES / AUTHOR ALTERATIONS – a) Following acceptance of a Quotation, the Customer understands Pickawoowoo may apply a changes fee for any changes to the document, instructions or supporting material.

b)The Customer understands Pickawoowoo has a minimum changes fee to cover the time involved in handling change requests. The costs of any changes are indicated and communicated to the Customer for acceptance before the changes being made.

CONFIDENTIALITY - Pickawoowoo agrees that any material submitted to the editor, including transcripts, data, ideas, any or all information between the Customer, the editor, and the submitted work will be kept in the strictest of confidence.

FILE MANAGEMENT - Pickawoowoo suggests tools for Customers to send documents such as Dropbox or File Transfer websites, where necessary. We accept no responsibility for any problems arising from their use.

Pickawoowoo uses in-house file management (secure offline backup storage) and cloud-based storage. However, Pickawoowoo has no obligation to store a Customer's document following the completion of a job and therefore the Customer should store their final files securely.

LIABILITY - The Customer owns the rights to all material created as part of work completed in accordance with the quotation. Pickawoowoo provides an editing service only and takes no responsibility for its content. When sending a document to Pickawoowoo, the Customer is asserting their authority to permit Pickawoowoo to work on it. It is the responsibility of the Customer to ensure that suitable licenses have been acquired for images or other work included in any document/file sent to Pickawoowoo.

Pickawoowoo and the editor's responsibility is limited to notifying the Customer of any unresolved differences with the Customer before the work proceeds to the next stage of production. While the Editor and Pickawoowoo will make every effort to bring questionable material to the attention of the Customer, the Customer agrees to indemnify and save harmless the Editor and Pickawoowoo from any and all claims or demands, including legal fees, arising out of any alleged libel or copyright infringement committed by the Customer in creating the work.

MANUSCRIPT PREPARATION (FORMATTING) TERMS AND CONDITIONS - Customer acknowledges that his or her manuscript must meet Pickawoowoo's formatting guidelines for further publishing services, including but not limited to, editing and interior layout, to take place. If, upon review of Customer's manuscript, Pickawoowoo ascertains that formatting guidelines have yet to be met, then manuscript preparation will be required, and further fees may be applied depending on complexity.

Customer acknowledges that Pickawoowoo will endeavour to and with best effort, maintain the integrity of Customer's intended manuscript, but cannot guarantee that Customer's intended manuscript will be completely preserved in the process of altering it to adhere to the formatting guidelines and editing process.

OTHER SERVICES - provided by Pickawoowoo (e.g., website creation, marketing programs, etc.), have separate terms and conditions, separate termination and expiration dates and are governed by separate agreements.

OUTSIDE PURCHASES – All outside purchases as requested or authorised by the Customer, unless otherwise agreed in writing, are chargeable.

PAYMENT - All payments to Pickawoowoo can be made by a) direct deposit b) cheque c) Australian Postal order or d) Paypal. Payments made securely using PayPal Payments are subject to the PayPal terms and conditions and PayPal's processing fees.

Pickawoowoo may offer an invoicing arrangement to Customers with whom they have an ongoing business relationship.

POSTAGE – Unless otherwise agreed, the Customer will pay for all postage charges incurred for any material or books to be received and returned.

QUOTATION - a) Pickawoowoo reserves the right to refuse to work on, or issue a quotation for, any document. b) All prices posted at the Pickawoowoo Publishing Group Editing Service website, or any agreed upon pricing via acceptance of format quotation are subject to change depending on the nature of the work involved once it is received. c) Should the Customer change their instructions or material we reserve the right to reissue the quotation

SPECIFICATION ACCURACY - Quotations and pricing are based on the accuracy of the specifications and information provided to Pickawoowoo Publishing Group Editing Service at the outset.

Pickawoowoo can re-quote a job at the time of submission if any materials do not conform to the information on which the original quotation was based.

TERMS/CLAIMS - Payment terms shall be whatever was outlined in the quotation or invoice unless otherwise provided in writing. In the unlikely event that payment is not received, the Customer is liable for all collection costs incurred by Pickawoowoo.

Claims by the Customer must be in writing and within a period of 10 (ten) business days after delivery of all or any part of the order. Failure to make such claim within the stated period shall constitute irrevocable acceptance and an admission that the order fully complies with terms, conditions, and specifications.

TERMINATIONS - Within 10 (ten) business days of cessation of this Agreement by either party, Pickawoowoo shall electronically return all of Customer's Intellectual Property created by Pickawoowoo.

Termination by Customer

Customer may terminate this Agreement for any reason and at any time by providing written notice to Pickawoowoo. Customer shall receive a refund of all monies (less credit card processing fees) paid if Customer terminates before the commencement of the editing process. 'Commencement of the Editing Process' is defined as:

- Customer's submission of his/her manuscript or
- The expiry of 30 (thirty) business days since Customer executed this Agreement, whichever occurs first.
- If Customer terminates after the commencement of the editing process, Customer will receive a refund as outlined in Addendum A to this Agreement. Once Pickawoowoo commences the editing, no refunds will be given. 'Commencing the Editing' is defined by Editor commencing work on the manuscript.
- Refunds - will be made by Pickawoowoo within 21 (twenty-one) business days after Customer has provided the notice of termination. Pickawoowoo has 10 (ten) business days to send all intellectual property to Customer upon Customer's request.

Termination by Author Services Provider (Pickawoowoo)

- Upon written notice to Customer, Pickawoowoo may well terminate this Editing Agreement, the provision of any service hereunder, and publication of the book with or without cause, for any grounds and at any time. Customer will receive a refund as outlined in Addendum A to this Agreement.
- Under no circumstances will Pickawoowoo be obligated to edit a book of any kind, including but not limited to those, which in its opinion, contain libellous or obscene material, infringe statutory copyright or common law, the right and or privacy of any person, and/or promote hate, violence, or illegal activities. Should Pickawoowoo terminate the Agreement Pickawoowoo will refund all monies paid by Customer for services not yet commenced.
- Pickawoowoo may well terminate this Agreement if Customer owes Pickawoowoo any funds for additional services, (e.g. cover revision fees, interior revision fees, etc.) and has not paid Pickawoowoo within 21 (twenty one) business days of receiving an invoice from Pickawoowoo either through the mail, email.

REFUNDS - please review Terminations and Addendum A

WEBSITE - All content included on this website is the property of Pickawoowoo. The material may not be reproduced, copied, distributed, stored or re-used unless given written permission from

Pickawoowoo. No warranty is given that this website will be free from defects or errors and as such Pickawoowoo accepts no liability for any damage arising from its use or non-availability.

SECTION C.

EDITING AGREEMENTS & PROCESS

A. Manuscript submission, upload and verification

- a) The delivery of your FINAL manuscript is to be delivered to Pickawoowoo Publishing Group ASAP or as agreed by means of e-mail in the following format:
- WORD DOCUMENT - DOUBLE SPACED.
 - FORMATTED (cleaned of spacing issues etc)

B. Editing Agreement Process

- a) The Customer acknowledges that the agreed upon editorial fee is based on a PAYMENT PROCEEDS FULFILMENT for all editorial services. The fee does not include the paypal fees or international money order fees. Payment is to be made within 7 days of invoice or accepted quote via quote roller email.
- b) Customer acknowledges that the level of edit and its service requirements will be as per the Schedule outlined in this agreement. Thereafter:
- The editor will have the manuscript copyedited within 20 business days from the start date provided to the Customer.
 - The edited manuscript will be returned to Customer via email with instructions on 'track changes'.
 - The Customer can review the edits/deletions and will have the choice to either accept or reject said changes.

C. Additional Editing Revisions

- a) Many editorial and production stages have the potential to require follow-up in the form of:
- editing and incorporating Customers responses and
 - checking corrections after they have been input
- This agreement does not include responsibility for such follow-up unless specified (e.g., proof editing, including incorporating author's responses to queries and checking the input thereof as a second pass proof edit).
- b) Our agreement unless stated otherwise is a ONE PASS EDIT/SERVICE. Customer acknowledges that once they have made the necessary changes Pickawoowoo is under no obligation to review the manuscript as a SECOND pass over.
- c) Customer shall pay for all additional revisions, including but not limited to, revisions Customer requests that culminated from one pass edit; Customer's inability to correctly incorporate the revisions using 'track changes'.

- d) Should the manuscript require significant revisions once the manuscript has been reviewed and returned to Pickawoowoo for typesetting, either as a result of Customer's failure to operate track changes correctly, or errors caused by the Customer during the revision process additional charges may apply. Such changes will be invoiced at \$75.00 (seventy-five) per hour with a minimum one hour charge.

D. Previously copyrighted material

In the event that material in Customer's manuscript appears to be the intellectual property of another, Pickawoowoo is within legal rights to bring to Customers attention. The editing process shall pause until such time as the Customer provides the necessary permissions for using the intellectual property of another. Evidence that the work is in the public domain or is the product of the Customer can be provided to recommence the editing process.

SECTION D.

EDITING TIMELINE AND SCHEDULES

- a) Customer acknowledges that specific timeframes cannot be provided due to the many variables and creative nature involved in the editing process, i.e. the number of editing rounds of cover/ interior. However, upon confirmed edit start date, the editor will endeavour to have the manuscript copyedited within 20 (twenty) business days.
- b) Customer acknowledges that to a great extent the editing process, timeframe, and ultimate final publication date are reliant upon Customer's completion of the steps in the editing journey.
- c) Customer acknowledges that under no event is Pickawoowoo responsible for delays caused by circumstances beyond its control. Delays may include but not limited to, delays when Customer does not respond in a timely manner, delays responding to Pickawoowoo's requests, making additional rounds of author alterations / editorial revisions and reviewing proofs etc. Delays caused by Customer affect the typical timeline of editing process.

Rush Service

- a) Rush Editing is described as the process of Pickawoowoo editing Customer's manuscript within a reduced timeframe of 7 (seven) business days. Rush Editing can only occur if a clean word doc file has been provided. Rush Fee of 20% (twenty) to edit fee is applied and payable before commencement.
- b) Customer acknowledges that rush editing comprises the initial editing of Customer's manuscript and time taken for Customer to review manuscript or acceptance of 'track changes' is not incorporated in this time frame. Should Customer request further edit revisions, Pickawoowoo will attempt to make the revisions within 3 (three) business days, depending on the number of revisions required. If required Pickawoowoo has the right to extend the rush formatting timeframe.

- c) During the rush editing process Pickawoowoo under no circumstances will be responsible for delays caused by conditions beyond its control. This includes delays caused by Customers submission of manuscript or revisions , or responding to Pickawoowoo requests if need be etc.

SECTION E.

DEFINITION OF TERMS

1. Copy Editing. Editing for grammar, usage, spelling, punctuation, verb tenses, transitions, word phrasing and other mechanics of style; checking for clarity of writing; basic comments and feedback - regarding overall writing style, flow of presentation and initial impressions by the editor

Does not include the following unless specified:

- Canadianizing
- metrication
- providing or editing art manuscript
- providing or changing system of citations
- editing index
- writing or editing captions or credit lines
- writing running heads
- obtaining or listing permissions needed
- providing front matter (prelims), cover copy, or CIP data
- editing preface or foreword
- negotiating changes with Author
- seeking approvals from clients' representatives

"Copy editing" is often loosely used to include stylistic and even structural editing, fact checking, and mark-up. It is not so used in this edit agreement. These other tasks must be specified or requested or a content edit is recommended.

Notes: The agreement should specify whether changes are to be made to hard copy or electronic manuscript.

2. Copy and Content Edit (Structural)

All features of the Standard copy edit plus:

- Highlighting sentences that require reworking, when necessary (using word track which will give you the opportunity to agree or disagree).
 1. Improve word choice, transitions or fluency
 2. Eliminate excess words, confusing statements, generalisations or mixed metaphors
 3. Mark material that could be considered libellous, slanderous, sexist, prejudiced, possibly obscene or dated
- Reviewing - of the plot / character elements for consistency in fiction / non-fiction works. Where necessary query the author with text/sentence suggestions and improvements
- Technical, medical, science or math editorial conventions will be followed as per client guidelines
- Fact check if necessary
- Create a 'Table of Contents' if requested

Clarifying or reorganizing a manuscript for content and structure. Does not include the following unless specified:

- research
- negotiating changes with Author

- *writing original material*

Notes: The agreement should specify whether changes are to be suggested or drafted; if the latter, it should specify whether changes are to be made to hard copy or electronic manuscript

3. Developmental/Project Editing. Co-ordinating and editing a project from proposal or rough manuscript to final manuscript, incorporating input from authors, consultants, or reviewers.

Does not include the following unless specified

- *budgeting*
- *design supervision*
- *hiring*
- *production co-ordination*

4. Fact Checking/Citation Checking/Reference Checking. Checking accuracy of facts and quotes by reference to original sources used by Author or to other reference sources.

5. Formatting (Desktop Publishing). Creating a formatted document from an electronic manuscript according to a Designer's instructions or a style template. Includes sizing and placement of art and setting front and back matter.

Does not include the following unless specified:

- *establishing design*
- *formatting index*
- *creating cover art*

Note: Projects are assumed to be one colour only unless otherwise specified.

6. Indexing. Producing a key to the contents of a work. Includes reading and analyzing the work; choosing subjects, concepts, and other elements that together form a systematic guide to the information contained in the work; arranging these elements into entries consisting of headings and subheadings and their locators (for example, page numbers); and arranging the entries alphabetically or in some other searchable order.

Note: The agreement should specify whether the Client will provide a style sheet.

7. Mark-Up/Electronic Coding/Tagging. Inserting codes to manuscript, either on hard copy or electronically, to indicate design elements.

Does not include the following unless specified:

- *creating design in the electronic file*
- *creating art*

8. Permissions. Locating source information and obtaining permission releases for copyrighted material.

Does not include the following unless specified:

- *reading manuscript and composing list of permissions needed*
- *setting and maintaining budgets*
- *negotiating usage fees*

9. Picture Research. Locating suitable photos or artwork.

Does not include the following unless specified:

- *reading manuscript and composing picture list*
- *writing captions, labels, or source lines*
- *setting and maintaining budgets*
- *organizing pictures for scanning*
- *searching for artists' references*
- *returning pictures*
- *obtaining pictures and permission releases*
- *negotiating usage fees*
- *arranging for and supervising set-up shots*
- *sending final usage letters*
- *editing and choosing pictures*

10. Production Co-ordination. Co-ordinating and supervising design, formatting, and proofreading stages, and ensuring integration of design and content.

Does not include the following unless specified:

- preparing printer's specs or obtaining quotes
- formatting
- proofing
- inputting changes
- checking vandykes/blues or other types of proofs and film

Note: Projects are assumed to be one colour only unless otherwise specified.

11. Proofreading. Checking proofs of formatted, edited material for adherence to design and for minor, mechanical errors in copy (such as spelling mistakes or small deviations from style sheet).

Does not include the following unless specified:

- incorporating or exercising discretion on Author's alterations
- copy-fitting
- checking accuracy of running heads and folios
- checking page breaks
- inserting or checking page numbers to contents and page references
- marking colour breaks
- flagging or checking location of art

Notes: The agreement should specify whether proofs are to be read in isolation or "to copy" and whether a style sheet will be provided. It should also specify whether proofs are first, second (or subsequent), or final pages.

"Proofreading" is often loosely used to include copy editing and other tasks. It is not so used in this agreement. These other tasks must be specified.

12. Rewriting. Creating a new manuscript or parts of a manuscript on the basis of content and research supplied by Author.

Does not include the following unless specified:

- research
- writing original material

13. Stylistic Editing. Clarifying meaning, eliminating jargon, polishing language, and other non-mechanical line-by-line editing.

Does not include the following unless specified:

- checking or correcting reading level
- creating or recasting tables or figures
- negotiating changes with Author

Notes: The agreement should specify whether changes are to be suggested or drafted; if the latter, it should specify whether changes are to be made to hard copy or electronic manuscript

Many editorial and production stages have the potential to require follow-up in the form of (1) editing and incorporating Customers responses and (2) checking corrections after they have been input. This agreement does not include responsibility for such follow-up unless specified (e.g., "copy editing, including incorporating author's responses to queries and checking the input thereof"). Our agreement unless stated otherwise is a ONE PASS EDIT/SERVICE.

Addendum

ADDENDUM A

Refund Schedule

While Pickawoowoo will attempt to create and fulfil a Customer's vision, the Customer acknowledges editing is intrinsically a process of offering advice and suggestions and that his/her dissatisfaction with the editing process is not grounds for any refund.

Pickawoowoo and the editor's responsibility is limited to notifying the Customer of any unresolved differences with the Customer before the work proceeds to the next stage of production. While the Editor and Pickawoowoo will make every effort to bring questionable material to the attention of the Customer, the Customer agrees to indemnify and save harmless the Editor and Pickawoowoo from any and all claims or demands, including legal fees, arising out of any alleged libel or copyright infringement committed by the Customer in creating the work.

The refund schedule below is for the editing service and does not include any other service, including, but not limited to design, marketing, etc.

Publishing Stage	Commencement of Step	Refund At Time of Initial Order
Payment and Agreement Signed	Agreement to Editing Terms & Payment Customer's submission / upload of manuscript to be edited t	If Pickawoowoo has not received Customer's manuscript to be edited then full amount less credit card processing fees and 5% admin fee will apply.
Editing Commenced	Once Pickawoowoo commences work , initial review by editor, or editor commencing on the editing of manuscript, no refunds will be given. 'Commencing the Editing' is defined by Editor commencing work on the manuscript.	Nil



EBook Design & E-Conversion Services Terms & Conditions

This agreement is made between Pickawoowoo Publishing Group, ('Pickawoowoo') and the copyright holder of said ebook, assignee thereof, or anyone authorised to execute this Agreement ("Customer").

For purposes of this Agreement, 'ebook' shall refer to a Customer's ebook version dependent on service purchased by the Customer.

Payment of fees acknowledges Customers understanding of work terms.

SECTION A

REQUEST FOR PROMOTIONAL ACTIVITIES

Title and Customer Information - Pickawoowoo shall have the right to display any creative work for the limited purpose of demonstrating capabilities and otherwise promoting Pickawoowoo Service's at their website, unless advised otherwise by Customer.

Pickawoowoo may post relevant information about Customer and the ebook on third-party websites (website, promotional opportunities like YouTube / TV, publicity opportunities such as radio). Information may include the ebook's cover, description of the ebook, Customer's name /picture, and other related information to the services provided. This is for promotional purposes only and is seen as marketing opportunity for both parties. However, the Customer reserves the right to have Pickawoowoo remove this information at any time.

SECTION B

OWNERSHIP OF EBOOK / INTELLECTUAL PROPERTY

In brief, you wrote it, you own it. The customer at all times retains 100% (one hundred percent) of all right, title, and interest in the ebook and its contents, including

- All copyrights,
- Trademarks,

- Other intellectual property associated with the ebook, including but not limited to any cover art, interior formatting, production files, source files or anything else created by Pickawoowoo for Customer's ebook.
- Derivative rights which include but not limited to: serial rights; translation rights; abridgment rights; picture ebook rights; merchandising rights; television, stage, film, video, radio, dramatization, and documentary rights; electronic publishing rights; publication; the right to sell, resell, license, or re-license to anyone. Sale and distribution rights in relation to the ebook or any part thereof in all editions and in all languages; nor exploitation rights in relation to the ebook in any other form as may be invented in the future.

At any time, so long as Customer has paid all outstanding monies owed to Pickawoowoo, the Customer can request copies of all Intellectual Property, which Pickawoowoo shall send within ten (10) business days. Electronic files will be made available for download via Dropbox or other file transfer means. Physical or printed copies of non-digital Intellectual Property or Customer's book in Pickawoowoo possession will be returned to Customer within ten (10) business days (Customer will be responsible for paying all shipping/postage charges).

NO GUARANTEE OF SALES

Every effort is made to meet Customer's expectations however Pickawoowoo cannot promise that any of the services we provide will result in the sales of a minimum number of copies of Customer's ebook. The Customer acknowledges that Pickawoowoo has no control over the purchasing decisions of ebook buyers and is not, therefore, liable to Customer or any other party if sales of the ebook do not meet Customer's expectations.

SECTION C

SERVICE AGREEMENTS BASED ON SERVICES PURCHASED BY THE CUSTOMER

ACCEPTANCE OF ORDER - a) Acceptance of an order by Pickawoowoo Publishing Group E-Design or PDF to Ebook Conversion Service is dependent on payment of 50% (fifty) of invoice of the estimated work to be done / 100% (one hundred) of Editing or Artwork to be done. b) or the act of accepting a Quotation is also made from our web quote system when clicking the 'accept' button whichever occurs first. c) Upon accepting a quotation the Customer agrees that they have sent the final version of their document with the E-Design Service and/or the final print pdf version and all supporting material. d) The Customer agrees to make payment in full once signed off checklist of work in accordance with the quotation and these terms and conditions.

CHANGES / AUTHOR ALTERATIONS – a) Customer acknowledges that the final version of their document (E-Design Service) or the final print pdf version (Conversion Service) has been supplied to Pickawoowoo. Following acceptance of a Quotation, the Customer

understands Pickawoowoo may apply a changes fee for any changes to the final documents, instructions or supporting material.

b) Author alterations, also known as editorial revisions, described as changes to chapters and images (photos, art, charts, graphics, or any non-text elements), word corrections, sentence re-writes, grammar changes, reorganising paragraphs, essentially any changes to the original content as submitted by the Customer. Customer acknowledges that corrections made to the Customer's originally supplied file at any stage of the e-design process, beyond the minimum number of changes factored into the base price of e-layouts, in excess of these are billable. Note section E (4).

c) Conversion-related revisions are described as changes to individual words, parts of words, punctuation etc. occurring due to the conversion process (i.e. if a word in the eBook file looks this 'HAppy' as a result of the conversion, it would be fixed to 'happy'). Conversion-Related Revisions are non-billable (no charge) and do not include any editorial revisions. Note section E (4).

d)The Customer understands Pickawoowoo has a minimum changes fee to cover the time involved in handling change requests. The costs of any changes are indicated and communicated to the Customer for acceptance before the changes being made.

e) Corrections MUST be annotated / marked up using support sheet supplied, Form 0.0 GUIDE TO PDF CORRECTIONS ON YOUR MANUSCRIPT.PDFs can be annotated using free Adobe Reader. PDF's supplied to Customer have been enabled to make comments, highlight text, and add 'sticky notes' to the document as outlined in support sheet, Form 0.0 GUIDE TO PDF CORRECTIONS ON YOUR MANUSCRIPT.

f) If the Customer has failed to return proofs with author alterations clearly outlined as per support sheet Form 0.0 GUIDE TO PDF CORRECTIONS ON YOUR MANUSCRIPT; Pickawoowoo will not be responsible if changes are communicated verbally or outlined via return email. Or if the Customer has instructed Pickawoowoo to proceed upon written acceptance without submission of further proofs Pickawoowoo will not be held responsible for errors.

g) In the event that Customer has failed to return proofs with author alterations clearly outlined as per support sheet Form 0.0 GUIDE TO PDF CORRECTIONS ON YOUR MANUSCRIPT; Customer acknowledges that if Pickawoowoo is requested to annotate changes on PDF which Customer has communicated either verbally or outlined via return email, a fee of \$75.00 (seventy-five dollars) per hour, with a minimum half hour \$37.50 (thirty-seven dollars and fifty cents) will be charged.

CONFIDENTIALITY - All correspondence, information and documents supplied to Pickawoowoo will be treated as confidential and kept securely. All Pickawoowoo employees and associates sign a binding confidentiality agreement.

CREATIVE WORK FEES– All creative work and preparatory work developed and furnished by Pickawoowoo Publishing Group E-Design & Conversion Service such as sketches, layout examples, and so forth remain the property of Pickawoowoo and no use of same shall be made, nor any ideas obtained therefore be used, until Customer has paid Pickawoowoo in full. At that time, all said work becomes the exclusive property of the Customer.

CREDIT CARDS- Credit card payments are offered through PayPal only.

CUSTOMER'S ARTWORK/PROPERTY – Pickawoowoo Publishing Group E-Design & Conversion Service will maintain vandalism, fire, malicious mischief, sprinkler leakage insurance on all artwork/property belonging to the Customer, while such artwork/property is in Pickawoowoo Publishing Group Design Service's possession. Pickawoowoo's liability for such artwork/property shall not exceed the amount recoverable from such insurance. Customer can request additional insurance coverage in writing, and if the premium is paid to the provider. All customer supplied artwork/property will be returned on completion if pre-paid postal envelope supplied.

DIGITAL FILES – Customer supplied digital files (i.e. USB stick, CD's) will not be returned unless supplied with pre-paid postal envelope. It is the Customer's responsibility to maintain a copy of all files submitted. Any design files created by Pickawoowoo for the printing of such files will remain the property of Pickawoowoo Publishing Group E-Design & Conversion Service until the full payment is received. Source Files are provided to customer within 60 (sixty) days of completion of the design. Thereafter source files are archived. Extraction fees apply.

DISCLAIMER OF IMPLIED WARRANTIES – Pickawoowoo Publishing Group E-Design & Conversion Service warrants only that the work will conform to the description contained in the order. Pickawoowoo maximum liability, whether by negligence, contract, or otherwise, will not exceed the return of the amount invoiced for the work in dispute. Under no circumstance will Pickawoowoo be liable for specific, individual or consequential damages.

DISPUTES - Disputes must be in writing. Any Customer who has a dispute regarding the work undertaken by Pickawoowoo must provide reasonable opportunity for Pickawoowoo to resolve the issues. To resolve any dispute Pickawoowoo will always offer a Director to speak directly to the Customer to agree on any required actions. Neither Pickawoowoo nor the Customer shall be liable or deemed in breach of the agreement should failure to act be due to a cause beyond their reasonable control.

ELECTRONIC MANUSCRIPT OR IMAGE – It is the Customer's responsibility to maintain a copy of the original file provided to the Pickawoowoo Publishing Group. Pickawoowoo is not responsible for accidental damage to electronic manuscript/images supplied by the customer or for the accuracy of furnished input or final output or comparison thereof. Pickawoowoo Publishing Group E-Design & Conversion Service can evaluate digital input however no claims or promises are made about Pickawoowoo ability to work with jobs submitted in digital format, and no liability is assumed for problems that may arise thereof.

FILE MANAGEMENT - Pickawoowoo suggests tools for Customers to send documents such as Dropbox or File Transfer websites. We accept no responsibility for any problems arising from their use.

Pickawoowoo uses in-house file management (secure offline backup storage) and cloud-based storage. However, Pickawoowoo has no obligation to store a Customer document following the completion of a job and therefore the Customer should store their final files securely

LIABILITY - The Customer owns the rights to all material created as part of work completed in accordance with the quotation. Pickawoowoo provides a formatting and typeset service for the format and style of a document. We, therefore, take no responsibility for its content. When sending a document to Pickawoowoo, the Customer is asserting their authority to permit Pickawoowoo to work on it. It is the responsibility of the Customer to ensure that suitable licenses have been acquired for images or fonts included in any document/file sent to Pickawoowoo.

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Customer acknowledges that Pickawoowoo will endeavour to and with best effort, maintain the integrity of Customer's intended manuscript layout, but cannot guarantee that Customer's intended manuscript layout will be completely preserved in the process of altering it to adhere to the formatting guidelines and interior layout. Addendum B

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OUTSIDE PURCHASES – All outside purchases as requested or authorised by the Customer, unless otherwise agreed in writing, are chargeable.

PAYMENT - All payments to Pickawoowoo can be made by a) direct deposit b) cheque c) Australian Postal order or d) Paypal. Payments made securely using PayPal Payments are subject to the PayPal terms and conditions and Pickawoowoo processing fees. Pickawoowoo may offer an invoicing arrangement to Customers with whom they have an ongoing business relationship.

POSTAGE – Unless otherwise agreed, the Customer will pay for all postage charges incurred for any material or ebooks to be received and returned.

PROOFS –Proofs shall be submitted as PDF proof via Customers email. If corrections are required a revised proof is submitted. See Changes / Author Alterations. Pickawoowoo will not be responsible if changes are communicated verbally or outlined via return email ; if the Customer has failed to return proofs with author alterations clearly outlined as per support sheet Form 0.0 GUIDE TO PDF CORRECTIONS ON YOUR MANUSCRIPT; or if the Customer has instructed Pickawoowoo to proceed upon written acceptance without submission of further proofs.

QUOTATION - a) Pickawoowoo reserves the right to refuse to work on, or issue a Quotation for, any document. b) All prices posted at the Pickawoowoo Publishing Group E-Design & Conversion Service website, or any agreed upon pricing via acceptance of format quotation are subject to change depending on the nature of the work involved once it is received. c) Should the Customer change their instructions or material we reserve the right to reissue the Quotation

SPECIFICATION ACCURACY - Quotations and pricing are based on the accuracy of the specifications and information provided to Pickawoowoo Publishing Group E-Design & Conversion Service at the outset. Pickawoowoo can re-quote a job at the time of submission if any materials do not conform to the information on which the original quotation was based.

TERMS/CLAIMS - Payment terms shall be whatever was outlined in the quotation or invoice unless otherwise provided in writing. In the unlikely event that payment is not received, the Customer is liable for all collection costs incurred by Pickawoowoo.

Claims by the Customer must be in writing and within a period of 10 (ten) business days after delivery of all or any part of the order. Failure to make such claim within the stated period shall constitute irrevocable acceptance and an admission that the order fully complies with terms, conditions, and specifications.

TERMINATIONS - Within 10 (ten) business days of cessation of this Agreement by either party, Pickawoowoo shall electronically return all of Customer's Intellectual Property created by Pickawoowoo.

Termination by Customer

Customer may terminate this Agreement for any reason and at any time by providing written notice to Pickawoowoo. Customer shall receive a full refund of all monies paid if Customer terminates before the commencement of the e-publishing process. 'Commencement of the E-publishing Process' is defined as

- (1) Customer's submission of his/her manuscript or
- (2) Customer's submission of the ' Ebook Set Up Form' or
- (3) The passing of 30 (thirty) days since Customer executed this Agreement, whichever occurs first.

If Customer terminates after the commencement of the e-publishing process, Customer will receive a refund as outlined in Addendum A to this Agreement. Once Pickawoowoo commences the layout of Customer's ebook, no refunds will be given. 'Commencing the Layout' is defined by Designer commencing work on the manuscript.

Refunds - will be made by Pickawoowoo within 30 (thirty) business days after Customer has provided the notice of termination. Pickawoowoo has 10 (ten) business days to send all intellectual property to Customer upon Customer's request.

Termination by Author Services Provider (Pickawoowoo)

Upon written notice to Customer, Pickawoowoo may well terminate this Agreement, the provision of any service hereunder, and publication of the ebook with or without

cause, for any grounds and at any time. Customer will receive a refund as outlined in Addendum A to this Agreement.

Under no circumstances will Pickawoowoo be obligated to publish or assist with e-publishing an ebook of any kind, including but not limited to those, which in its opinion, contain libellous or obscene material, infringe statutory copyright or common law, the right and or privacy of any person, and/or promote hate, violence, or illegal activities. Should Pickawoowoo terminate the Agreement Pickawoowoo will refund all monies paid by Customer for services not yet commence

Pickawoowoo may well terminate this Agreement if Customer owes Pickawoowoo any funds for additional services, (e.g. cover revision fees, interior revision fees, editorial changes etc.) and has not paid Pickawoowoo within 21 (twenty one) business days of receiving an invoice from Pickawoowoo either through the mail, email.

REFUNDS - please review Terminations and Addendum A

WEBSITE - All content included on this website is the property of Pickawoowoo. The material may not be reproduced, copied, distributed, stored or re-used unless given written permission from Pickawoowoo. No warranty is given that this website will be free from defects or errors and as such Pickawoowoo accepts no liability for any damage arising from its use or non-availability.

SECTION D.

SERVICE AGREEMENTS - MANUSCRIPT PROCESS

A. Manuscript submission, upload and verification

Manuscript preparation is a 7 (seven) business days turnaround upon project commencement. In the event that Pickawoowoo deems the amount of formatting will require more than 7 (seven) business days to complete, Pickawoowoo will notify Customer via email accordingly.

a) The customer must prepare the manuscript as per Pickawoowoo's formatting / submission guidelines and upload his/her manuscript as set forth in this Agreement, and as outlined on Pickawoowoo's website and attached as Addendum B hereto.

b) The Customer must submit the manuscript per the formatting instructions in order for the layout process to proceed. If upon upload and inspection of Customer's manuscript, Pickawoowoo deems that the manuscript has not met Pickawoowoo's formatting guidelines then this must occur as per section E. PREPARATION OF MANUSCRIPT / FORMATTING

c) The Customer acknowledges that the manuscript preparation service is separate to that of interior layout. The manuscript preparation is at word document only stage and a print-ready file is not supplied during this process.

d) The Customer acknowledges that Pickawoowoo will strive to uphold the integrity of Customer's manuscript layout, but will not guarantee the results or preservation of the original layout. Alterations must be expected in the preservation process in adherence to the formatting guidelines and interior layout. Addendum B

e) The Customer acknowledges that the manuscript preparation service does not include making changes to the original content, including but not limited to correcting grammatical, spelling or punctuation errors.

f) The Customer acknowledges some alteration of content is required in order for the manuscript to be edited and/or for interior layout i.e. as part of the manuscript preparation service, Pickawoowoo may be required to remove images and replace with formatting tags from Customer's manuscript as outlined in Addendum B.

g) Upon completion of Pickawoowoo manuscript preparation, the Customer will review the manuscript to ensure that the formatting changes made by Pickawoowoo meet the Customer's expectations. Customer acknowledges that it is his/her responsibility to undertake the final review and make adjustments to manuscript before re-supplying manuscript and in doing so approves them as the final version to be used for the e-publishing process.

h) The Customer acknowledges that if changes were made to the manuscript after manuscript preparation completed by Pickawoowoo that do not abide by Addendum B of manuscript formatting guidelines, then an additional round of changes will be required by Pickawoowoo before continuing at a rate of \$55.00 (fifty-five dollars) per hour with a minimum \$55.00 (fifty-five dollars) charge, per round.

i) Customer may choose to decline Pickawoowoo's manuscript preparation service. Therefore, Customer acknowledges they are responsible for adherence to formatting guidelines (Addendum B) and will be required to make changes to his/her manuscript if Pickawoowoo determines that it does not meet Addendum B guidelines.

B). Additional word count, image files, tables, files and footnote cost

a) When Customer agrees to a customised quote/e-publishing package or places his/her order for e-publishing services, it is on the premise of initial word count as well as the number of images and footnotes to be included in the interior of Customer's ebook. All images, photos, charts, equations, graphs, tables, formulas, or any other non-text based material in the Standard Layout eBook that are formatted differently from the text and are referred to as "Images". Standard Layout eBook Creation includes formatting of up to 20 (twenty) images. Additional images are charged at \$3.50 (three dollars fifty) per image. Payment before fulfilment (insertion of the images) is required.

b) When Customer initially uploads the ebook and any associated images, Pickawoowoo will determine and make an assessment of Customer's word, image, and footnote count to ensure that the original figures provided by Customer at the time of order placement are precise.

c) Customer acknowledges that if Customer entered fewer words and/or images and/or footnotes than are indicated in Customer's manuscript (files) and as such surpass the amount included, Customer will be informed by Pickawoowoo of the additional fees for payment (described below). The e-publishing process cannot commence until the Customer pays the additional formatting fees.

d) Enhanced Features: If Pickawoowoo finds that formatting for enhanced features, defined below (C) is required, Customer will have the option to pay for formatting for enhanced features or Customer may remove any enhanced features the manuscript provided. Payment before fulfilment (formatting) is required.

e) Custom Image Fees: Customer acknowledges that If they do not supply or upload Images to Pickawoowoo in the required format, and require Pickawoowoo to extract images from Customer's manuscript then fees apply. Customer will be charged a "image extraction fee" at \$2.50 per image.

f) Word Conversion: Customer acknowledges that should a request be made by Customer or third party of their converted eBook files, additional fees will apply at \$55.00 (fifty) per word document provided. An eBook to Word conversion is a reversal of the formatting process. This means the word document that Pickawoowoo will provide is not edited, designed, formatted, or print-ready. Within 7 (seven) business days of Customer's request and payment, Pickawoowoo shall provide Customer with a Word document (doc or .docx).

g) Pickawoowoo e-publishing packages (not customised service), interior layout service includes formatting for up to 70,000 (seventy thousand) words. If Customer's manuscript surpasses 70,000 words (seventy thousand), the cost of each additional word is \$.005 (for example, a manuscript with 100,000 words (one hundred thousand) would incur an additional formatting fee of 30000 words (thirty thousand) @ \$.005 = \$150). E-publishing packages include up to 20 (twenty) images and 20 (twenty) footnotes in his/her ebook at no additional charge. For all additional images/photos, the interior layout charge is \$5.00 (five dollars) per item, and for all additional footnotes, the interior layout charge is \$2.00 (two dollars) per footnote.

C. Enhanced formatting / interior features

a) If Customer requires enhanced formatting features, which are defined as complex design elements in the manuscript, the customer acknowledges that further fees may apply. Should the layouts for ebooks have more illustration than text (coffee table, artistic, design or lifestyle books), cookbooks, or children's books, these will require enhanced formatting design features and possible FIXED LAYOUT rather than REFLOWABLE LAYOUT.

b) If after upload of Customer's manuscript, Pickawoowoo determines that enhanced formatting feature E-Design & Conversion Service is required to complete the interior layout, but Customer did not request or purchase this service then Pickawoowoo shall determine an additional formatting fee. The e-publishing process cannot commence until the Customer pays the additional formatting fee.

D. Indexing

An index is not required with ebooks as most readers have a search ability for words.

E. INTERIOR EBOOK LAYOUT

Ebook editing services should be completed before the commencement of the Interior ebook Layout.

1. Layout Options

1A. Standard Layout eBook Creation - reflowable.

a) Standard Layout eBook Service includes formatting of Customer's eBook as a .epub file (format used by Nook, iPad, iPhone etc.) and a .mobi file (the format used by Amazon's Kindle etc.).

b) Customer acknowledges that the book editing process will be completed prior to the Commencement of the ebook design process.

c) Customer acknowledges that Customer's Standard Layout eBook will never look the same on all eReading devices. An eBook is built with a "liquid" layout, and this allows for a user to customise their reading experience. Put another way, for the maximum extensibility and compatibility of an eBook it needs to use re-flowable text and that there is no set 'page'. Users of an eReader can customise their reading experience by changing fonts, font size, margins, and justification based on their reading preferences and on the screen size of the device. Text displays differently on different eReaders, and may look very different from one device to another, furthermore the page count of eBook will change depending on the device used to read it. Pickawoowoo does its best to ensure that the Customer's eBook displays correctly on as many different devices as possible. There are currently no industry standards as to how said devices should display on any particular ebook. Unless enhanced features is purchased Pickawoowoo cannot guarantee that formatting features in the print book will match in the ebook.

d) If Customer acknowledges that he/she wants specialised fonts (if available for ebooks), the Customer is responsible for purchasing or obtaining fonts and providing to Pickawoowoo.

e). The customer acknowledges that where possible, the ebook integrity will be made between either i) the original print book overall look and feel is consistent with the eBook, as is possible or (ii) word document. This means text that is required to be italicized or bold

renders as such in the eBook file(s), (iii) that chapter titles are capitalized. or letters, phrases, are consistent as in the submitted ebook.

f) Image Formatting - The customer manuscript should contain the images embedded inside of the manuscript for ebook conversion service as well as uploaded as separate files during the file uploading process. This will allow Pickawoowoo to accurately assess image placement in ebook. The Customer acknowledges that if this procedure is not followed the images in Customer's eBook may not be placed correctly during the formatting process. If Customer requires Pickawoowoo to change image placement, an additional fee of \$75.00 (seventy-five dollars) per hour may possibly be incurred. See Addendum B

g) Customer acknowledges that the eBook will not be formatted to match the original manuscript unless enhanced features is purchased and pending ebook capabilities as outlined.

1B) Fixed Layout (Children's Ebook, Cookebooks etc)

a) Fixed layout eBooks is a format that does not allow text to re-flow when viewed in the eReader devices, and that lets the reader to change the font as well as text size to the desirable. This service includes formatting of Customer's fixed layout eBook as a .epub file (format used by Nook, iPad, iPhone etc.) and a .mobi file (the format used by Amazon's Kindle etc.).

b) Customer acknowledges that the book editing process will be completed prior to the Commencement of the ebook design process.

c) Customer acknowledges that the fixed layout mostly enables retaining originality of the content, with regard to appearance. Users of an eReader can customise their reading experience based on their reading preferences and on the screen size of the device, so the fixed layout ebook will display differently on different eReaders, and may look very different from one device to another, furthermore the page count of eBook will change depending on the device used to read it. Pickawoowoo does its best to ensure that the Customer's eBook displays correctly on as many different devices as possible. There are currently no industry standards as to how said devices should display on any particular ebook.

e). The customer acknowledges that where possible, the ebook integrity will be made between either i) the original print book overall look and feel is consistent with the eBook, as is possible or (ii) word document. This means text that is required to be italicized or bold renders as such in the eBook file(s), (iii) that chapter titles are capitalized. or letters, phrases, are consistent as in the submitted ebook.

f) Image Formatting - The customer manuscript should contain the images embedded inside of the manuscript for ebook conversion service as well as uploaded as separate files during the file uploading process. This will allow Pickawoowoo to accurately assess image

placement in ebook. The Customer acknowledges that if this procedure is not followed the images in Customer's eBook may not be placed correctly during the formatting process. If Customer requires Pickawoowoo to change image placement, an additional fee of \$75.00 (seventy-five dollars) per hour may possibly be incurred. See Addendum B

2. Cover Upload and Sizing

a) If cover E-Design & Conversion Service has not been purchased, then the Customer shall provide a cover image at the highest resolution possible as a .jpg with dimensions of at least 1400 x 1800 pixels for optimal display results. This is a requirement of industry third party resellers.

b) Customer acknowledges that Pickawoowoo requires the use of a front cover only for eBook publishing purposes. Should the Customer upload incorrect cover files i.e. an image file that contains the front, back, and spine of a book cover or incorrect dimensions Pickawoowoo will be required to crop and/or resize as necessary. If Customer does not provide a cover the Customer acknowledges that their eBook will not include a front cover (i.e. will be text only).

c) If Customer has not utilised Pickawoowoo cover service then the Customer warrants that they have the indisputable right, in the submitted cover, including the rights to images, photos and artwork on the ebook's cover.

d) Customer acknowledges that the e-cover may not show the same as the original print book cover, nor be visible on all eReading devices, nor display the same on various reader devices.

3. Sample Styles / Chapter Revisions (for ebook E-Design & Conversion Service only)

If Pickawoowoo has completed the Customers print book (Pickawoowoo Print Book to Ebook Conversion Service) then a style sample for ebooks is NOT supplied. This is relevant only to Customer purchase of ebook service only (4B).

a) With the purchase of enhanced features, Pickawoowoo will deliver two style sample chapters (or the equivalent, up to 10% of the manuscript) of the interior of the ebook unless advised otherwise prior to the full e-design, formatting process Style samples are based on ebook genre, layout options and feedback from Customer. Customer will select a style before the full interior formatting layout is undertaken. Pickawoowoo will provide said sample style layout within 5 (five) business days of Customer's properly formatted electronic version of the complete manuscript including front matter, body matter and end matter, plus all interior images if any.

b) Once Customer receives and reviews styles, the Customer acknowledges that revision of said style sample chapter is the only time that Customer may request changes to design elements such as font size, leading, kerning, margin size without incurring additional charges. Customer acknowledges that the sample chapter includes 1 (one) round of free revisions with up to 10 (ten) changes only.

c) Further Customer request of changes during style sample. (i) Each additional round of revisions to the sample chapter includes 10 (ten) changes and costs \$75.00 (seventy-five dollars). Each round of sample style chapter revisions are completed within 3-5 (three to five) business days per round depending on complexity. Customer must submit all revisions annotated on the PDF as per instructions provided (ii) If Customer requires editorial revisions beyond the one free round to the sample chapter, the Customer agrees to be invoiced at a rate of \$75.00 (seventy-five dollars) per hour, with a minimum fee of \$75.00 (seventy-five dollars). Customer understands and acknowledges that 'editorial revisions' include the following: grammar corrections, sentence re-writes, removal of text and other mechanical changes, replacement of images (any non-text elements, photos, tables, art, charts, graphics), reorganisation of paragraphs or chapters, essentially any changes made to content or otherwise that varies from the original submitted manuscript supplied by Customer.

d) If Customer, once style sample chapter is reviewed, resubmits the original word doc manuscript, a one-off charge of \$195 (one hundred and ninety-five dollars) will be invoiced. Further formatting fees may also apply.

e) CHANGES / AUTHOR ALTERATIONS - Customer acknowledges that all changes will be submitted as per support sheet - Form 0.0 GUIDE TO PDF CORRECTIONS ON YOUR MANUSCRIPT. In the event that Customer has failed to return proofs with author alterations clearly outlined as per support sheet - Form 0.0 GUIDE TO PDF CORRECTIONS ON YOUR MANUSCRIPT; Customer acknowledges that if Pickawoowoo is requested to annotate changes on PDF which Customer has communicated either verbally or outlined via return email, a fee of \$75.00 (seventy-five dollars) per hour, with a minimum half hour \$37.50 (thirty-seven dollars and fifty cents) will be charged.

4. Revisions / Changes

4A Pickawoowoo Print Book PDF to Ebook Conversion Service

a) If the Customer has paid for a conversion of the PDF book or print book then the e-conversion service does not include additional time to make editorial revisions /author alterations (spelling etc). However, any e-design errors (incorrectly linked) will be at no charge.

b) Upon ebook completion changes can still be requested. A minimum hourly rate applies \$75 (seventy-five) dollars and this includes correspondence for changes and the reissuing of EBook files. If the number of changes are extensive, over 20 (twenty) author alterations, the ebook will have to be reflowed as a new book with the revised content— as it is difficult to

locate the words in a flowing content. The cost to reflow the ebook is likely to be less than an hourly fee as it is tedious and time consuming within html. We offer our authors a discounted rate when we resupply the reflowed ebook, to help minimise costs.

c) Customer acknowledges that some revisions are not likely to be completed because of the limitations of eBook design/formatting as well as the ability of eReading devices to display content. In this event, Pickawoowoo will inform Customer of said limitations and suggest alternate methods of formatting, where possible.

d) After Customer has submitted his/her revisions via email to Pickawoowoo, said revisions will be made within 5 (five) business days. Thereafter the Customer will be notified to review and approve, or indicate if additional revisions are required. If revisions require extensive editorial changes to the eBook file(s), Pickawoowoo reserves the right to extend the revision timeline in order to accommodate Customers requests.

e) Should Customer choose NOT to pay the required additional fees outlined above for additional and/or editorial revisions, the Customer acknowledges his/her options:

- retain interior ebook format in its present condition,
- or make the desired changes themselves or through their channels. Once a third party is involved and revises the interior supplied by Pickawoowoo, Pickawoowoo is no longer accountable for completing revisions to the interior.

4B Pickawoowoo Ebook E-Design Service only

a)Customer shall have one round of up to 20 (twenty) conversion-related revisions. Conversion -related revisions are described as changes to individual words, parts of words, punctuation etc. caused by the conversion process (i.e. if a word in the eBook file looks this for example 'HAppy' as a result of the conversion, it would be fixed to 'happy'). Conversion-Related Revisions do not include editorial changes.

b) Customer shall have one round of up to 10 (ten) small editorial revisions. 'Editorial Revisions' are described as changes to chapters and images (photos, art, charts, graphics, or any non-text elements), word corrections, sentence re-writes, grammar changes, reorganising paragraphs, essentially any changes to the original content as submitted by the Customer. Any further editorial revisions that the Customer chooses to undertake will be billed at an hourly rate of \$75 (seventy-five) per hour, with a minimum fee of \$75. Pickawoowoo will provide Customer with an estimate on the number of hours revisions will take. Customer will be required to pay this fee, or Pickawoowoo will not make any Editorial Revisions to Customer's ebook.

c) Customer acknowledges that some revisions are not likely to be completed because of the limitations of eBook design/formatting as well as the ability of eReading devices to display content. In this event, Pickawoowoo will inform Customer of said limitations and suggest alternate methods of formatting, where possible.

d) After Customer has submitted his/her revisions via email to Pickawoowoo, said revisions will be made within 5 (five) business days. Thereafter the Customer will be notified to review and approve, or indicate if additional revisions are required. If revisions require extensive editorial changes to the eBook file(s), Pickawoowoo reserves the right to extend the revision timeline in order to accommodate Customers requests.

e) Should Customer choose NOT to pay the required additional fees outlined above for additional and/or editorial revisions, the Customer acknowledges his/her options:

- retain interior ebook format in its present condition,
- or make the desired changes themselves or through their channels. Once a third party is involved and revises the interior supplied by Pickawoowoo, Pickawoowoo is no longer accountable for completing revisions to the interior.

5. Ebook Formatting Production Timelines

a) Customer acknowledges that Pickawoowoo has the right to amend the formatting and interior layout timeline described under production schedule hereto should Customer's interior layout or revisions require additional work.

6. Supplying Files From External Providers

a) Customer may supply Pickawoowoo with Press-Ready PDF's for conversion from third parties for e-conversion.

7. Consultation with External Providers

a) Customer acknowledges that Pickawoowoo is unable to consult with Customer's outside designer or third party provider for ebook design or conversion unless consult fees are paid to cover our time to do so. Time taken to address a third party queries means Pickawoowoo's paid Customers having to wait. We appreciate Customer's understanding. If Customer or Customer's e-designer requires Pickawoowoo's assistance meeting the ebook requirements then Customer shall be billed at a rate of \$75.00 (seventy-five) per hour, with a minimum \$50 (Fifty) dollar charge.

8 ISBN, CIP, LCCN, Bar Code

a) Pickawoowoo maintains that all Customers should provide their own ISBN (for ownership) however is happy to provide an ISBN. Customer acknowledges that ISBNs provided by Pickawoowoo are owned by Pickawoowoo. ISBN's are non-transferable and should Customer cease distribution on the ebook platform suggested through Pickawoowoo, then Pickawoowoo is entitled to remove its ISBNs from files provided to Customer. Under no circumstances is the Customer able to use Pickawoowoo ISBNs going forward.

b) If Customer chooses to purchase an ISBN, Customer should purchase a block of 10 (ten) ISBNs and provide Pickawoowoo with the name of the publishing company associated with Customer's ISBN(s).

c) Where the service is requested and paid for by Customer, Pickawoowoo will obtain an CIP (Catalogue in Publication) or LCCN (Library of Congress Control Number) for Customer's ebook. Customer may choose not to receive a CIP or LCCN.

d) Customer acknowledges that it is his/her responsibility to provide the ebook legal deposits 1 (one) copy to State and Commonwealth libraries or 1 (one) copy of the published, finished ebook to the Library of Congress to validate Customer's details. Customer acknowledges that the CIP or LCCN will not be authenticated if Customer fails to send a printed copy and that Pickawoowoo cannot be held responsible.

9. Distribution

Once Customer has approved his/her advance copy and advised Pickawoowoo, then Customer should activate distribution from platform or request Pickawoowoo in writing to activate distribution on his/her behalf. Once completed, distribution service(s) will commence.

10. Rush Service

a) Rush Formatting is described as the process of Pickawoowoo converting Customer's original files into eBook files within a reduced timeframe of 7 (seven) business days. The eBook design will be converted to render as best as it can on various eReading devices. Rush Formatting can only occur if a clean word doc file has been provided and or PDF (requiring no alterations/editorial revisions). Rush Fee of additional \$95 is applied..

b) If enhanced features is purchased a sample style chapter will be formatted within 3 (three) business days from the date initial assessment was completed. Rush Formatting will not commence until after Customer has provided an edited manuscript to Pickawoowoo.

c) Customer acknowledges that rush formatting comprises the initial formatting of Customer's eBook only and time taken for Customer to review eBook files or submitting revisions is not incorporated in this time frame. Should Customer submits further, Pickawoowoo will attempt to make the revisions within 3 (three) business days, depending on the number of revisions required. If required Pickawoowoo has the right to extend the rush formatting timeframe.

d) Distribution: If Customer has requested Pickawoowoo to assist with any distribution service of final formatted and revised eBook file, then Pickawoowoo will submit Customer's eBook within three (3) business days. Customer acknowledges that Pickawoowoo has no control over a third party and the length of time it takes the resellers to make the eBook available for purchase. Submission to all other Resellers is subject to the standard

submission timelines. See Section 9 of this agreement for more information on the Rush Publication Timeline.

e) During the rush formatting process Pickawoowoo under no circumstances will be responsible for delays caused by conditions beyond its control. This includes delays caused by Customers submission of changes or revisions , or responding to Pickawoowoo requests if need be etc.

SECTION E.

PUBLICATION TIMELINE AND PRODUCTION SCHEDULES

a) Customer acknowledges that specific timeframes cannot be provided due to the many variables involved in the e-publishing process, i.e. the number of rounds of editorial revisions required etc.

b) Customer acknowledges that to a great extent the e-publishing process, timeframe, and ultimate final publication date are reliant upon Customer's completion of the steps in the e-publishing journey. Customer acknowledges that Pickawoowoo reserves the right to extend the e-publishing timeline if, for any reason, Customer's ebook requires additional work.

c) Customer acknowledges that under no event is Pickawoowoo responsible for delays caused by circumstances beyond its control. Delays may include but not limited to, delays when Customer does not respond in a timely manner, delays responding to Pickawoowoo's requests, making additional rounds of author alterations /editorial revisions and reviewing epub /mobi files etc. Delays caused by Customer affect the typical timeline of e-publishing process as outlined below.

d) Rush Formatting is described as the process of Pickawoowoo converting Customer's original files into eBook files. The eBook design will be converted to render as best as it can on various eReading devices within a reduced timeframe of 7 (seven) business days. Rush Formatting can only occur if a clean word doc file has been provided and or PDF (requiring no alterations/editorial revisions). Rush Fee of additional \$95 is applied.

1.E- PRODUCTION SCHEDULES

a) There are many variables as e-publishing is a creative process and not a manufacturing one, as described above. Therefore work cannot be scheduled the way a manufactured product can be. A scheduling guide outlined in the chart below is a rough guideline/estimate of how long some of the main elements of your ebook's production may take.

b)Customer acknowledges that Pickawoowoo will make its best effort to comply with the timelines set forth in this Agreement. A date for work commencement will be provided to the Customer and typically is within 2-4 (two - four) weeks of first payment.

c) Under no event will Pickawoowoo be responsible for delays caused by circumstances beyond its control, including delays caused by Customer in revising manuscripts, responding to Pickawoowoo requests, making cover changes, or reviewing proofs. Such delays caused by Customer are not counted in schedule outline. Customer acknowledges that much of the e-publishing process timeframe and ultimate publication date are dependent upon Customer's completion of the required steps in the e-publishing process. Further, any revisions that are highly extensive or exceed the allocated number of revisions per round may result in an extended revision timeline for the e-publishing process.

d) Customer acknowledges that Publication Timeline cannot commence until final, edited manuscript has been approved and uploaded by Customer.

Publication Process	Customer to Complete	Days for Processing
Work commencement		within 2-4 (two - four) weeks of first payment
Pre-assessment	-Upload Interior content /Images/Cover -Required Questionnaires	3 business day
Sample style chapter (only applicable if e-design service or enhanced features purchased)	- Style assessment approval- Payment of additional fees (if applicable)	5 business days
Or e-conversion service	-Assessment approval -Payment of additional fees for editorial revisions (if applicable)	10 business days
Revisions	Review of epub / mobi file finals -Payment of editorial revision fees (if applicable)	5 business days per revision
Final files available for Download	-complete ebook checklist for interior formatting approval -Cover Design checklist and approval (if applicable)	5 business days
RUSH FORMATTING	Clean copy to be provided for this service only	7 business days

Please note: this schedule does not account for the time it takes Customer to review and resubmit material for revisions. It only demonstrates our timeline in-house, once the content is received. These times may also vary and are estimates only as external factors may need to be considered such as existing jobs at the printer at time of submission.

These terms and conditions and the relationship between the Customer and Pickawoowoo shall be governed the Law of Western Australia. The Customer agrees to submit to the exclusive jurisdiction of the courts of Western Australia in respect of any potential dispute. The Customer must pay any legal fees or costs to defend a suit brought against Pickawoowoo as a result of the Customer's actions. Should the Customer incur any legal fees or costs as a result of their actions, Pickawoowoo will not be held liable for any damages.

Addendums

ADDENDUM A

Refund Schedule

While Pickawoowoo will attempt to create and fulfil a Customer's vision, the Customer acknowledges that his/her dissatisfaction with any creative element is not grounds for any refund.

The refund schedule below is for the design e-publishing service and does not include any other service, including, but not limited to editing, marketing, etc.

Publishing Stage	Commencement of Step	Refund At Time of Initial Order
Payment and Agreement Signed	Agreement to e-Publishing Terms & Payment	Full amount paid (less credit card processing fees and 5% admin fee) if Customer terminates prior to Commencement of e-publishing Process
Commencement of the e-publishing and formatting assessment	Customer's submission of manuscript or provision of 'Ebook Set up Form', or 30 days from date on which Customer agreed to terms of e-publishing Agreement	20% of agreed quote
Sample style chapter or interior formatting	Upon approval of ebook assessment	No refund available
E-publishing Commenced	Once Pickawoowoo commences work including but not limited to, the layout of Customer's ebook or ebook cover, no refunds will be given. 'Commencing the Layout' is defined by Designer commencing work on the manuscript.	No refund available
Editing (only applicable if Customer purchased editing services)	Customer's submission / upload of manuscript to be edited.	<p>If Pickawoowoo has not received Customer's manuscript to be edited then full amount less credit card processing fees and 5% admin fee will apply.</p> <p>Once Customer submits a manuscript for editing, there are no refunds for editing fees.</p>

ADDENDUM B

MANUSCRIPT PREPARATION (FORMATTING) TERMS AND CONDITIONS - Customer acknowledges that his or her manuscript must meet Pickawoowoo's formatting guidelines in order for further e-publishing services, including but not limited to, editing and e-design layout, to take place. If, upon review of Customer's manuscript, Pickawoowoo ascertains that formatting guidelines have yet to be met, then manuscript preparation will be required and further fees may be applied depending on complexity.

MANUSCRIPT SUBMISSION GUIDELINES for EBOOKS

Important Note: We can assist you through the following requirements.

As part of the service we provide, our professional e-designers will typeset your manuscript. To make sure we understand any special formatting requests you may have and to ensure a smooth design process, we ask that you try to adhere to the following guidelines as best you can in the preparation of your manuscript before sending to the Pickawoowoo Publishing Group.

IMPORTANT NOTE: If your print book has been designed by Pickawoowoo and supplied as a pdf then the submission guidelines do not apply. Please provide final PDF.

How Should I Submit My Manuscript?

The manuscript must be submitted electronically as a Microsoft Word (.doc or .docx) or Rich Text Format (.rtf) file. The manuscript must be submitted as one file (i.e., all chapters of the ebook and any front matter must be submitted as a single file).

Why do I or Pickawoowoo have to format (clean) my manuscript?

Ebooks take a long time to write and during the process they collect clutter. During this time the author usually will have created the ebook in pieces, at different times and sometime even written on different computers. Some material may have been extracted from a blog or their website, a lecture, report and so forth. Various reviewers, editors, may have left their markup comments behind from version to version. Gradually the word processing file holding this combination of content collects clutter.

On top of this comes probably the biggest issue when writers strive to make their manuscripts look good in word by formatting, adding pictures, ultimately trying to design in word. While writers are busy trying to make their manuscripts look beautiful with different fonts, alignments, sizes, picture boxes and text boxes, the one feature of modern word processors that could really save them, and our designers, a huge amount of time and minimise formatting fees is **Styles**.

So preparing manuscripts for typesetting have to go through a thorough clean-up to extract all the formatting the writers have done, and to make sure they import properly into Adobe Indesign for e-formatting.

What should it look like?

If you have special formatting preferences, we ask that you indicate these preferences using **formatting tags**. The following items are examples of design elements that would require formatting tags:

- block quotes
- text boxes
- non-standard bullet points (e.g. heart-shaped symbols)
- special sections (e.g. letters, journal entries)

For example, if you would like to indicate a block quote, you would do so like this:

[DESIGNER_BEGIN BLOCK QUOTE HERE]

"Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum."

[DESIGNER- END BLOCK QUOTE HERE]

Your designer would then know to off-set the text between the tags as a block quote.

The following design elements will not require formatting tags:

- Bolded subheads
- Bold, underlined, and italicized text
- Chapter headings (e.g. Prelude, Introduction, Chapter 1)
- Text spaced using MS Word's alignment tools (e.g. Centre, Align Text Left)
- Bullet points or numbered lists made using MS Word's 'Bullets' feature

How should I submit images?

Image Formatting - Images include any photos, charts, tables, or graphs (anything that is not primarily text).

The customer manuscript should contain the images as follows:

- embedded inside of the manuscript for ebook design service,
- as well as, uploaded as separate files during the file uploading process.
- as well as, include formatting tags. **formatting tag**, as follows:

[DESIGNER_Insert Image 1.jpg here]

- Please note your captions with a **formatting tag** also. For example:

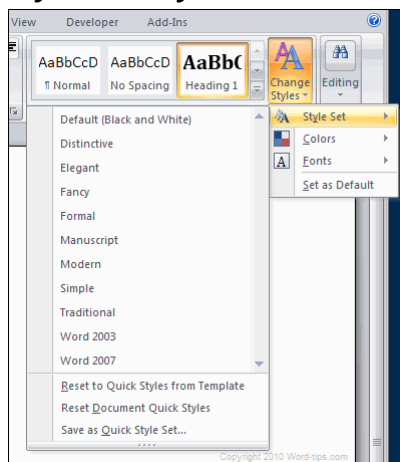
[DESIGNER- Caption: Write caption text here.]

This will allow Pickawoowoo to accurately assess image placement in ebook. The Customer acknowledges that if this procedure is not followed the images in Customer's eBook may not be placed correctly during the formatting process. If Customer requires Pickawoowoo to change image placement, an additional fee of \$75.00 (seventy-five dollars) per hour may possibly be incurred.

All images for placement in your interior should be uploaded to dropbox or transferred to us by web file transfer as separate files in PDF, JPEG, or TIF format. All image files should be web optimised. Charts made in Excel may also be accepted as separate files.

The number of your image file should match the file name listed within the tag.

Try to use Styles.



One of the most powerful, and most neglected, formatting tools in Microsoft Word is **Styles**. Styles are worth learning and will to save a lot of time in manuscript production.

A style in word is a whole set of formatting instructions that saves you time. So all headings could be HEADING 1 and subheadings HEADING 2 and body copy NORMAL as an example. If you assign styles to the elements of your manuscript you want to look different from the main body text, you can change all of them at once by simply changing the style definition.

More importantly though is if your word document is styled with word styles, it makes the job of importing your file into InDesign faster and more reliable. The designer will know how you wanted this text treated and putting the layout of your ebook on a fast track. Without styles there will definitely some 'to and fro' to ensure the text is treated correctly.

So do yourself and your ebook designer a favour: start styling your file with Word. You'll be glad you did.

Is there anything else I should know?

Although it is likely we will format your word document before going to designer the following is what you should do to help yourself and your designer. If you would like to receive a formatting checklist please advise but below should suffice.

Below are some of the most common issues we see in manuscripts sent to us before being formatted.

Avoid:

1. Extra spaces or tabs used to create an indent for the first line of each paragraph. Use the MARGINS key to indent all paragraphs and use MS Word's alignment tools (Center, Align Left, Align Right) to align text.
2. Two or more paragraph breaks between paragraphs..
3. Two spaces between sentences instead of one
4. Manual line breaks at the end of each line of text in a paragraph

5. Two line breaks inserted at the end of a paragraph instead of a paragraph break
6. Using tabs at the end of a paragraph to create a new paragraph
7. Using only a paragraph break to create a scene break between paragraphs
8. A series of paragraph breaks (by hitting the enter key) to force text onto the next page
9. Use page numbers within the manuscript as these will be determined after typesetting

Do:

1. Use MS Word's "Insert Endnotes/Footnotes" function to include endnotes or footnotes in your manuscript.

Worried about this? Don't be! Your e-publishing coordinator can help explain the formatting guidelines if you still need help. Alternatively we can undertake the formatting for you but it is always best that you undertake as much as you can to minimise some of these costs.

Enjoy.



Design Services Terms & Conditions

This agreement is made between Pickawoowoo Publishing Group, ('Pickawoowoo') and the copyright holder of said book, assignee thereof, or anyone authorised to execute this Agreement ("Customer").

For purposes of this Agreement, 'book' shall refer both to a Customer's print and/or ebook versions dependent on service purchased by the Customer.

Payment of fees acknowledges Customers understanding of work terms.

SECTION A

REQUEST FOR PROMOTIONAL ACTIVITIES

Title and Customer Information - Pickawoowoo shall have the right to display any creative work for the limited purpose of demonstrating capabilities and otherwise promoting Pickawoowoo Service's at their website, unless advised otherwise by Customer.

Pickawoowoo may post relevant information about Customer and the book on third-party websites (website, promotional opportunities like YouTube / TV, publicity opportunities such as radio). Information may include the book's cover, description of the book, Customer's name /picture, and other related information to the services provided. However, the Customer reserves the right to have Pickawoowoo remove this information at any time.

SECTION B

OWNERSHIP OF BOOK / INTELLECTUAL PROPERTY

In brief, you wrote it, you own it. The customer at all times retains 100% (one hundred percent) of all right, title, and interest in the book and its contents, including

- All copyrights,
- Trademarks,
- Other intellectual property associated with the book, including but not limited to any cover art, interior formatting, production files, source files or anything else created by Pickawoowoo for Customer's book.

- Derivative rights which include but not limited to: serial rights; translation rights; abridgment rights; picture book rights; merchandising rights; television, stage, film, video, radio, dramatization, and documentary rights; electronic publishing rights; publication; the right to sell, resell, license, or re-license to anyone. Sale and distribution rights in relation to the book or any part thereof in all editions and in all languages; nor exploitation rights in relation to the book in any other form as may be invented in the future.

At any time, so long as Customer has paid all outstanding monies owed to Pickawoowoo, the Customer can request copies of all Intellectual Property, which Pickawoowoo shall send within ten (10) business days. Electronic files will be made available for download via Dropbox or other file transfer means. Physical or printed copies of non-digital Intellectual Property or Customer's book in Pickawoowoo possession will be returned to Customer within ten (10) business days (Customer will be responsible for paying all shipping/postage charges).

NO GUARANTEE OF SALES

Every effort is made to meet Customer's expectations however Pickawoowoo cannot promise that any of the services we provide will result in the sales of a minimum number of copies of Customer's book. The Customer acknowledges that Pickawoowoo has no control over the purchasing decisions of book buyers and is not, therefore, liable to Customer or any other party if sales of the book do not meet Customer's expectations.

SECTION C

SERVICE AGREEMENTS BASED ON SERVICES PURCHASED BY THE CUSTOMER

ACCEPTANCE OF ORDER - a) Acceptance of an order by Pickawoowoo Publishing Group Design Service is dependent on payment of 50% (fifty) of invoice of the estimated work to be done / 100% (one hundred) of Editing or Artwork to be done. b) or the act of accepting a Quotation is also made from our web quote system when clicking the 'accept' button whichever occurs first. c) Upon accepting a quotation the Customer agrees that they have sent the final version of their document and all supporting material. d) The Customer agrees to make payment in full once signed off checklist of work in accordance with the quotation and these terms and conditions.

ADDITIONAL FORMATS - Customer can choose paperback or hardcover format for Customer's book. If however the Customer requests both formats, then the Customer agrees to pay an additional \$199.00 (one hundred and ninety-nine dollars), which includes, file transfers, cover modification to accommodate the additional cover format and the inclusion of new ISBN details in the interior. This fee does not include the cost to upload the additional format to printer platform.

Customer can request any other additional formats including but not limited to ebook; case laminate, jacket flap hardcover, serialisation of book etc upon finalisation of interior book (if not purchased) and a quote can be provided.

CHANGES / AUTHOR ALTERATIONS – a) Following acceptance of a Quotation, the Customer understands Pickawoowoo may apply a changes fee for any changes to the document, instructions or supporting material.

b) Author alterations represent corrections made to the Customer's originally supplied file at any stage of the design process. A minimum number of changes are factored into the base price of text layouts. Any changes in excess of these are billable as outlined in support sheet 'Changes FAQ' and Service Agreement, Manuscript Process outlined in this document.

c) The Customer understands Pickawoowoo has a minimum changes fee to cover the time involved in handling change requests. The costs of any changes are indicated and communicated to the Customer for acceptance before the changes being made as outlined in support sheet 'Changes FAQ' and Service Agreement, Manuscript Process outlined in this document.

d) Corrections MUST be annotated / marked up using support sheet supplied, Form 0.0 GUIDE TO PDF CORRECTIONS ON YOUR MANUSCRIPT. PDFs can be annotated using free Adobe Reader. PDF's supplied to Customer have been enabled to make comments, highlight text, and add 'sticky notes' to the document as outlined in support sheet, Form 0.0 GUIDE TO PDF CORRECTIONS ON YOUR MANUSCRIPT.

e) If the Customer has failed to return proofs with author alterations clearly outlined as per support sheet Form 0.0 GUIDE TO PDF CORRECTIONS ON YOUR MANUSCRIPT; Pickawoowoo will not be responsible if changes are communicated verbally or outlined via return email. Or if the Customer has instructed Pickawoowoo to proceed upon written acceptance without submission of further proofs Pickawoowoo will not be held responsible for errors.

f) In the event that Customer has failed to return proofs with author alterations clearly outlined as per support sheet Form 0.0 GUIDE TO PDF CORRECTIONS ON YOUR MANUSCRIPT; Customer acknowledges that if Pickawoowoo is requested to annotate changes on PDF which Customer has communicated either verbally or outlined via return email, a fee of \$75.00 (seventy-five dollars) per hour, with a minimum half hour \$37.50 (thirty-seven dollars and fifty cents) will be charged.

CONFIDENTIALITY - All correspondence, information and documents supplied to Pickawoowoo will be treated as confidential and kept securely. All Pickawoowoo employees and associates sign a binding confidentiality agreement.

CREATIVE WORK FEES– All creative work and preparatory work developed and furnished by Pickawoowoo Publishing Group Design Service such as sketches, layout examples, and so forth remain the property of Pickawoowoo and no use of same shall be made, nor any ideas obtained therefore be used, until Customer has paid Pickawoowoo in full. At that time, all said work becomes the exclusive property of the Customer.

CREDIT CARDS- Credit card payments are offered through PayPal only.

CUSTOMER'S ARTWORK/PROPERTY – Pickawoowoo Publishing Group Design Service will maintain vandalism, fire, malicious mischief, sprinkler leakage insurance on all artwork/property belonging to the Customer, while such artwork/property is in Pickawoowoo Publishing Group Design Service's possession. Pickawoowoo's liability for such artwork/property shall not exceed the amount recoverable from such insurance. Customer can request additional insurance coverage in writing, and if the premium is paid to the provider. All customer supplied artwork/property will be returned on completion if pre-paid postal envelope supplied.

DIGITAL FILES – Customer supplied digital files (i.e. USB stick, CD's) will not be returned unless supplied with pre-paid postal envelope. It is the Customer's responsibility to maintain a copy of all files submitted. Any design files created by Pickawoowoo for the printing of such files will remain the property of Pickawoowoo Publishing Group Design Service until the full payment is received. Source Files are provided to customer within 60 (sixty) days of completion of the design. Thereafter source files are archived. Extraction fees apply.

DISCLAIMER OF IMPLIED WARRANTIES – Pickawoowoo Publishing Group Design Service warrants only that the work will conform to the description contained in the order. Pickawoowoo maximum liability, whether by negligence, contract, or otherwise, will not exceed the return of the amount invoiced for the work in dispute. Under no circumstance will Pickawoowoo be liable for specific, individual or consequential damages.

DISPUTES - Disputes must be in writing. Any Customer who has a dispute regarding the work undertaken by Pickawoowoo must provide reasonable opportunity for Pickawoowoo to resolve the issues. To resolve any dispute Pickawoowoo will always offer a Director to speak directly to the Customer to agree on any required actions. Neither Pickawoowoo nor the Customer shall be liable or deemed in breach of the agreement should failure to act be due to a cause beyond their reasonable control.

ELECTRONIC MANUSCRIPT OR IMAGE – It is the Customer's responsibility to maintain a copy of the original file provided to the Pickawoowoo Publishing Group. Pickawoowoo is not responsible for accidental damage to electronic manuscript/images supplied by the customer or for the accuracy of furnished input or final output or comparison thereof. Pickawoowoo Publishing Group Design Service can evaluate digital input however no claims or promises are made about Pickawoowoo ability to work with jobs submitted in digital format, and no liability is assumed for problems that may arise thereof.

FILE MANAGEMENT - Pickawoowoo suggests tools for Customers to send documents such as Dropbox or File Transfer websites. We accept no responsibility for any problems arising from their use.

Pickawoowoo uses in-house file management (secure offline backup storage) and cloud-based storage. However, Pickawoowoo has no obligation to store a Customer document following the completion of a job and therefore the Customer should store their final files securely

LIABILITY - The Customer owns the rights to all material created as part of work completed in accordance with the quotation. Pickawoowoo provides a formatting and typeset service for the format and style of a document. We, therefore, take no responsibility for its content. When sending a document to Pickawoowoo, the Customer is asserting their authority to permit Pickawoowoo to work on it. It is the responsibility of the Customer to ensure that suitable licenses have been acquired for images or fonts included in any document/file sent to Pickawoowoo.

MANUSCRIPT PREPARATION (FORMATTING) TERMS AND CONDITIONS - Customer acknowledges that his or her manuscript must meet Pickawoowoo's formatting guidelines for further publishing services, including but not limited to, editing and interior layout, to take place. If, upon review of Customer's manuscript, Pickawoowoo ascertains that formatting guidelines have yet to be met, then manuscript preparation will be required, and further fees may be applied depending on complexity. Addendum B

Customer acknowledges that Pickawoowoo will endeavour to and with best effort, maintain the integrity of Customer's intended manuscript layout, but cannot guarantee that Customer's intended manuscript layout will be completely preserved in the process of altering it to adhere to the formatting guidelines and interior layout. Addendum B

OTHER SERVICES - provided by Pickawoowoo (e.g., website creation, marketing programs, etc.), have separate terms and conditions, separate termination and expiration dates and are governed by separate agreements.

OUTSIDE PURCHASES – All outside purchases as requested or authorised by the Customer, unless otherwise agreed in writing, are chargeable.

PAYMENT - All payments to Pickawoowoo can be made by a) direct deposit b) cheque c) Australian Postal order or d) Paypal. Payments made securely using PayPal Payments are subject to the PayPal terms and conditions and Pickawoowoo processing fees. Pickawoowoo may offer an invoicing arrangement to Customers with whom they have an ongoing business relationship.

POSTAGE – Unless otherwise agreed, the Customer will pay for all postage charges incurred for any material or books to be received and returned.

PROOFS –Proofs shall be submitted as PDF proof via Customers email. If corrections are required a revised proof is submitted. See Changes / Author Alterations. Pickawoowoo will not be responsible if changes are communicated verbally or outlined via return email ; if the Customer has failed to return proofs with author alterations clearly outlined as per support sheet Form 0.0 GUIDE TO PDF CORRECTIONS ON YOUR MANUSCRIPT; or if the Customer has instructed Pickawoowoo to proceed upon written acceptance without submission of further proofs.

QUOTATION - a) Pickawoowoo reserves the right to refuse to work on, or issue a Quotation for, any document. b) All prices posted at the Pickawoowoo Publishing Group Design Service website, or any agreed upon pricing via acceptance of format quotation are subject to change depending on the nature of the work involved once it is received. c) Should the Customer change their instructions or material we reserve the right to reissue the Quotation

SPECIFICATION ACCURACY - Quotations and pricing are based on the accuracy of the specifications and information provided to Pickawoowoo Publishing Group Design Service at the outset. Pickawoowoo can re-quote a job at the time of submission if any materials do not conform to the information on which the original quotation was based.

TERMS/CLAIMS - Payment terms shall be whatever was outlined in the quotation or invoice unless otherwise provided in writing. In the unlikely event that payment is not received, the Customer is liable for all collection costs incurred by Pickawoowoo.

Claims by the Customer must be in writing and within a period of 10 (ten) business days after delivery of all or any part of the order. Failure to make such claim within the stated period shall constitute irrevocable acceptance and an admission that the order fully complies with terms, conditions, and specifications.

TERMINATIONS - Within 10 (ten) business days of cessation of this Agreement by either party, Pickawoowoo shall electronically return all of Customer's Intellectual Property created by Pickawoowoo.

Termination by Customer

Customer may terminate this Agreement for any reason and at any time by providing written notice to Pickawoowoo. Customer shall receive a full refund of all monies paid if Customer terminates before the commencement of the publishing process.

'Commencement of the Publishing Process' is defined as

- (1) Customer's submission of his/her manuscript or
- (2) Customer's submission of the ' Book Set Up Form' or
- (3) The passing of 30 (thirty) days since Customer executed this Agreement, whichever occurs first.

If Customer terminates after the commencement of the publishing process, Customer will receive a refund as outlined in Addendum A to this Agreement. Once Pickawoowoo commences the layout of Customer's book, no refunds will be given. 'Commencing the Layout' is defined by Designer commencing work on the manuscript.

Refunds - will be made by Pickawoowoo within 30 (thirty) business days after Customer has provided the notice of termination. Pickawoowoo has 10 (ten) business days to send all intellectual property to Customer upon Customer's request.

Termination by Author Services Provider (Pickawoowoo)

Upon written notice to Customer, Pickawoowoo may well terminate this Agreement, the provision of any service hereunder, and publication of the book with or without cause, for any grounds and at any time. Customer will receive a refund as outlined in Addendum A to this Agreement.

Under no circumstances will Pickawoowoo be obligated to publish a book of any kind, including but not limited to those, which in its opinion, contain libellous or obscene material, infringe statutory copyright or common law, the right and or privacy of any person, and/or promote hate, violence, or illegal activities. Should

Pickawoowoo terminate the Agreement Pickawoowoo will refund all monies paid by Customer for services not yet commence

Pickawoowoo may well terminate this Agreement if Customer owes Pickawoowoo any funds for additional services, (e.g. cover revision fees, interior revision fees, etc.) and has not paid Pickawoowoo within 21 (twenty one) business days of receiving an invoice from Pickawoowoo either through the mail, email.

REFUNDS - please review Terminations and Addendum A

WEBSITE - All content included on this website is the property of Pickawoowoo. The material may not be reproduced, copied, distributed, stored or re-used unless given written permission from Pickawoowoo. No warranty is given that this website will be free from defects or errors and as such Pickawoowoo accepts no liability for any damage arising from its use or non-availability.

SECTION D.

SERVICE AGREEMENTS - MANUSCRIPT PROCESS

A. Manuscript submission, upload and verification

Manuscript preparation is a 7 (seven) business days turnaround upon project commencement. In the event that Pickawoowoo deems the amount of formatting will require more than 7 (seven) business days to complete, Pickawoowoo will notify Customer via email accordingly.

a) The customer must prepare the manuscript as per Pickawoowoo's formatting / submission guidelines and upload his/her manuscript as set forth in this Agreement, and as outlined on Pickawoowoo's website and attached as Addendum B hereto.

b) The Customer must submit the manuscript per the formatting instructions in order for the layout process to proceed. If upon upload and inspection of Customer's manuscript, Pickawoowoo deems that the manuscript has not met Pickawoowoo's formatting guidelines then this must occur as per section E. PREPARATION OF MANUSCRIPT / FORMATTING

c) The Customer acknowledges that the manuscript preparation service is separate to that of interior layout. The manuscript preparation is at word document only stage and a print-ready file is not supplied during this process.

d) The Customer acknowledges that Pickawoowoo will strive to uphold the integrity of Customer's manuscript layout, but will not guarantee the results or preservation of the original layout. Alterations must be expected in the preservation process in adherence to the formatting guidelines and interior layout. Addendum B

e) The Customer acknowledges that the manuscript preparation service does not include making changes to the original content, including but not limited to correcting grammatical, spelling or punctuation errors.

f) The Customer acknowledges some alteration of content is required in order for the manuscript to be edited and/or for interior layout i.e. as part of the manuscript preparation service, Pickawoowoo may be required to remove images and replace with formatting tags from Customer's manuscript as outlined in Addendum B.

g) Upon completion of Pickawoowoo manuscript preparation, the Customer will review the manuscript to ensure that the formatting changes made by Pickawoowoo meet the Customer's expectations. Customer acknowledges that it is his/her responsibility to undertake the final review and make adjustments to manuscript before re-supplying manuscript and in doing so approves them as the final version to be used for the publishing process.

h) The Customer acknowledges that if changes were made to the manuscript after manuscript preparation completed by Pickawoowoo that do not abide by Addendum B of manuscript formatting guidelines, then an additional round of changes will be required by Pickawoowoo before continuing at a rate of \$55.00 (fifty-five dollars) per hour with a minimum \$55.00 (fifty-five dollars) charge, per round.

i) Customer may choose to decline Pickawoowoo's manuscript preparation service. Therefore, Customer acknowledges they are responsible for adherence to formatting guidelines (Addendum B) and will be required to make changes to his/her manuscript if Pickawoowoo determines that it does not meet Addendum B guidelines.

B). Additional word count, image files, tables, and footnote cost

a) When Customer agrees to a customised quote/publishing package or places his/her order for publishing services, it is on the premise of initial word count as well as the number of images and footnotes to be included in the interior of Customer's book.

b) When Customer initially uploads the book and any associated images, Pickawoowoo will determine and make an assessment of Customer's word, image, and footnote count to ensure that the original figures provided by Customer at the time of order placement are precise.

c) Customer acknowledges that if Customer entered fewer words and/or images and/or footnotes than are indicated in Customer's manuscript (files) and as such surpass the amount included, Customer will be informed by Pickawoowoo of the additional fees for payment (described below). The publishing process cannot commence until the Customer pays the additional formatting fees.

d) Pickawoowoo's publishing packages (not customised service), interior layout service includes formatting for up to 70,000 (seventy thousand) words. If Customer's manuscript

surpasses 70,000 words (seventy thousand), the cost of each additional word is \$.005 (for example, a manuscript with 100,000 words (one hundred thousand) would incur an additional formatting fee of 30000 words (thirty thousand) @ \$.005 = \$150). Publishing packages include up to 20 (twenty) images and 20 (twenty) footnotes in his/her book at no additional charge. For all additional images/photos, the interior layout charge is \$5.00 (five dollars) per item, and for all additional footnotes, the interior layout charge is \$2.00 (two dollars) per footnote.

C. Enhanced formatting / interior features

a) If Customer requires enhanced formatting features, which are defined as complex design elements in the manuscript, the customer acknowledges that further fees may apply. Should the layouts for books have more illustration than text (coffee table, artistic, design or lifestyle books), cookbooks, or children's books, these will require enhanced formatting design features.

b) If after upload of Customer's manuscript, Pickawoowoo determines that enhanced formatting feature design service is required to complete the interior layout, but Customer did not request or purchase this service then Pickawoowoo shall determine an additional formatting fee. The publishing process cannot commence until the Customer pays the additional formatting fee.

D. Indexing

a) Customer may opt to include an index if Customer's book is nonfiction. Pickawoowoo shall provide Customer with a quote indexing costs. Indexing costs are on a per page basis, approximately, \$3.00 (three dollars) to \$5.00 (five dollars) per page, depending on the complexity of interior. An additional layout fee also applies of \$100.00 (one hundred dollars). Customer may opt to supply the index document as a Microsoft Word or Rich Text Format (RTF) file or upon payment Pickawoowoo will provide Customer with an automated index within 14 (fourteen) business for Customer to review as a Microsoft Word or Rich Text Format (RTF) file.

b) The Customer can select his/her indexer and provide an index as a Microsoft Word or Rich Text Format (RTF) file. Customer shall pay the \$100.00 (one hundred dollars) layout charge for Pickawoowoo to place the index into Customer's interior source file.

c) After one round of index reviews, Pickawoowoo shall position the index in Customer's book and provide the full interior file (complete with index) for its consideration and approval within 7 (seven) business days.

d) Indexing will only commence upon completion of interior layout and/or proofreading has been completed (if applicable). Further changes to indexing once full layout occurs will incur further fees and billed at \$75.00 (seventy-five dollars) per hour (minimum half hour increments).

E. INTERIOR BOOK LAYOUT

Book editing services should be completed before the commencement of the Interior book Layout.

1. Layout Options

- a) Pickawoowoo allows Customers undertaking offset print full control over layout, font choices, table of contents, index, margins, chapter headings, spaces, paragraph breaks, etc.
- b) Customers participating in Digital Print are subject to stricter guidelines and print/distributor checklist and approval of some interior design elements.
- c) If Customer acknowledges that he/she wants specialised fonts for both Offset or Digital print other than those obtainable by Pickawoowoo, the Customer is responsible for purchasing or obtaining fonts and providing to Pickawoowoo.
- d) Changing the trim size after submitting the book specifications to Pickawoowoo causes new file templates to be created. If this occurs prior to interior layout process, then the Customer should notify Pickawoowoo in writing, and a \$50.00 fee is applied.

2. Sample Styles / Chapter Revisions

- a) Pickawoowoo will deliver two style sample chapters (or the equivalent, up to 10% of the manuscript) of the interior of the book unless advised otherwise. Style samples are based on book genre, layout options and feedback from Customer. Customer will select a style before the full interior layout is undertaken. Pickawoowoo will provide said sample style layout within 5 (five) business days of Customer's properly formatted electronic version of the complete manuscript including front matter, body matter and end matter, plus all interior images if any.
- b) Once Customer receives and reviews styles, the Customer acknowledges that revision of said style sample chapter is the only time that Customer may request changes to design elements such as font size, leading, kerning, margin size without incurring additional charges. Customer acknowledges that the sample chapter includes 1 (one) round of free revisions with up to 10 (ten) changes only.
- c) Further Customer request of changes during style sample. (i) Each additional round of revisions to the sample chapter includes 10 (ten) changes and costs \$75.00 (seventy-five dollars). Each round of sample style chapter revisions are completed within 3-5 (three to five) business days per round depending on complexity. Customer must submit all revisions annotated on the PDF as per instructions provided (ii) If Customer requires editorial revisions beyond the one free round to the sample chapter, the Customer agrees to be invoiced at a rate of \$75.00 (seventy-five dollars) per hour, with a minimum fee of \$75.00 (seventy-five dollars). Customer understands and acknowledges that 'editorial revisions' include the following: grammar corrections, sentence re-writes, removal of text and other mechanical changes, replacement of images (any non-text elements, photos, tables, art,

charts, graphics), reorganisation of paragraphs or chapters, essentially any changes made to content or otherwise that varies from the original submitted manuscript supplied by Customer.

d) If Customer, once style sample chapter is reviewed, resubmits the original word doc manuscript, a one-off charge of \$195 (one hundred and ninety-five dollars) will be invoiced. Further formatting fees may also apply.

e) **CHANGES / AUTHOR ALTERATIONS** - Customer acknowledges that all changes will be submitted as per support sheet - Form 0.0 GUIDE TO PDF CORRECTIONS ON YOUR MANUSCRIPT. In the event that Customer has failed to return proofs with author alterations clearly outlined as per support sheet - Form 0.0 GUIDE TO PDF CORRECTIONS ON YOUR MANUSCRIPT; Customer acknowledges that if Pickawoowoo is requested to annotate changes on PDF which Customer has communicated either verbally or outlined via return email, a fee of \$75.00 (seventy-five dollars) per hour, with a minimum half hour \$37.50 (thirty-seven dollars and fifty cents) will be charged.

3. Interior Layout Process /Revisions

When Customer has approved the style sample chapter, and provided a cover or selected a cover concept designed by Pickawoowoo, only then will the full interior layout be undertaken. It will be presented to the client within 10-15 (ten to fifteen) business days upon commencement.

(a) Revisions Prior to Final Interior Layout Approval by Customer

(i) Customer will receive notification that the full interior layout is ready for review. The Customer will revise or approve the interior layout. Customer must submit all revisions to the interior layout by annotating the pdf document as instructed.

(ii) Pickawoowoo's interior layout service agreement includes 1 (one) round of up to 20 (twenty) collective 'minor revisions'. Examples of minor revisions include:

- design changes - headers, breaks, hyphenation changes.
- typographical errors - author alterations such as punctuation, spelling, extra spaces between characters, missing words.

(iii). Each additional round of minor revisions will be accomplished in 5-7 (five to seven) business days. Any additional rounds of revisions after the included round will incur a fee of \$75.00 (seventy-five dollars) per hour, with a minimum \$75.00 (seventy-five dollars) charge.

(iv) If revisions cause extensive changes or are more editorial in form, then it is likely to cause greater shifting in interior layout within the interior. As such a lengthier timeline may be required, up to 10 (ten) business days. Editorial revisions include the following: grammar corrections, sentence re-writes, removal of text and other mechanical changes, replacement of images (any non-text elements, photos, tables,

art, charts, graphics), reorganisation of paragraphs or chapters, essentially any changes made to content or otherwise that varies from the originally submitted manuscript supplied by Customer.

(v) Should Customer choose NOT to pay the required additional fees outlined in (iv) above for additional and/or editorial revisions, the Customer acknowledges his/her options:

- retain interior layout in its present condition,
- or make the desired changes themselves or through their channels. Once a third party is involved and revises the interior supplied by Pickawoowoo, Pickawoowoo is no longer accountable for completing revisions to the interior.

vi) CHANGES / AUTHOR ALTERATIONS - Customer acknowledges that all changes will be submitted as per support sheet - Form 0.0 GUIDE TO PDF CORRECTIONS ON YOUR MANUSCRIPT. In the event that Customer has failed to return proofs with author alterations clearly outlined as per support sheet Form 0.0 GUIDE TO PDF CORRECTIONS ON YOUR MANUSCRIPT; Customer acknowledges that if Pickawoowoo is requested to annotate changes on PDF which Customer has communicated either verbally or outlined via return email, a fee of \$75.00 (seventy-five dollars) per hour, with a minimum half hour \$37.50 (thirty-seven dollars and fifty cents) will be charged.

IMPORTANT: Customer understands and acknowledges that during revisions, the interior text layout and/or images throughout Customer's book are likely to shift. It is imperative therefore that the Customer is responsible for reviewing the entire file at every stage during the publishing process prior to final approval. This is the Customers sole responsibility, and Pickawoowoo is not accountable nor liable if Customer approves an interior where the text and/or images have shifted as a consequence of Customer requested revisions.

(b) Revisions after Final Interior Layout Customer Approval

(i) After Customer approves the interior layout, any additional changes incur designers fees and admin fees as outlined. Such changes can take 10 (ten) business days to complete.

- Designers Fee - \$75.00 (seventy-five) per hour (min 1 / one hour) and includes file re-loading. The changes must be annotated on the electronic PDF document (cover or interior) and submitted to our office.
- Admin Fee - \$50.00 (fifty) - re-load files to publishing platform /and email support
- (Self publishing clients only) Ingram Fee - \$27.00 (twenty-seven) Ingram can/may charge for new files to be uploaded. This is deducted from your credit card on file - EACH FILE that requires changes (cover and or interior)

The minimum fee would therefore be approximately \$125.00 (one hundred and twenty-five(+gst if AUS) plus \$27.00 (twenty-seven) from Ingram.

(ii) If Customer approves the interior layout and thereafter wishes to make significant changes to

- the original trim size a \$400 (four hundred dollars) set fee applies plus \$75.00 (seventy-five dollars) per hour, with a minimum \$75.00 (seventy-five dollars) charge.
- resizing of margins a fee of \$300 (three hundred dollars) applies.

(iii) CHANGES / AUTHOR ALTERATIONS - Customer acknowledges that all changes will be submitted as per support sheet - Form 0.0 GUIDE TO PDF CORRECTIONS ON YOUR MANUSCRIPT. In the event that Customer has failed to return proofs with author alterations clearly outlined as per support sheet Form 0.0 GUIDE TO PDF CORRECTIONS ON YOUR MANUSCRIPT; Customer acknowledges that if Pickawoowoo is requested to annotate changes on PDF which Customer has communicated either verbally or outlined via return email, a fee of \$75.00 (seventy-five dollars) per hour, with a minimum half hour \$37.50 (thirty-seven dollars and fifty cents) will be charged.

4. Book Formatting Production Timelines

Customer acknowledges that Pickawoowoo has the right to amend the formatting and interior layout timeline described under production schedule hereto should Customer's interior layout or revisions require additional work.

5. Supplying Files From External Providers

a) Customer may supply Pickawoowoo with Press-Ready interior and or covers. Press-Ready Files must abide by the requirements outlined in Addendum C.

6. Consultation with External Providers

(a) Customer acknowledges that Pickawoowoo is unable to consult with Customer's outside designer or third party provider unless consult fees are paid to cover our time to do so. Time taken to address a third party queries means Pickawoowoo's paid Customers having to wait. We appreciate Customer's understanding. If Customer or Customer's designer requires Pickawoowoo's assistance meeting the print ready files, any press-ready requirements or producing the final electronic proof, then Customer shall be billed at a rate of \$75.00 (seventy-five) per hour, with a minimum \$50 (Fifty) dollar charge.

(b) Pickawoowoo can supply the appropriate spec sheet to Customer and upon receipt, review said file(s) to ensure compliant. Pickawoowoo will notify the Customer thereafter if the file (Customer's designer files) are non-compliant. If non-compliant, the Customer can resubmit updated file(s) or make payment to Pickawoowoo for file compatibility. It is the Customer responsibility to ensure that his/her outside designer understands appropriate

design programs (i.e., InDesign, Adobe Photoshop, etc.). Pickawoowoo will not provide Customer or Customer's designer with instructions on how to make files compliant nor regarding the use of design programs unless a minimum consult fee is paid upfront \$75.00 (seventy-five) per hour, minimum 1 (one) hour.

c) Pickawoowoo shall determine if the files meet the Initial Press-Ready Requirements as detailed in Addendum C. If the requirements and files are non compliant then the Customer may either (i) update the files to meet Pickawoowoo's requirements, (ii) the Customer can elect for Pickawoowoo to make the changes of 'original production files', if possible. If Customer chooses to have Pickawoowoo make changes, Customer shall be billed at a rate of \$75.00 (seventy-five) per hour, with a minimum \$50 (Fifty) dollar charge.

d) The Customer is required to provide, but not limited to, the following information if Pickawoowoo assists with file creation. Electronic proof of the file; source files; barcode, ISBN, publisher/imprint Logos, retail price, images, etc. An electronic proof will be created by Pickawoowoo. Pickawoowoo will only supply, if Customer supplies a Press-Ready File for the interior, and Pickawoowoo designs the cover, the Customer shall produce the electronic proof for the interior, and Pickawoowoo shall provide the electronic proof for the cover, unless requested otherwise.

7. Recommended Retail Price/Wholesale Discount

7.1. Retail Price Calculation

a) Customer acknowledges that retail prices or print quotes cannot be accurate until the interior layout (including index) is finalised.

a) It is Customer's responsibility to set a price for his/her book. However, Pickawoowoo can assist Customer in selecting a recommended retail price (RRP) under book coaching or package agreement. The RRP will be calculated on print cost per book, wholesale discount, and distributor fees (as applicable). Customer may be provided with a link to publisher compensation calculator to determine compensation amount based on retail price and wholesale fees.

7.2. Wholesale Discount

a)The wholesale price is the amount of money that a retailer pays the product's manufacturer to acquire the book product. The standard wholesale discount of 55% (fifty-five) is recommended as trade standard wholesale terms. If Customer is participating as a self publisher, Customer may select a wholesale discount between 35 (thirty-five) percent and 55 (fifty-five) percent.

b) Therefore, Customer acknowledges that the industry standard for wholesale discount is 55 (fifty-five) percent and this allows wholesalers to sell the book to retailers at an industry standard 40 (forty) percent discount. Setting a wholesale discount below 55 (fifty-five) percent essentially means that the retail discount will be set below the 40 (forty) percent

industry standard. Customer acknowledges that this may affect the book's availability. Pickawoowoo cannot guarantee which retailers will choose to list Customer's book based on wholesale discount below 55% (fifty-five).

8. Electronic Proof

a) Upon completion of Customer final files (interior layout, final front cover, back cover, and spine) and setting of retail price, Pickawoowoo will assist (if service requested) to produce an electronic proof of the book for final approval from the print/distribution platform.

b) Customer acknowledges that it is their responsibility to check carefully utilising the checklist provided which includes but is not limited to book details, interior pages, and cover elements for errors or omissions. Customer acknowledges that the advance copy proof is printed using the approved electronic proof.

c) Upon approval of the electronic proof by the Customer, the files will be put forward to the printer/distributor. Customer acknowledges that once the files are submitted to the printer/distributor and in title-pre media any further changes to the cover file /interior file will incur fees as outlined in - Interior Layout Process /Revisions.

d) CHANGES / AUTHOR ALTERATIONS - Customer acknowledges that all changes will be submitted as per support sheet - Form 0.0 GUIDE TO PDF CORRECTIONS ON YOUR MANUSCRIPT. In the event that Customer has failed to return proofs with author alterations clearly outlined as per support sheet Form 0.0 GUIDE TO PDF CORRECTIONS ON YOUR MANUSCRIPT; Customer acknowledges that if Pickawoowoo is requested to annotate changes on PDF which Customer has communicated either verbally or outlined via return email, a fee of \$75.00 (seventy-five dollars) per hour, with a minimum half hour \$37.50 (thirty-seven dollars and fifty cents) will be charged.

9 ISBN, CIP, LCCN, Bar Code

a) Pickawoowoo maintains that all Customers should provide their own ISBN (for ownership) however is happy to provide an ISBN yet the ISBN will identify Pickawoowoo as the publisher.

b) If Customer chooses to purchase an ISBN, Customer should purchase a block of 10 (ten) ISBNs and provide Pickawoowoo with the name of the publishing company associated with Customer's ISBN(s).

c) Where the service is requested and paid for by Customer, Pickawoowoo will obtain an CIP (Catalogue in Publication) or LCCN (Library of Congress Control Number) for Customer's book. Customer may choose not to receive a CIP or LCCN.

d) Customer acknowledges that it is his/her responsibility to provide the book legal deposits 1 (one) copy to State and Commonwealth libraries or 1 (one) copy of the published, finished book to the Library of Congress to validate Customer's details. Customer acknowledges that

the CIP or LCCN will not be authenticated if Customer fails to send a printed copy and that Pickawoowoo cannot be held responsible.

10. Advance Copies

a) Customer may authorise Pickawoowoo to order 2 (two) print copies as advance copies of the book for Customer's review. Customer's address on file/book set up form will be utilised for advance copies.

b) Changes and fees applied to the advance copies are outlined under Interior Layout Process /Revisions. Any additional advance copies requested by Customer must be paid for by Customer. Re-ordering of physical copies incurs an admin fee of \$55.00 (fifty-five dollars).

c) CHANGES / AUTHOR ALTERATIONS - Customer acknowledges that if changes are required to advance copies they will be submitted as per support sheet - Form 0.0 GUIDE TO PDF CORRECTIONS ON YOUR MANUSCRIPT. In the event that Customer has failed to return proofs with author alterations clearly outlined as per support sheet Form 0.0 GUIDE TO PDF CORRECTIONS ON YOUR MANUSCRIPT; Customer acknowledges that if Pickawoowoo is requested to annotate changes on PDF which Customer has communicated either verbally or outlined via return email, a fee of \$75.00 (seventy-five dollars) per hour, with a minimum half hour \$37.50 (thirty-seven dollars and fifty cents) will be charged.

d) Should Customer waiver the advance copy of the book, this means that Customer accepts any or all future printed copies as is and Pickawoowoo is not responsible for any omissions, errors or oversights.

11. Distribution

Once Customer has approved his/her advance copy and advised Pickawoowoo, then Customer should activate distribution from platform or request Pickawoowoo in writing to activate distribution on his/her behalf. Once completed, distribution service(s) will commence.

SECTION E.

PUBLICATION TIMELINE AND PRODUCTION SCHEDULES

a) Customer acknowledges that specific timeframes cannot be provided due to the many variables involved in the publishing process, i.e. the number of rounds of cover/ interior layout revisions required or author alterations, style changes or edits a Customer upon completion of full layout, etc.

b) Customer acknowledges that to a great extent the publishing process, timeframe, and ultimate final publication date are reliant upon Customer's completion of the steps in the publishing journey.

c) Customer acknowledges that under no event is Pickawoowoo responsible for delays caused by circumstances beyond its control. Delays may include but not limited to, delays when Customer does not respond in a timely manner, delays responding to Pickawoowoo's requests, making additional rounds of author alterations and reviewing proofs etc. Delays caused by Customer affect the typical timeline of publishing process as outlined below.

1. PRODUCTION SCHEDULES

a) There are many variables as graphic design is a creative process and not a manufacturing one, as described above. Therefore design work cannot be scheduled the way a manufactured product can be. A scheduling guide outlined in the chart below is a rough guideline/estimate of how long some of the main elements of your book's production may take.

b) Customer acknowledges that Pickawoowoo will make its best effort to comply with the timelines set forth in this Agreement. A date for work commencement will be provided to the Customer and typically is within 2-4 (two - four) weeks of first payment.

c) Under no event will Pickawoowoo be responsible for delays caused by circumstances beyond its control, including delays caused by Customer in revising manuscripts, responding to Pickawoowoo requests, making cover changes, or reviewing proofs. Such delays caused by Customer are not counted in schedule outline. Customer acknowledges that much of the publishing process timeframe and ultimate publication date are dependent upon Customer's completion of the required steps in the publishing process

Service	Timeline = Business Days
Manuscript Formatting	7-10 business days
Editing	10-20 per round
Cover Design	7-10 business days for concepts 5 days per additional round of revisions (once preferred cover selected)
Interior Layout	5-7 business days for style samples (sample chapters), 3-5 business days for style revisions (per round) Depending on complexity or enhanced layout requirements - typically 10-15 business days for entire manuscript, 5-7 days per round for revisions
Back Cover Formatting <i>(if selected)</i>	3 business days for concept 2 business days per round of revision
Printer Electronic Proofs (external to Pickawoowoo so these are guide only)	3-5 business days

Advance Proofs from preferred printers	Black and white 7-10 business days Colour 14-21 business days
First Print Run (external to Pickawoowoo so these are guide only)	7-10 for POD/Short Run 8-12 weeks for Offset - offshore
POD Distribution	Books typically appear in systems 2-4 weeks after data upload which is done when book goes to print.

Please note: that this schedule does not account for the time it takes authors to review and resubmit material for revisions. It only demonstrates our timeline in-house, once the content is received. These times may also vary and are estimates only as external factors may need to be considered such as existing jobs at the printer at time of submission.

These terms and conditions and the relationship between the Customer and Pickawoowoo shall be governed the Law of Western Australia. The Customer agrees to submit to the exclusive jurisdiction of the courts of Western Australia in respect of any potential dispute. The Customer must pay any legal fees or costs to defend a suit brought against Pickawoowoo as a result of the Customer's actions. Should the Customer incur any legal fees or costs as a result of their actions, Pickawoowoo will not be held liable for any damages.

Addendums

ADDENDUM A

Refund Schedule

While Pickawoowoo will attempt to create and fulfil a Customer's vision, the Customer acknowledges that his/her dissatisfaction with any creative element is not grounds for any refund.

The refund schedule below is for the design publishing service and does not include any other service, including, but not limited to editing, marketing, etc.

Publishing Stage	Commencement of Step	Refund At Time of Initial Order
Payment and Agreement Signed	Agreement to Publishing Terms & Payment	Full amount paid (less credit card processing fees and 5% admin fee) if Customer terminates prior to Commencement of Publishing Process
Commencement of the Publishing	Customer's submission of manuscript or provision of 'Book Set up Form', or 30 days from date on which Customer agreed to terms of Publishing Agreement	20% of agreed quote
Publishing Commenced	Once Pickawoowoo commences work including but not limited to, the layout of Customer's book or book cover, no refunds will be given. 'Commencing the Layout' is defined by Designer commencing work on the manuscript.	Nil
Editing (only applicable if Customer purchased editing services)	Customer's submission / upload of manuscript to be edited.	<p>If Pickawoowoo has not received Customer's manuscript to be edited then full amount less credit card processing fees and 5% admin fee will apply.</p> <p>Once Customer submits a manuscript for editing, there are no refunds for editing fees.</p>

ADDENDUM B

MANUSCRIPT PREPARATION (FORMATTING) TERMS AND CONDITIONS - Customer acknowledges that his or her manuscript must meet Pickawoowoo's formatting guidelines in order for further publishing services, including but not limited to, editing and interior layout, to take place. If, upon review of Customer's manuscript, Pickawoowoo ascertains that formatting guidelines have yet to be met, then manuscript preparation will be required and further fees may be applied depending on complexity.

MANUSCRIPT SUBMISSION GUIDELINES

***Important Note:** We can assist you through the following requirements.*

As part of the service we provide, our professional designers will typeset your manuscript. To make sure we understand any special formatting requests you may have and to ensure a smooth design process, we ask that you try to adhere to the following guidelines as best you can in the preparation of your manuscript before sending to the Pickawoowoo Publishing Group.

How Should I Submit My Manuscript?

The manuscript must be submitted electronically as a Microsoft Word (.doc or .docx) or Rich Text Format (.rtf) file. The manuscript must be submitted as one file (i.e., all chapters of the book and any front matter must be submitted as a single file).

Why do I or Pickawoowoo have to format (clean) my manuscript?

Books take a long time to write and during the process they collect clutter. During this time the author usually will have created the book in pieces, at different times and sometime even written on different computers. Some material may have been extracted from a blog or their website, a lecture, report and so forth. Various reviewers, editors, may have left their markup comments behind from version to version. Gradually the word processing file holding this combination of content collects clutter.

On top of this comes probably the biggest issue when writers strive to make their manuscripts look good in word by formatting, adding pictures, ultimately trying to design in word. While writers are busy trying to make their manuscripts look beautiful with different fonts, alignments, sizes, picture boxes and text boxes, the one feature of modern word processors that could really save them, and our designers, a huge amount of time and minimise formatting fees is **Styles**.

So preparing manuscripts for typesetting have to go through a thorough clean-up to extract all the formatting the writers have done, and to make sure they import properly into Adobe Indesign.

What should it look like?

If you have special formatting preferences, we ask that you indicate these preferences using **formatting tags**. The following items are examples of design elements that would require formatting tags:

- block quotes
- text boxes
- non-standard bullet points (e.g. heart-shaped symbols)
- special sections (e.g. letters, journal entries)

For example, if you would like to indicate a block quote, you would do so like this:

[DESIGNER_BEGIN BLOCK QUOTE HERE]

"Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum."

[DESIGNER- END BLOCK QUOTE HERE]

Your designer would then know to off-set the text between the tags as a block quote.

The following design elements will not require formatting tags:

- Bolded subheads
- Bold, underlined, and italicized text
- Chapter headings (e.g. Prelude, Introduction, Chapter 1)
- Text spaced using MS Word's alignment tools (e.g. Centre, Align Text Left)
- Bullet points or numbered lists made using MS Word's 'Bullets' feature

How should I submit images?

Images include any photos, charts, tables, or graphs (anything that is not primarily text). All images for placement in your interior should be uploaded to dropbox or transferred to us by web file transfer as separate files in PDF, JPEG, or TIF format. All image files should be high resolution (at least 300 dpi). Charts made in Excel may also be accepted as separate files.

Please remove images, charts, tables, or graphs from your manuscript file. Then note where you would like the image placed in your manuscript with the use of a **formatting tag**, as follows:

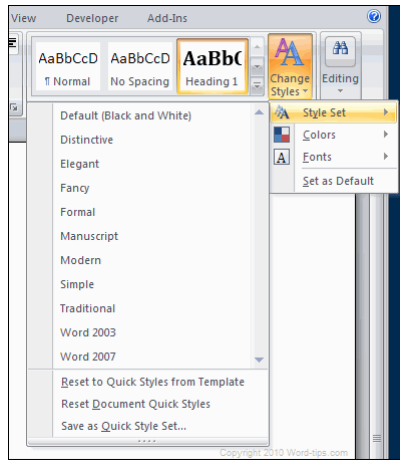
[DESIGNER_Insert Image 1.jpg here]

The number of your image file should match the file name listed within the tag.

Please note your captions with a **formatting tag** also. For example:

[DESIGNER- Caption: Write caption text here.]

Try to use Styles.



One of the most powerful, and most neglected, formatting tools in Microsoft Word is **Styles**. Styles are worth learning and will save a lot of time in manuscript production.

A style in word is a whole set of formatting instructions that saves you time. So all headings could be HEADING 1 and subheadings HEADING 2 and body copy NORMAL as an example. If you assign styles to the elements of your manuscript you want to look different from the main body text, you can change all of them at once by simply changing the style definition.

More importantly though is if your word document is styled with word styles, it makes the job of importing your file into InDesign faster and more reliable. The designer will know how you wanted this text treated and putting the layout of your book on a fast track. Without styles there will definitely be some 'to and fro' to ensure the text is treated correctly.

So do yourself and your book designer a favor: start styling your file with Word. You'll be glad you did.

Is there anything else I should know?

Although it is likely we will format your word document before going to designer the following is what you should do to help yourself and your designer. If you would like to receive a formatting checklist please advise but below should suffice.

Below are some of the most common issues we see in manuscripts sent to us before being formatted.

Avoid:

1. Extra spaces or tabs used to create an indent for the first line of each paragraph. Use the MARGINS key to indent all paragraphs and use MS Word's alignment tools (Center, Align Left, Align Right) to align text.
2. Two or more paragraph breaks between paragraphs..
3. Two spaces between sentences instead of one
4. Manual line breaks at the end of each line of text in a paragraph
5. Two line breaks inserted at the end of a paragraph instead of a paragraph break
6. Using tabs at the end of a paragraph to create a new paragraph
7. Using only a paragraph break to create a scene break between paragraphs
8. A series of paragraph breaks (by hitting the enter key) to force text onto the next page
9. Use page numbers within the manuscript as these will be determined after typesetting

Do:

1. Use MS Word's "Insert Endnotes/Footnotes" function to include endnotes or footnotes in your manuscript.

Worried about this? Don't be! Your publishing coordinator can help explain the formatting guidelines if you still need help. Alternatively we can undertake the formatting for you but it is always best that you undertake as much as you can to minimise some of these costs.

Enjoy.

ADDENDUM C

PDF File Checklist for Print-on-Demand Printer/Distributor

As you may have opted to format / design layout your own files and may have sought guidance from Pickawoowo Publishing Group as a resource expert, the following list contains some basic guidelines. We have found that these are the most common causes of file rejection and delays from the print-on-demand (POD) printer. This isn't everything needed to create the perfect print-on-demand file that is compatible but it's an informed start. Hopefully the checklist will minimise changes, avoid some issues or possible delays.

Please review the specifications carefully.

INTERIOR FILES:

- ☐ Use single-page format (1-up per page)
- ☐ Do not include crop, registration, or printer marks
- ☐ All fonts must be embedded
- ☐ Make sure the final page is blank
- ☐ Margins must be a minimum of 0.5" (13mm) from final trim size on all sides. This includes page numbers and non-bleeding text and art. We allow for a 1/16" (0.0625 in / 2 mm) variance in printing. If text/images are too close to the trim edges, they could be cut in the printing and binding process.
- ☐ Gutter Margin (no ink area): 0.125" (3mm) is required on the bind side of interior Saddle stitch books (anything less than 48 pgs) do not require gutter margins
- ☐ Bleed: B&W interior – We do not guarantee bleed off of any edge of the text page
Colour interior – Full 0.125" (3mm) past final trim size, except on bind/spine side
- ☐ Spot Colours: B&W interior – Do not include spot colours or ICC profiles and all images should be converted to greyscale
- ☐ Colour interior – Must include CMYK images at 72dpi or higher. CMYK value should not exceed 240%. Elements should not be built in "Registration". All spot colours with/without transparencies must be converted to CMYK.
- ☐ For revisions, the entire file must be re-uploaded. Partial pages cannot be accepted.
Please be sure you are satisfied with your files before uploading. There will be a \$25 charge for all revised file uploads after submission is complete.
- ☐ Must be uploaded as a separate file from the cover *Please note that PDFs created using the "save as" function from MS Word are not supported*

COVER FILES:

- ❑ Res: 300 dpi LPI: 180 Colour Space: CMYK
- ❑ Bleed: 0.125" (3mm) on all four sides
- ❑ Type safety: 0.25" (6mm) minimum on all sides
- ❑ Spine Type Safety: For page counts below 48, spine text is not available Spines 0.35" and larger – 0.0625" (2mm) left/right sides Spines smaller than 0.35" – 0.03125" (1mm) left/right sides
- ❑ Text that is 24 pt. or below, please use 100% black only
- ❑ All spot colours with/without transparencies must be converted to CMYK
- ❑ Must be uploaded as a separate PDF from the interior. PDFs created using the "save as" function from MS Word are not supported. Barcodes are mandatory on all covers. 100% black only and placed on a white box/background.

Please note: we are more than happy should you opt to utilise your own design service and our support for uploading to POD platform. If however Title Pre-media reject any files, it is your responsibility to amend files before re-loading. The printer platform charges you new upload fees (\$35AUS) and further admin fees (\$55AUS) apply to compensate the additional admin time required to re-load.

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