

Dear Author,

Inno Publishing's Manuscript Preparation and Submission guidelines list the basic requirements for preparing and submitting your manuscript to Inno Publishing. Following these guidelines will help keep the publishing process moving quickly so that we can get your book to market fast.

If you have questions about this guide or self-publishing generally, please send us an email or call us toll free: 1-888-546-2111.

Thank You,

Bart Dahmer
Founder/CEO
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Inno Publishing Manuscript Preparation & Submission Guidelines

Manuscript Preparations

Manuscript Format: Please submit your manuscript to Inno Publishing in Microsoft Word format. We accept Microsoft Word files in both the older .doc extension or the newer .docx extension. Be aware that other word processing packages do not use the same file formats as Microsoft Word. If you use another word processor, you will need to convert the manuscript file to Microsoft Word format (.doc or .docx)--a process that can usually be done by using the "File/Save As" function in your word processor (note that special characters and end notes and footnotes may not convert properly and you may need to manually correct these). If you need help with formatting your manuscript, we can provide this service.

Manuscript Fonts & Spacing: The body of your manuscript should be single-spaced. We also recommend using 12-point, Times New Roman font, unless you have special needs for your manuscript. While other fonts and spacing can be used, this combination presents a professional appearance for most books. As a rule of thumb, one should only use double spacing in a manuscript to start a new section, paragraph or chapter. Note that your finished Inno book will be single spaced, as is customary with professional books, unless you provide special instructions that differ.

Manuscript Size: Inno's finished hardback and paperback books can contain between 40 and 500 pages (although colorbooks can have as few as 4 pages). To

estimate your hardback or paperback book's page count – and confirm that it will fall within the 40 to 500 page guideline, one must consider the book's trim size, font size, spacing and the word count of your manuscript. To make this confirmation easier, you can use the following rough guidelines, which assume single spacing and 12 point font:

For the Trim size selected, the word count must be this number or less:

- If trim size is: 5 x 8; max word count is about: 145,000 to 150,000
- If trim size is: 5.5 x 8.5; max word count is about 175,000 to 180,000
- If trim size is 6 x 9; max word count is about 205,000 to 210,000
- If trim size is 7 x 10; max word count is about 250,000 to 255,000
- If trim size is 8.25 x 11; max word count is about 295,000 to 300,000

Document Components:

Front Matter, Content & Order: All book related information such as dedications, table of contents, copy right pages, introductions, forwards, etc. (commonly called “front matter”) and book content such as prologues and chapters should be submitted in one document. The content of the document should be in the order the author intends for the finished book.

Excerpts & Review: An excerpt or editorial review page may be included in the book as the first page of your manuscript. An excerpt or review page is optional. The excerpt may be included to allow an interested reader to sample the book. The content of the excerpt is usually taken directly from a selection in the text of the book that is self supporting. Editorial reviews or brief quotes or statements of praise may also be include as part of the front matter of the book if available. Any such excerpts or reviews should be included in the manuscript when submitted. Later submission of these materials will require changes that may result in additional fees.

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Text Formats and Styles: Your manuscript may include all the black and white text format and styles offered in Microsoft Word such as bold, italic, and underscored text formats. Color may only be used in the manuscript of a color book. One should avoid using special characters and text symbols inserted as graphics.

Chapter/Section Headings: Each chapter or section in your manuscript should be clearly labeled, using a consistent model. For example, each chapter may start five lines from the top of a new page with the title centered in 14 point, Times New Roman font, and the subtitle can be placed just beneath the title in 12 point, Times New Roman font. This style or “model” should be used consistently throughout the book to present a professional, consistent appearance.

Table of Contents: The page numbers in the table of contents, if included, may change depending on the final format of the print ready version of your manuscript. Page numbers must be adjusted as required to match the final version and may be different from the original submission. The author is responsible for ensuring the final version of the table of contents is accurate and contains no errors.

Bullet Formats: Only standard “bullets” included in Microsoft Word should be included in a manuscript submitted to Inno Publishing. Avoid using customized or imported graphical as “bullets.”

Index Format: If you wish to have an index, you must indicated same in the original submission to Inno Publishing. You must also submit a final Index with correct page numbers after reviewing your final proof. The page numbers in the original index, if included, may change and become incorrect if this is not updated by the author. The author is responsible for ensuring the final version of the index is accurate and contains no errors.

Sources & Citations: Citations for the original sources of one’s work should be made using embedded text citations (e.g., APA style recommended). Endnotes are also acceptable. Footnotes should not be used. All references should be entered manually. The automatic endnote function in Microsoft Word should not be used.

Dash Format: To create a dash—use two hyphens, without spaces. Do not use a space before or after the dash (e.g., use two hyphens—not one).

Endorsement/Review Submissions: Praise, quotes, endorsements or reviews that one would like to include on the cover or in the interior of the book should be submitted with the original manuscript/materials submission. If this material is submitted later, it may not be included or it may delay the publishing process and/or result in additional fees.

Non-English Characters: If non-English characters are to be included in one’s manuscript, use the specific non-English character sets included in Microsoft Word. Do not use graphical symbols or special characters to represent non-English characters.

Common Mistakes That Cause Delays In Publishing Your Book:

- **Rushing to publish your book before the content is ready.** Even world-famous authors seek help with editing and reviewing their books. Read a few acknowledgement pages and you will see famous authors thanking their editors and researchers for making their manuscript better. Inno is delighted to offer professional editing services, but whether you select our editing services or select another—securing professional editing is one of the best investments an author can make, and it is a great way to set your work apart from the rest.
- **Making edits or adding content after submission.** Once you submit your manuscript and other materials, making changes or altering them will usually result in delays to publishing your book and may result in additional costs

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- **Inserting hyphens to format line/word breaks:** Allow Microsoft Word settings (e.g., widow and orphan settings) to format the lines in your manuscript. Do not manually insert hyphens in an attempt to format your manuscript as this will have to be removed or they will result in errors in the final version.
- **Using the “Enter” or “Return” Keys to format text.** Allow Microsoft Word to determine when start a new line. Do not format the text in your manuscript by using the “Enter” or “Return” keys—except to add desired white space between lines, or to start a new paragraph, section or chapter.
- **Using the space bar to align text:** As a rule of thumb, avoid formatting your manuscript by using the space bar or tab keys. Instead, use Microsoft Word's formatting tools (e.g., margin controls) to indent, align and position text as needed. One exception: use the tab key for indenting the first line in a paragraph.

Graphics: Guidelines & Frequently Asked Questions (FAQs):

- **What is a graphic?** Graphics include, but are not limited to: pictures, drawings, illustrations, clip art, photographs, tables, text boxes, diagrams, and charts. In electronic format, graphic files often have the following extensions: tiff, jpeg, png, jpg, gif, bmp (along with many others).
- **How do I submit/send graphics and images to Inno?** We offer several options. You may send us hardcopies of your graphics/images for Inno to scan, or you may upload your images using our website, or you may send your graphics/images to us on disk or CD. As a general rule, graphics should be

submitted in electronic files that are separate from your manuscript file (regardless of whether the graphics are also included in the body of the manuscript).

- **Will my graphics and images appear exactly as I place or reference them in my book?** Not necessarily. While we will work to preserve the general order and position, the placement and appearance of your graphics and images may vary with the formatting required, book trim size selected and a number of other issues.
- **How will my graphics and images look in the final product?** That depends on the quality of the images/graphics you provide. If the graphics and images you provide have a resolution of 300 dpi or better and are not blurry, fuzzy or otherwise degraded, the final printed version will be of excellent quality. However, if the images and graphics you provide have imperfections, these imperfections will be reflected as lower print quality in the final printed version.
- **Does it take longer to format books with graphics/images?** As a rule of thumb, yes. Depending on how many images and graphics need to be scanned, placed and/or adjusted, the process may take longer.
- **Can I send an actual hardcopy of my graphics or images instead of an electronic file?** Yes. You may send hardcopies of your actual images for Inno to scan and place in your book. Note that the graphics and images must be of high quality (300 dpi or higher). Blurry, grainy, wrinkled, creased or low resolution images (less than 300 dpi) will result in a final printed product that is less than professional quality. Inno is not responsible for lost or damaged materials.
- **Can graphics or images be in color?** Yes—full color graphics and images can be used on the covers of all of Inno’s books, and color graphics can also be included inside Inno’s Color Books and Children’s books. Black and white graphics can be included inside Inno’s hardback and paperback books that are typically used for novels and trade books.
- **What resolutions and sizes are acceptable?** All graphics should be scanned at as high a resolution and size as possible. Graphics must have a resolution of 300 dpi or better to meet professional standards. Lower resolutions will result in less than professional appearance when your book is printed. Once scanned, your graphics should be saved as JPEG files and submitted electronically via our web site or on disk or CD. Graphics and images must fit on a single page of your book—they cannot be printed across more than one page.

- **Can I have text included on my graphics or images?** Yes—and as a general rule, one should try to ensure the font/point size used is 12 point or greater to ensure professional appearance when your book is printed (although there are exceptions to this general rule and smaller fonts can be printed with good results).
- **How should I label/name my graphic/image files?** Label your graphic files based on the order you want them to appear in your manuscript and based on content. For example, if the first graphic you want in your manuscript is a picture of a house, the graphic file could be named “01_House”. If the second picture is of a windmill, it could be named “02_Windmill”. The number should represent the order in which the graphic will appear in your book, while the name should reflect the graphic content. This helps Inno format your book better while avoiding mistakes. The same file names should be referenced in your manuscript (see graphics placement FAQ below) so Inno can match your graphic to its intended placement in your manuscript (assuming it is not embedded).
- **How many graphics can I include in my book?** The number of graphics that may be included varies by type of book selected, but as a rule of thumb, up to 55 black and white graphics may be included inside Inno’s hardback and paperback books (and of course the book cover can be full color). Color graphics may also be included inside Inno’s color books and children’s books—and quantities vary depending on the option selected.
- **How do I indicate where a graphic should be placed in my book?** There are two approaches. In most cases, you may place the graphics/images in the manuscript yourself or you can place a reference (i.e., instructions) in the manuscript and Inno will place the graphics as you indicate. However, you must place all charts and graphs you create within Microsoft Word into the body of your manuscript yourself. Inno cannot place these for you.
 - If you want Inno to place a graphic into your manuscript, place the following reference in your manuscript: ****[Graphic #X; Graphic_Name]**, where “#X” is replaced with your graphic’s actual number and “Graphic_Name” is replaced with your graphic’s actual name.
 - Note that the asterisks are to be included as part of the reference and that all graphics should be numbered in sequential order as referenced in your manuscript. Make sure that the graphic reference number and name in your manuscript match the a graphic reference number and name for your graphic file.

- **How do I handle captions for my graphics?** All captions for graphics should be included in the manuscript just beneath the graphic reference using the following caption reference: ****[Graphic #X; Caption_Information]**, where “#X” is replaced with the graphic number to which the caption pertains and “Caption_Information” is replaced with the actual caption for that graphic. Note that if a graphic does not have a caption, the caption reference should still be included and “NO Caption” should be used to replace “Caption_Information.” You may also place graphics and graphic captions directly in your manuscript (see details below).
- **Can I place graphics or images directly into my manuscript?** Yes you can. However, with the exception of graphs and charts you create using Microsoft Word, you do not have to (see notes/FAQs above about how to have Inno vo place your graphics or images for you). In addition, if you do place graphics directly into your manuscript, their exact placement may be rearranged as Inno vo formats the interior of your book so that it will print properly. Note that you must still submit your graphics in separate files outside your manuscript using the naming/labeling conventions noted even if you have them embedded in your manuscript. This allows Inno vo to address any additional graphic formatting/resizing issues without delays to the publishing process.
- **How much does it cost to include graphics in my book?** Each graphic we scan for you costs \$25, while each graphic you submit electronically costs \$15. Please note that these prices are subject to change without notification.

Getting Help & Importance of Following Submission Guidelines

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