

Dear Author,

Inno Publishing's Submission checklist outlines the major items and considerations necessary to quickly and successfully submit your manuscript to Inno for publication. A review of the checklist before submitting your manuscript will help the publishing process go quickly and smoothly.

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,

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## *Inno Publishing's Submission Checklist*

Please make sure you know the answers to the questions posed below before you begin your manuscript submission process with Inno Publishing:

- **What size book would you like to publish?** The book size is called the “trim” size and the most common sizes are 5x8, 5.5x8.5, 6x9, 7x10, 8.25x11. Our most popular size for novels and business books is 5.5x8.5. See all trim sizes available in our FAQs.
- **Which type(s) of book would you like to publish?** Inno offers hardback, paperback, color books, audio books and eBooks. See our web site for details.
- **What type of binding would you like for your physical books?** Inno offers Casebound and Dustjacketed hardback books, and perfect bound trade paperback books.
- **What type of digital formats would you like for your Audio Books or eBooks?** Our professionally narrated audio books are offered in audio CD format and in the newer MP3 CD format. eBooks are professionally formatted and offered in 4 popular formats: Amazon Kindle format, Adobe Digital Editions format, Microsoft LIT format and Palm format.
- **What distribution coverage would you like for your publication?** Inno Publishing offers North American and/or International distribution for physical books and Global distribution/downloads for audio and eBooks.
- **What form of payment you will use?** Inno Publishing accepts on-line payments with a credit card, debit card or PayPal, and we also accept checks and money orders.
- **What retail price do you want to charge for your book?** Unlike most publishers, the retail price of your book may be set at any price you select so long as it covers the cost of your book (this is a huge benefit for you). However, you should research how similar books are priced to be competitive. Also remember that your royalties are based on net receipts from the wholesale price (not the retail price).

- **What wholesale discount will you offer retailers on your book?** The wholesale discount must be between 25% and 55% to be included in our distribution network. The normal “Trade Discount” is 55%. The higher the discount the more resellers/retailers are likely to pick up or offer your book to their consumers—but the higher the discount, the lower will be your royalties on each individual book (as your royalties are based on the wholesale price minus the cost of printing/shipping/handling; note your wholesale pricing must cover the cost of your book). Allowing authors to set their wholesale price is another huge benefit to Inno Authors as most competitors will not allow this option.

**For Authors who have a complete and final print-ready manuscript and a complete and final book cover and want Inno Publishing to publish their book as is:**

- Refer to Inno Publishing’s Print-Ready Guidelines to make sure your manuscript and book cover meet our formatting requirements.
- Ensure your manuscript and book cover are in separate files for uploading.
- Your manuscript and book cover should be submitted in print-ready PDF format unless you are asking Inno Publishing to convert your Microsoft Word files to PDF print-Ready files.

**For Authors who have a completed manuscript and want Inno Publishing to edit or format the manuscript and to create the book cover and publish their book:**

- A completed manuscript (i.e., the writing of the manuscript is complete) that you are asking Inno Publishing to edit, format and publish OR a completed, edited, and proof-read manuscript that you are asking Inno to Publish.
- Your manuscript must be in Microsoft Word format with a minimum of 9,000 words or approximately 48 pages for hardback or paperback trade books/novels (48 pages equals 24 sheets of paper; that is one page for each side of the paper; Note that children’s books and color books can be as few as 4 pages).
- Your entire manuscript must be submitted as one Microsoft Word file. You cannot have parts of your manuscript in multiple Word documents or other formats.
- Please refer to our Inno Manuscript Preparation Guidelines for more details on formats required and common mistakes that delay the publishing process.
- A separate graphic/image file must be submitted for each graphic or image that is to be included in your book. These files should be saved in .jpg format with a resolution of 300 dpi or better. The separate files can be compiled into a zip file for submission to take advantage of compression, but this is optional.
- All interior images/graphics should be grayscale, except for color books or children’s books in which case they can be full color; the cover graphics can also be in full color.
- All interior graphic/image files must conform to the naming conventions referenced in Inno’s Manuscript Submission Guidelines. 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. (note that separate graphic files are required even if you’ve included these graphics in your manuscript).

- All exterior images/graphics (i.e., those for your front or back book cover) can be grayscale or full color. They must be 300 dpi or better and be saved in jpg format. Author provided graphics for the book’s cover are optional and not required.
- An optional 2” x 2” black and white OR full color author photo in .jpg format at 300 dpi or better. This photograph, if provided, will be used on your back cover.
- A 150 word (or less) back cover “blurb” that describes your book. This back cover blurb or “copy” will be used on your cover as well as other applicable promotional material. This blurb is required at the time you submit your manuscript and should be edited and proofed prior to submission.
- A 150 word (or less) author biography. Your biography will be used on your back cover along with your back cover “blurb.”
- Your email address, a physical mailing address, a primary telephone number, and a secondary phone number (if available). This contact information will be used to ensure we can communicate and collaborate in a timely manner on your book. This information is required and will be kept confidential.
- Your social security number or federal tax ID will also be required so that we can report royalties and make proper regulatory filings. This information is required and will be kept confidential.