



A FAQ ON POD & ARC MANOR

1. Why Are Traditional Offset Books Considered More Competitive?

To paraphrase James Carville's famous quote on the economy and Bill Clinton, 'it's the price, stupid.' POD paperbacks tend to be priced between \$15 and \$25, and the justification given by publishers (this includes the 'majors') is that these are 'trade paperbacks' rather than mass-market paperbacks and POD production costs (per copy of the book) are much higher than traditionally printed books.

Guess how many sci-fi book buyers bother to distinguish between the two types of publications? None. All readers see is one sci-fi paperback selling for \$7.99 and another for \$20.00. Guess which book is likely to be sold?

Arc Manor's specialty is streamlining production to push the cost of POD down to levels where these books are competitive with mass-market paperbacks. This is done without compromising the quality of the product in any way. The quality of our books is second to none, but the pricing is at levels NO other publisher has been able to match.

Our sci-fi books start at just \$3.99 (as does our non-sci-fi line) and, yes, we make money on every book we sell. Enough, so that after just two years in business, Arc Manor is a profitable company with over 200 titles in print. Nobody even comes close in pricing POD books like we do. You can get more details on the sci-fi books at www.PhoenixPick.com.

2. How does Amazon's recent announcement demanding publishers use Amazon's own printing facilities for POD books effect Arc Manor?

As of right now, the move has not had an impact on our policies and all our books are still available through the wholesale market via Ingram and Baker & Taylor and are actively listed on Amazon.com.

However, this is an extremely fluid situation with profound legal and economic implications for the POD printing industry. A number of organizations, including the American Society of Journalists and Authors, the Author's Guild, and the Independent Book Publishers Association are looking at legal options, as are relevant regulatory authorities, including the Attorney General of Washington State. It is important to realize that any potential impact from Amazon's unprecedented move will impact ALL publishers.

The immediate impact of a forced shift in production to Amazon's own facilities will force most publishers (including Arc Manor) to increase the price of their products. There are two main reasons for this. First, the effective cost of printing through Amazon's own facilities is higher for many publishers (certainly for us) and second, all our files will need to be converted to different specs (each printer is unique) which will entail a substantial up-front cost.

While it is difficult to ascertain the exact magnitude of this cost at this stage, we do not expect our prices to

be impacted by more than a few dollars for most titles in a worst case scenario (and distribution at Amazon is expected to continue without any disruptions). However, we are exploring all our options at this stage and fully expect to maintain the quality and pricing policies that make us one of the most competitive companies in this business today.

3. Are your terms comparable to other publishers?

Definitely. Our royalty rates are fully comparable to traditional publishers and unlike most 'newer' publishers are based on the books list price. Our contract term (number of years of the contract) tends to be on the longer side, because with our own slim margins (essential to keep prices of our books as low as we can), we re-coup our own costs slowly. However, if this is a point of concern to you, we will be happy to work with you for a mutually agreeable arrangement.

4. What happens to my book if Arc Manor discontinues its business or stops paying royalties due?

All rights granted to Arc Manor by the author fully revert back to the author in the following circumstances (based on our standard contract language):

- a) If Arc Manor files for bankruptcy or discontinues its business in any way.
- b) If Arc Manor fails to make timely royalty payment to the author.
- c) If your book is out-of-print for six months.

Of course, if you have other concerns, we would be happy to work with you on those.

5. Do you just photocopy the old book and re-publish it?

Absolutely not. Arc Manor will recreate the book from the ground up, including both the interior and the cover. If the only copy of the book you have is the old, bound book, we will either have the book re-typed or scanned through an OCR conversion program and typeset the book from scratch. Similarly the cover will be re-designed by us. There are obvious copyright implications of just copying older editions, and in any case, the product looks much better if it is re-built from scratch. This also allows you to make any changes you may want to to the product (including adding any dedications, your own web-site address, etc.).

6. Will my book be widely available at traditional brick and mortar stores?

The economics of the book industry make it very difficult for most re-prints to be widely available on bookshelves of traditional bookstores. While your book will be available to virtually any bookstore in the nation (and many abroad) because of the book's availability through Ingram (one of the world's largest book wholesalers), we do not expect them to put the book on shelves—shelf space is too expensive and there are just too many books competing for that space. It does not matter if you are going through Simon & Schuster or any other publisher—for most reprints, this is just the reality of the trade. Customers can still order the book by special ordering it through any of the stores (again, because of its availability through Ingram).

The good news is that the book will be readily available through virtually any online store, and that is where your sales are going to come from. Amazon and other online stores are capturing an ever-increasing share of national book sales, and having your book freely available through them makes it available to virtually any potential buyer in the nation. And once again, it makes no difference to the buyer—how many buyers care about whether a sci-fi book has been published through Bantam, or a smaller publisher?

Buyers care about availability and price—and in this Arc Manor excels. Your book will be available from as many sales points as POD books from any ‘major’ publisher and they will be priced to be competitive with the majors’ mass-market books, not their POD or off-list offerings that are priced much higher.

7. How about e-books?

Despite the promise of e-books, it remains a tiny niche industry compared to paper books. The transition from paper to electronic is slow at best. Many readers just like the feel of paper in their hands when they read. Others do not like the devices or the way screens look and ‘feel’ when they read electronic versions of their books.

Arc Manor has access to a wide distribution of e-books, both through Ingram/Lightning Source and Amazon’s hot new product, Kindle. However, we have tended not to use it because of pricing issues (readers also expect e-books to be priced much lower than paper-books) and the potential for e-book versions to cannibalize the sales of our paper-product that is expected to generate more revenues for both us and the author.

Having said that, we are always willing to work with authors who are keen on electronic versions of their book, both in addition to paper-books, or as a stand-alone product. If you have any concerns or questions, get in touch with us.

8. How much money can I expect to make by having my book re-issued?

A single reprint will not make you rich by itself. It is best to look at reprint income from a book as incremental income that will add to your other income streams. A portfolio of books that are reissued can add substantial incremental income over time and the most successful sci-fi/fantasy authors tend to be prolific writers with their older books bringing in consistent income over time.

Arc Manor does plan a dedicated web-site that will be promoted online (we are active on Google’s Adwords, Yahoo’s Search Marketing (previously Overture), and have been active on Amazon’s own Click-River advertising program since its beta-testing stages. We need to achieve a certain critical mass of sci-fi/fantasy authors and books to make such advertising feasible, but we hope to achieve that mass within a few months (advertising a single book or just a few books is not economically feasible). After that substantial advertising is planned through all those venues and perhaps others as well. Over time, we hope to become the first site that readers turn to to look for older sci-fi/fantasy books. Obviously, this is a longer-term strategy that will take time to implement and develop.

9. How long will it take to get my book into sales channels?

While many factors determine the time-line, you can expect to see your product on sale within three months.

10. What if I have other concerns?

Get in touch with us. We are happy to work with authors and agents on any and all concerns that they may have. You can expect prompt, honest answers from us. We want to develop a long-term mutually beneficial relationship with our authors—a partnership to revive the state of sci-fi and fantasy and once again offer readers some great works that deserve to be in print, but aren’t.

11. Why Arc Manor?

- a) Most competitive POD pricing in the industry for your books—no other entity even comes close. The lower the price, the greater the sales.
- b) Highest quality of production.
- c) Industry standard or better royalty rates.
- d) Wide distribution. Virtually every online store in the US (including Amazon.com, Barnes and Noble.com, and Powells.com) and access for nearly all traditional stores in the country via Ingram (one of the worlds largest book wholesalers) and Baker & Taylor.
- d) Planned, advertised dedicated site for Sci-Fi and Fantasy.
- e) Speedy, automatic (and full) reversion of rights to author if we fail to meet any of our contractual obligations.
- f) Willing to work with ANY contract (or other) concerns or issues that the author or their agent might have.
- g) Our goal is to build a long term, mutually beneficial relationship with the author. Always a partnership.

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Bringing Back **GREAT** Sci-Fi/Fantasy at **GREAT** Prices
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