



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:

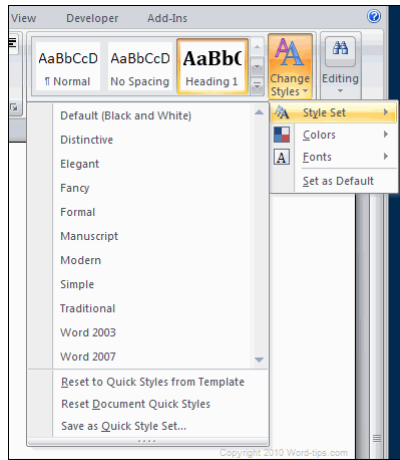
[DESIGNER_Insert Image 1.jpg here]

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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