FLATPAGE

Sample Publishing Proposal

A Text-Based Nonfiction Book

Proposal for Editorial, Design, and Publishing Services

Project: *The Art of Paying Attention*
Prepared for: An Independent Author (Fictional Example)
Prepared by: Flatpage, Inc.

This sample proposal illustrates how Flatpage Studio might support an independent author through the final stages of publishing. The project, author, timeline, and budget are hypothetical. Every Flatpage Studio collaboration is individually scoped and priced.

Project Overview

The Art of Paying Attention is a 45,000-word narrative nonfiction manuscript exploring the relationship between observation, creativity, and everyday life. Written for a general readership, the book combines personal reflections with accessible discussions of art, culture, and creative practice.

The author has completed the manuscript and undertaken several rounds of revision on their own. The book's structure and content are substantially finalized, but the text requires professional copyediting and proofreading before publication.

The author is seeking a publishing partner to manage the remaining editorial, design, and production stages, ensuring that the finished book meets professional publishing standards while preserving the author's voice and creative vision. They also want to ensure that the book is made available to bookstores.

Flatpage Studio will provide editorial services, publication design, project management, print and digital publishing, distribution coordination, and basic launch marketing. Flatpage Studio will serve as the publisher of record and administer the publication's distribution and royalty management.

Scope of Services

1. Editorial

Flatpage Studio will oversee the editorial process from manuscript receipt through final proof approval.

Editorial management

- Initial editorial and publication planning
- Editorial schedule development and management
- Copyeditor and proofreader coordination
- Editorial quality assurance
- Style sheet development and management
- Coordination of author feedback and revisions
- Preparation and delivery of the finalized manuscript to design

Editorial services

Text	Editorial Level
Complete manuscript (approximately 45,000 words)	Light copyedit
Typeset manuscript (approximately 45,000 words)	Proofreading

Copyediting

The light copyedit will address grammar, punctuation, spelling, consistency, and clear errors in syntax, following *The Chicago Manual of Style*. Limited changes for clarity may be made, but substantive rewriting and extensive sentence-level editing are outside the scope.

Edits and queries will be delivered using Microsoft Word's Track Changes and comments features. The author will review and respond to the editorial queries before the manuscript proceeds to design.

Proofreading

Following typesetting, the manuscript will undergo a professional proofread to identify remaining typographical errors, inconsistencies, and formatting issues introduced during layout. Proofreading will be conducted on the designed pages, with corrections coordinated through Flatpage Studio.

The scope assumes that the manuscript is structurally complete and does not require indexing.

2. Design

Flatpage Studio will coordinate the design of the book's cover and interior, developing a visual approach appropriate to the manuscript's subject, intended readership, and publishing objectives in collaboration with the author.

Cover design

- Design brief development
- Initial cover concept development
- Review and refinement of the selected concept
- Final front cover, spine, and back cover design
- Preparation of print-ready cover files

Interior design

- Selection of typography and development of the interior design
- Establishment of page dimensions, margins, and text hierarchy
- Typesetting and layout of the complete manuscript
- Design of chapter openings, headings, and other textual elements
- Review and correction of page proofs
- Preparation of final print-ready interior files
- Preparation of a reflowable EPUB edition (e-book) for digital distribution

The publication will feature a text-based interior without illustrations or other complex visual elements.

The author will have opportunities to review and approve the design at agreed milestones.

3. Production, Publishing, and Distribution

Flatpage Studio will serve as the publisher of record, coordinating the publication's production, worldwide distribution, and royalty administration.

Services include:

- Consultation on book format, trim size, paper, and binding
- Preparation and verification of final print specifications
- ISBN registration and preparation of publishing metadata
- Title setup and management through Flatpage Studio's Ingram publishing account
- Upload and verification of print-ready and digital files
- Review of digital proofs and coordination of a physical proof copy
- Implementation and verification of final corrections
- Print and e-book publication setup
- Configuration of international distribution channels
- Establishment of the book within Flatpage Studio's royalty management system
- Setup of author royalty reporting and payment administration

Worldwide distribution

Flatpage Studio will make the publication available through Ingram's international distribution network, which connects publishers with bookstores, online retailers, libraries, and other book buyers worldwide.

The book will be offered in paperback through print-on-demand distribution and as an e-book through supported digital retail and library channels.

This infrastructure allows bookstores and libraries to discover and order the publication without requiring the author to finance or store a large print inventory.

Distribution availability does not guarantee bookstore placement, library acquisition, or sales. Active retail outreach and promotional campaigns are outside the standard publishing scope.

Publishing and rights

Flatpage Studio will act as the publisher of record and manage the publication's distribution and royalty administration. The author will retain copyright in the original work, subject to the terms of the publishing agreement, which will establish the applicable publishing rights, royalty arrangements, reporting, and payment terms.

4. Marketing and Promotion

Flatpage Studio will develop a basic launch marketing plan to introduce the publication to its existing audience and support the author's promotional efforts.

Included marketing support

- Development of a basic publication launch plan
- Preparation of a book description and promotional copy
- Announcement of the publication through Flatpage Studio's social media channels
- Inclusion of the publication in a Flatpage Studio newsletter
- A book listing or feature on the Flatpage website
- Coordination of promotional timing with the author

Marketing activities will be scheduled around publication and delivered through Flatpage Studio's existing communications channels.

Expanded publicity, media relations, advertising, and sales campaigns are not included in the standard publishing scope. Flatpage Studio can introduce the author to independent publicists and other marketing specialists who can provide strategic guidance and develop a separate promotional campaign. Any such services would be contracted and paid for separately by the author.

5. Project Management

Flatpage Studio will assign a dedicated project manager to coordinate the principal stages of publication, from kickoff through final approval.

Project management services include:

- Initial kickoff and scope confirmation
- Preparation and maintenance of the project schedule
- Coordination of editorial and design contractors
- Communication with the author at agreed milestones
- Tracking of deliverables and approvals
- Coordination of manuscript and proof reviews
- Final production handoff and project closeout

Project management is based on an allowance of up to 15 hours. Communication and reviews will be consolidated at agreed milestones to keep the project efficient and within scope. Substantial additional revisions, meetings, or changes to the agreed schedule may require a separate estimate.

Project Timeline

The following timeline is illustrative and assumes timely receipt of materials, consolidated author feedback, and no substantial changes to the manuscript.

Phase	Estimated Timing
Project kickoff and manuscript assessment	Week 1
Copyediting	Weeks 2–5
Author review and editorial finalization	Weeks 6–7
Cover and interior design	Weeks 8–11
Proofreading and corrections	Weeks 12–13
Print and e-book setup, proof review, and marketing preparation	Weeks 14–15

Final approval, publication setup, and royalty system configuration	Week 16
Launch communications and distribution rollout	Following publication approval

Estimated production period: 16 weeks

Retailer and library listings may take additional time to appear after distribution is enabled. The schedule may be adjusted based on the author's availability, the extent of revisions, and production requirements.

Task Ownership

Flatpage Studio

- Editorial project management
- Copyediting and proofreading coordination
- Editorial quality assurance
- Design management and coordination
- Print and e-book production
- ISBN registration and publisher-of-record responsibilities
- Ingram title setup and international distribution administration
- Royalty management system setup and administration
- Basic launch marketing through Flatpage Studio's channels
- Overall project scheduling and communication

Author

- Delivery of the complete manuscript
- Review of editorial changes and queries
- Approval of cover and interior designs
- Provision of required author and publishing information
- Execution of the publishing agreement and provision of royalty payment information
- Review and approval of final proofs

- Participation in launch marketing and provision of requested promotional materials
- Commissioning and funding of any additional publicity, advertising, events, or sales campaigns

Illustrative Project Budget

The following estimate demonstrates how services might be priced for a manuscript of this length and complexity. Figures are preliminary planning assumptions rather than a formal Flatpage Studio quotation.

Category	Description	Estimated Cost
Editorial	Light copyediting	$1,800
Editorial	Proofreading	$1,350
Design	Cover design	$1,000
Design	Interior design, typesetting, and EPUB	$1,500
Publishing	Publishing setup and distribution	$400
Marketing	Basic launch marketing	$400
Project Management	Up to 15 hours	$1,125
Estimated Project Total		**$7,575**

Budget Notes

- Editorial estimates assume a complete, structurally sound 45,000-word manuscript requiring a light copyedit and standard proofreading.

- Design estimates assume a text-based paperback and a straightforward reflowable EPUB edition.
- Project management includes an allowance of up to 15 hours, with consolidated author feedback and agreed review milestones.
- Publishing setup includes initial title registration, metadata preparation, print-on-demand and e-book configuration, and royalty management system setup.
- Basic marketing includes a defined launch plan and promotion through Flatpage Studio's existing channels.
- Ongoing royalty administration, reporting frequency, payment terms, and any associated fees will be defined in the publishing agreement.
- The estimate excludes developmental editing, indexing, illustration, substantive rewriting, and extensive marketing or publicity services.
- Physical proof copies, author copies, printing costs, advertising expenses, and third-party publicity fees are not included unless expressly stated in the final agreement.
- Print-on-demand manufacturing costs depend on the book's final specifications and are generally incurred as copies are ordered or sold.
- Any changes to the manuscript, publication specifications, revision requirements, or project scope may result in corresponding adjustments to the final budget.

Estimated Project Total: $7,575

This proposal is a fictional illustration of Flatpage Studio's services. Actual services, timelines, and pricing are determined through an individual consultation and project assessment.