FLATPAGE

Sample Publishing Proposal

An Illustrated Local History

Proposal for Editorial, Design, and Publishing Services

Project: *Silk City in Revolt: Labor, Immigration, and the 1913 Paterson Strike*
Prepared for: An Independent Historian (Fictional Example)
Prepared by: Flatpage, Inc.

This sample proposal illustrates how Flatpage Studio might support the development and publication of an illustrated historical nonfiction book. The project, author, timeline, and budget are hypothetical. Every Flatpage Studio collaboration is individually scoped and priced.

Project Overview

Silk City in Revolt is a 45,000-word illustrated history of the 1913 silk workers' strike in Paterson, New Jersey. Examining the city's textile industry, immigrant communities, labor organizing, and political conflict, the book explores a defining episode in Paterson's industrial history.

The author has completed a manuscript draft that would benefit from a professional assessment and further author revision before copyediting in order to make it more compelling and marketable. Approximately 20 archival photographs will accompany the text, with the author responsible for sourcing the images and securing reproduction permissions.

Flatpage Studio will oversee a manuscript assessment, copyediting, proofreading, design, production, and publication, including international distribution, royalty administration, and basic launch marketing.

Scope of Services

1. Editorial

Flatpage Studio will coordinate the editorial process from manuscript assessment through final proof approval.

Manuscript assessment

A professional editor will review the complete 45,000-word manuscript and provide a written assessment addressing:

- Overall structure and organization
- Clarity and development of the historical narrative
- Chapter progression and transitions
- Treatment of labor organizing, immigration, and local political history
- Intended readership and accessibility
- Opportunities to strengthen the relationship between the text and archival photographs

The assessment will identify priorities for revision. The author will be responsible for implementing recommendations before copyediting.

Copyediting

Following author revisions, the manuscript will receive a light copyedit addressing grammar, spelling, punctuation, consistency, and clear errors in syntax, following *The Chicago Manual of Style*.

Proofreading

The typeset manuscript will receive professional proofreading, including checks for typographical errors, consistency, and discrepancies between photograph captions and the approved manuscript.

Editorial management

Flatpage Studio will coordinate the editorial schedule, manage editorial queries, maintain the style sheet, and prepare the approved manuscript for design.

Independent historical fact-checking, archival research, and indexing are not included.

2. Photographs and Image Management

The publication will include approximately 20 archival photographs documenting Paterson's textile industry, workers, neighborhoods, and labor history.

Flatpage Studio will:

- Coordinate photographic requirements with the author and designer
- Establish image specifications and delivery requirements
- Review supplied image files for resolution and production suitability
- Organize approved photographs and corresponding captions
- Coordinate image placement with the designer
- Maintain an image list recording supplied credits and permissions information

The author will:

- Identify and source the photographs
- Obtain reproduction permissions and any required licenses
- Pay all image licensing, permissions, and reproduction fees directly
- Supply high-resolution, publication-ready image files
- Provide accurate captions, credits, and source information
- Ensure permissions cover the agreed print, digital, territorial, and promotional uses

Image research, licensing, and permissions fees are excluded from Flatpage Studio's scope and budget. Flatpage Studio will rely on the author to secure and document the necessary rights before publication.

3. Design

Flatpage Studio will coordinate a cohesive visual identity for the book, integrating typography, archival photographs, and page design in collaboration with the author..

Cover design

- Development of a cover design brief
- Initial cover concepts
- Review and refinement of the selected concept
- Integration of approved photography or other visual elements
- Preparation of final print and digital cover files

Interior design

- Selection of typography and development of the interior design system
- Establishment of page dimensions, margins, and text hierarchy
- Design of photographic page layouts and chapter openings
- Placement and integration of approximately 20 archival photographs
- Typesetting of the complete manuscript
- Layout of captions, credits, and supporting text
- Review and correction of page proofs
- Preparation of print-ready interior files
- Preparation of a reflowable EPUB edition, with photographs adapted for digital reading

The design will balance the accessibility of historical nonfiction with the visual sophistication appropriate to an illustrated local history.

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

4. Production, Publishing, and Distribution

Flatpage Studio will serve as the publisher of record, coordinating production, distribution, and royalty administration through its publishing infrastructure.

Services include:

- Consultation on book format, trim size, paper, binding, and color specifications
- Preparation and verification of final print specifications
- ISBN registration under Flatpage Studio's publishing imprint
- Publishing metadata preparation

- Print and e-book title setup through Flatpage Studio's Ingram publishing account
- Upload and verification of production files
- Digital proof review and coordination of a physical proof copy
- Implementation and verification of final corrections
- Configuration of international distribution channels
- Establishment of the title within Flatpage Studio's royalty management system
- Setup of author royalty reporting and payment administration

Worldwide distribution

Flatpage Studio will make the book available through Ingram's international distribution network, including channels serving bookstores, online retailers, and libraries.

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

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 manuscript, subject to the terms of the publishing agreement. The author will be responsible for securing all necessary third-party photographic rights and permissions for the publication.

5. 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 through Flatpage Studio's social media channels
- Inclusion in a Flatpage Studio newsletter
- A book listing or feature on the Flatpage website
- Coordination of promotional timing with the author

Expanded publicity, media relations, advertising, events, and direct sales campaigns are not included. Flatpage Studio can introduce the author to independent publicists and marketing specialists who can develop a separate promotional strategy. These services would be contracted and paid for independently by the author.

6. Project Management

Flatpage Studio will assign a dedicated project manager to coordinate the principal stages of publication.

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 manuscript, photograph, and design deliverables
- Coordination of author feedback and approvals
- Final production handoff and project closeout

Project management assumes consolidated author feedback and agreed review milestones. Substantial additional revisions, meetings, or changes to the agreed schedule may require a separate estimate.

Project Timeline

The following timeline assumes timely author revisions, delivery of publication-ready photographs, and completion of all permissions before final production.

Phase	Estimated Timing
Project kickoff and manuscript assessment	Weeks 1–3
Author revisions and photograph sourcing	Weeks 4–6
Copyediting	Weeks 7–10
Author review and manuscript finalization	Weeks 11–12
Cover and interior design	Weeks 13–16
Proofreading and corrections	Weeks 17–18
Print and e-book setup, proof review, and marketing preparation	Weeks 19–20
Final approval, publication setup, and royalty system configuration	Week 21
Launch communications and distribution rollout	Following publication approval

Estimated production period: 21 weeks

Some phases may overlap. Delays in manuscript revisions, photograph delivery, or permissions clearance may affect the schedule.

Task Ownership

Flatpage Studio

- Manuscript assessment and editorial coordination
- Copyediting and proofreading oversight
- Image file management and design coordination
- Cover and interior design
- 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
- Overall project scheduling and communication

Author

- Delivery of the complete manuscript
- Revisions following the manuscript assessment
- Review of editorial changes and queries
- Sourcing and delivery of approximately 20 archival photographs
- Securing and paying for all image permissions and licenses
- Provision of accurate captions, credits, and rights documentation
- 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
- Commissioning and funding of additional publicity and advertising

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	Manuscript assessment	$2,250
Editorial	Light copyediting	$1,800
Editorial	Proofreading	$1,350

Design	Cover design	$1,200
Design	Photographic interior design, typesetting, and EPUB	$2,200
Publishing	Publishing setup and distribution	$400
Marketing	Basic launch marketing	$400
Project Management	Up to 20 hours	$1,500
Estimated Project Total		**$11,100**

Budget Notes

- Editorial estimates assume a 45,000-word manuscript requiring one manuscript assessment, author revisions, a light copyedit, and proofreading.
- The design estimate includes integration of approximately 20 author-supplied, publication-ready archival photographs.
- All photographic research, licensing, permissions, reproduction fees, and related third-party expenses are the author's responsibility and are excluded.
- Publishing setup includes title registration, metadata preparation, print and e-book configuration, and royalty management system setup.
- Basic marketing includes promotion through Flatpage Studio's existing channels but excludes paid advertising and external publicity services.
- Ongoing royalty administration, reporting frequency, payment terms, and any associated fees will be defined in the publishing agreement.
- Physical proof copies, author copies, printing costs, advertising expenses, and third-party publicity fees are not included unless expressly stated in the final agreement.

Estimated Project Total: $11,100

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.