FLATPAGE

Sample Publishing Proposal

A Full-Color Artist Monograph

Proposal for Editorial, Design, and Production Services

Project: *Material Memory: The Work of Simone Vale*
Prepared for: Simone Vale Studio, in collaboration with a contemporary art gallery (Fictional Example)
Prepared by: Flatpage, Inc.

This sample proposal illustrates how Flatpage Studio might support an artist's studio, gallery, artist representative, or cultural institution in developing and producing a high-quality artist monograph. The artist, studio, project, timeline, and budget are hypothetical. Every Flatpage Studio collaboration is individually scoped and priced.

Project Overview

Material Memory is a full-color monograph documenting two decades of work by Simone Vale, a fictional contemporary artist whose practice spans textile-based sculpture, installation, and experimental material processes.

Commissioned by the artist's studio in collaboration with a contemporary art gallery, the publication will combine approximately 20,000 words of critical and biographical writing with approximately 70 carefully selected reproductions of artworks, installation views, and archival photographs.

The book will include a foreword, commissioned essays, an artist interview, a biographical chronology, and a catalogue of selected works.

Flatpage Studio will oversee editorial coordination, copyediting, proofreading, image management, bespoke cover and interior design, prepress, and specialist printing.

The monograph is envisioned as a premium, full-color hardcover of approximately 128–144 pages, produced in an initial edition of 750 copies for distribution through the artist's studio, gallery, collectors, and selected institutional and retail partners.

Scope of Services

1. Editorial

Flatpage Studio will coordinate the preparation of approximately 20,000 words of editorial content across multiple contributors.

Proposed contents

- Foreword by a gallery director or invited curator
- Two commissioned critical essays examining the artist's practice
- Extended interview with the artist
- Artist biography and illustrated chronology
- Catalogue of selected works
- Exhibition history and selected bibliography
- Contributor biographies, acknowledgments, and image credits

Editorial planning and coordination

Flatpage Studio will work with the studio to establish the table of contents, develop a contributor schedule, track manuscript delivery, and coordinate editorial review.

The artist's studio will select and commission contributors, approve the editorial direction, and supply all manuscripts.

Copyediting

The complete 20,000-word manuscript will receive a professional copyedit addressing grammar, syntax, clarity, consistency, artwork terminology, references, and editorial style, following *The Chicago Manual of Style*.

Proofreading

The designed book will receive professional proofreading, including essays, interview text, headings, captions, artwork entries, credits, and back matter.

Artwork catalogue and back matter

Flatpage Studio will edit and format the catalogue of selected works using information supplied and verified by the artist's studio. Entries may include titles, dates, materials, dimensions, exhibition history, collection information, and photographic credits.

The studio will remain responsible for verifying artwork records, provenance, historical claims, and contributor-supplied research.

Substantive independent fact-checking, archival research, translation, and indexing are not included unless separately commissioned.

2. Images and Permissions

The monograph will feature approximately 60–80 images, with a working target of 70. These may include artwork reproductions, installation photography, studio documentation, and archival materials.

Flatpage Studio will:

- Establish image specifications and delivery requirements
- Create and maintain a master image inventory
- Review supplied files for resolution, format, and production suitability
- Coordinate image selection and sequencing with the studio
- Track captions, credits, and supplied permissions information
- Coordinate image placement with the designer
- Identify files requiring replacement or additional preparation
- Maintain an organized image package for prepress

The artist's studio will:

- Select and supply approved images
- Arrange and pay for any required new photography

- Secure third-party reproduction rights and permissions where necessary
- Supply high-resolution, publication-ready files
- Provide complete artwork information and image credits
- Confirm that image permissions cover the agreed edition, territories, and promotional uses

The artist's ownership of an artwork does not necessarily establish ownership of every associated photograph or other third-party material. The studio will be responsible for confirming the necessary reproduction rights.

3. Bespoke Design

Flatpage Studio will develop a distinctive visual identity for the monograph, reflecting the artist's practice while meeting the production requirements of a premium art book.

Cover design

- Creative briefing and visual research
- Development of initial design directions
- Selection and refinement of an approved concept
- Custom typography and image treatment
- Design of the front cover, spine, back cover, and case elements
- Exploration of one selected specialty finish
- Preparation of final production files

Potential finishing options may include cloth binding, foil stamping, embossing, debossing, or a printed jacket. The final treatment will be selected according to printer feasibility and the approved production budget.

Interior design

- Development of the book's visual system
- Selection of typography, grid, margins, and page architecture
- Design of essay openings and section transitions
- Sequencing and placement of approximately 70 images
- Integration of full-page plates, details, installation views, and archival material
- Design of the catalogue of selected works

- Design of chronology, exhibition history, bibliography, and credits
- Typesetting of approximately 20,000 words
- Preparation of representative layouts for approval
- Complete page layout and proof review
- Implementation of agreed corrections
- Preparation of final print-ready files

The design will give selected artworks sufficient visual space while establishing a coherent relationship between critical writing, documentary material, and the artist's work.

The studio will approve the creative direction, representative layouts, and final design at agreed milestones. The scope includes one coordinated round of revisions at each principal design approval stage.

4. Specialist Printing and Production

The monograph will be produced through a specialist book printer.

Proposed specifications

Specification	Proposed Format
Binding	Hardcover
Initial print run	750 copies
Extent	Approximately 128–144 pages
Interior	Full-color throughout
Image count	Approximately 70
Paper	Coated stock suitable for artwork reproduction
Cover	Bespoke design with one selected specialty finish
Printing	Specialist offset or comparable commercial printing

Proofing	Professional color and production proofs, as appropriate

Final trim size, page count, paper weight, binding materials, finish, and printing method will be established following design development and printer consultation.

Flatpage Studio will:

- Develop detailed production specifications
- Source and compare quotations from suitable printers
- Advise on paper, binding, finishing, and cost options
- Prepare and verify final prepress files
- Coordinate color proofing and corrections
- Liaise with the printer throughout production
- Track printing and binding milestones
- Coordinate freight and delivery arrangements

The studio will approve final specifications, printer quotations, proofs, and production expenditure before the print order is placed.

Printing, freight, customs charges, and applicable taxes will be billed separately from Flatpage Studio's professional fees.

5. Publication and Distribution

This project is structured as a white label, studio-owned publication produced with Flatpage Studio's editorial, design, and production support.

Publication arrangements

- Simone Vale Studio will be the commissioning client and publication owner.
- Copyright and reproduction credits will be established in consultation with the studio.
- Flatpage Studio will coordinate ISBN registration and publication metadata as required.
- The studio will own the printed inventory.
- The studio and gallery will determine retail pricing and sales arrangements.

Proposed sales and distribution channels

- Artist's studio and direct sales
- Representing gallery and affiliated galleries
- Collectors and patrons
- Museum and institutional contacts
- Selected art-book retailers
- Exhibition openings, artist talks, and related events

Trade distribution, warehousing, order fulfillment, returns processing, and ongoing inventory management are not included in the base scope.

If broader retail distribution is required, Flatpage Studio can help evaluate appropriate arrangements under a separate agreement.

6. Publication Launch Support

Flatpage Studio will support launch preparation with publication-specific materials.

Included services

- Preparation of a book description and publication copy
- Coordination of final publication details for studio and gallery communications
- Delivery of approved cover images and basic promotional assets
- Consultation on publication timing in relation to exhibitions or gallery programming

The artist's studio and gallery will lead publicity, sales, events, and collector outreach.

Paid advertising, professional public relations, press campaigns, event production, and direct sales management are outside the base scope.

7. Project Management

A dedicated Flatpage Studio project manager will coordinate editorial, design, and production activities.

Project management services include:

- Project kickoff and schedule development
- Contributor and manuscript tracking
- Coordination of editorial and design contractors
- Image delivery tracking
- Management of review and approval milestones
- Printer communications and production scheduling
- Budget monitoring and project reporting
- Final production handoff

The estimate assumes one designated studio representative who will consolidate feedback from the artist, gallery, and other stakeholders.

Project Timeline

The following schedule assumes that contributors have been identified and that manuscripts, artwork documentation, and image permissions can be delivered according to an agreed production calendar.

Phase	Estimated Timing
Kickoff, specifications, and editorial planning	Weeks 1–3
Manuscript and image delivery; editorial coordination	Weeks 4–7
Copyediting and studio review	Weeks 8–10
Cover and interior design development	Weeks 11–15
Complete layout, proofing, and corrections	Weeks 16–19
Prepress, color proofing, and final approvals	Weeks 20–22

Specialist printing and binding	Weeks 23–28
Freight, delivery, and publication launch	Weeks 29–30

Estimated project duration: 30 weeks

Some phases may overlap. Printer availability, specialty materials, color-proof approvals, and delayed image permissions may affect the schedule.

Task Ownership

Flatpage Studio

- Editorial planning and contributor coordination
- Copyediting and proofreading
- Artwork catalogue and back-matter editing
- Image inventory and production-file management
- Bespoke cover and interior design
- Prepress and color-proof coordination
- Printer sourcing and production management
- ISBN and metadata coordination, if required
- Basic publication launch materials
- Project scheduling, reporting, and communication

Simone Vale Studio and Gallery

- Artistic and editorial direction
- Commissioning and delivery of manuscripts
- Verification of artwork records and historical information
- Image selection, photography, and file delivery
- Securing and paying for third-party rights and permissions
- Review and approval of editorial and design materials
- Approval and payment of printing and freight costs
- Ownership, storage, and management of printed inventory
- Retail pricing, sales, and fulfillment
- Gallery publicity, collector outreach, and launch events

Illustrative Project Budget

The following estimates are planning assumptions for a bespoke artist monograph, not a formal quotation. Final pricing will depend on manuscript condition, image complexity, design requirements, and printer specifications.

Flatpage Studio Professional Services

Category	Description	Estimated Cost
Editorial	Editorial planning and contributor coordination	$750
Editorial	Copyediting, 20,000 words	$800
Editorial	Proofreading, 20,000 words	$600
Editorial	Artwork catalogue, captions, and back-matter editing	$650
Image Management	Image inventory, file review, and coordination	$750
Design	Bespoke cover design	$1,800
Design	Full-color interior design and typesetting	$3,800
Production	Prepress and specialist printer coordination	$1,250
Publication	ISBN and metadata coordination	$300
Launch	Basic publication copy and assets	$250
Project Management	Up to 30 hours	$2,250

Professional Services Subtotal		**$13,200**

Third-Party Printing and Production Allowance

Expense	Preliminary Allowance
Full-color hardcover printing, 750 copies	$11,000–13,500
Color proofs and selected specialty finish	$750–1,000
Freight and delivery	$1,000–1,500
Estimated Third-Party Production Total	**$12,750–16,000**

These production allowances are illustrative only and have not been validated through printer quotations. Actual costs may vary with trim size, page count, paper selection, binding, finishing, shipping destination, and production location. Specialty-finishing charges will be counted only once in the final printer budget.

Combined Planning Estimate

Component	Estimated Cost
Flatpage Studio professional services	$13,200
Third-party printing and production	$12,750–16,000
Combined Estimated Project Budget	**$25,950–29,200**

Budget Notes

- Editorial estimates assume approximately 20,000 words across multiple contributors.

- Design pricing assumes approximately 70 images, a target extent of 128–144 pages, and one coordinated round of revisions at each agreed approval stage.
- The printing allowance assumes 750 full-color hardcover copies, but final specifications and quotations remain to be established.
- Photography, image research, licensing, and reproduction permissions are excluded.
- Contributor fees, including commissioned writers and interviewers, are not included.
- Studio and gallery marketing, publicity, event costs, warehousing, fulfillment, and retail distribution are excluded.
- Applicable taxes, customs duties, and additional freight charges will be determined once production arrangements are confirmed.
- Material changes to the print specifications, image count, page count, or revision scope may require a revised estimate.

Estimated Flatpage Studio Professional Fees: $13,200

Combined Planning Budget, Including Printing Allowance: $25,950–29,200

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.