

Masthof
PRESS & BOOKSTORE

PUBLISH *your* BOOK

A practical guide
to prepare YOUR
book for press.



www.Masthof.com

Who is *Masthof*?

Masthof Press and Bookstore has printed or published an average of 90 different titles each year as we assist authors to self-publish and achieve their goal of printing books to distribute and preserve information. We are a second-generation family business offering full-service digital and offset printing as well as a bookstore. Our bookstore carries thousands of titles featuring local history, life stories, memoirs, Anabaptist, Pennsylvania Dutch, Amish, Mennonite, Brethren and more. **Our main passion is preserving history for future generations.**

Along with selling books, we also publish and help authors self-publish their books. Our pre-press services include typing, design, editing and indexing. Our manufacturing and printing equipment is efficient and enables us to produce top-quality products at competitive prices. Visit our Masthof Press website for more information about our printing services or contact Dan Mast with any questions or to request a quote.

Owners Lois Ann and Lemar Mast also lead European Heritage Tours connecting participants to the towns where their ancestors once lived. You can read more information online at:

www.MASTHOF.com

Contact us today!

219 Mill Road
Morgantown, PA 19543

Phone: 610-286-0258
Email: orders@masthof.com





Let's get started! ↘

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OUR History . . .

In 1982, Lemar and Lois Ann Mast had a dream of printing and publishing their own research to preserve it for future generations. In their home basement they bought a press and a collator and started producing their first magazine, *Mennonite Family History*, which is still distributed quarterly. Along with this publication, they started printing their own books. Then also started assisting others with their dreams of printing their books. From here they started a small bookstore focusing on genealogy and local history, called Old Springfield Shoppe.

In 1996, they moved to Morgantown, Pennsylvania, and renamed the business Masthof Press & Bookstore. This new property is the Mast ancestral homestead that dates back to 1789 when Immigrant Jacob Mast and his son John Mast purchased the farm.

The name Masthof is derived from the last name "Mast" and "hof" which is German for homestead.



This picture was taken with the view of the Mast property because of the first telephone pole (on the right) installed around 1902.

PRESERVATION

*“If any research is worth doing, it is worth doing well.
If it is done well and worthwhile, it should be preserved.”*

Whether you are writing your life story or compiling a genealogy your common goal is to preserve your writing and make it available for generations to come. You have spent many days writing your book and it is now time to start thinking about sharing your “labor of love” with others in a quality publication. It is our privilege to explain how we can assist you.

You do not need to be a polished writer or even an expert typist to write a book. All you need is passion. A passion for sharing part of your rich heritage with your family and friends. A passion for preserving your research so it is not lost to future generations.

Masthof Press utilizes the most recent technology to design, edit, index, print and bind your book. This includes at least one proof copy for you to approve before printing. We are fortunate to have dedicated staff who enjoy helping you with each step in the process. We also will gladly work with you if you design your book yourself and provide a print-ready PDF file ready for the press.

We have printed thousands of books—genealogies, histories, textbooks, memoirs, poetry and more. It all started in 1982 when Lemar and Lois Ann Mast began editing and publishing *Mennonite Family History*—a quarterly periodical on family history and genealogy on Amish, Brethren and Mennonites. We have been in the printing business since then and have the experience to assist you.

Publishing is certainly an exciting adventure! You are passing part of yourself on to future generations. The material you have written will not only be passed on for others, but it will also be preserved for posterity. We would consider it an honor to help you become the proud author of a new book!

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219 Mill Road | Morgantown, PA 19543
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PRINTING A BOOK

I. Parts of a Book

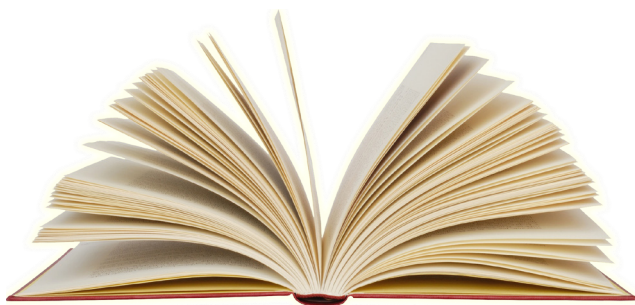
- A. Preliminaries: Title Page, Contents, List of Illustrations, Preface
- B. Text: Introduction, Body (chapters or sections with footnotes)
- C. Reference items: Appendixes, Bibliography, Index

II. Qualities of a Good Book

- A. Well documented, footnotes may be necessary
- B. Understandable numbering system, if it is a family history
- C. Includes historical and human interest stories, if it is a family history
- D. Complete every-name index
- E. Illustrations/Photos
- F. Filed with the Library of Congress and obtain an ISBN.

III. Ways to Save Money

- A. Type your book and supply us with a digital file
- B. Perfect Bind (soft cover)
- C. Print more copies than you think you can sell, but be reasonable
- D. Print book as black and white instead of color
- E. Be organized
- F. Design your book and supply a print-ready PDF



SELF-PUBLISHING

Self-publishing is the publication of a book by the author of the work, without the involvement of an established third-party publisher. The author is in control of the design of the cover and interior, formats, price, distribution, marketing and public relations. The author can either do all of these things themselves or hire third parties such as Masthof to do them.

A majority of our authors today decide to self-publish their book largely because it is now cost effective to print fewer quantities. By self-publishing your book you are in control of your book and are simply using Masthof to manufacture your book. This gives you the most freedom.

VS.

TRADITIONAL PUBLISHING

In traditional publishing, the author completes their manuscript and then submits the documents to Masthof Press. A group of staff members then review the manuscript and determine whether Masthof Press should accept or reject the manuscript.

If Masthof Press accepts your manuscript a contract is prepared and the rights of your book become property of Masthof Press. Masthof would then design, print, market, and finally distribute the finished book to the public and would then pay you a royalty of 10% for each book sold. You may also purchase your book at a 40% discount from Masthof.

8 COMMON QUESTIONS:

- 1 HOW MANY PAGES WILL BE IN MY TEXT?** The average word count per 5¼ x 8¼ page is about 300 to 350, depending on the size of the text and spacing. Divide your total word count by this amount for a rough figure. Please remember to add approximately seven pages for the frontmatter of your book, including the title page, copyright page, table of contents, dedication page, and introduction. Also account for an index, photos, or other art within the text.
- 2 WHAT WILL BE THE SIZE OF MY BOOK?** The most common size is 5.5 x 8.5 inches. Other sizes are 6 x 9 and 8.5 x 11.
- 3 HOW DO I OBTAIN AN ISBN, LOC, AND COPYRIGHT FOR MY BOOK?** We will provide an ISBN, barcode and a Library of Congress number for \$55. You may also provide your own, if you prefer. Filing for a copyright is typically done by the author after the books are in print. We will provide you with instructions on how to file the needed TX form.
- 4 SHOULD MY BOOK BE PERFECT BOUND OR HARD BOUND?** What is the cost difference? Perfect bound books are much less expensive and have a quicker turn-around time. These book covers can be printed on a coated stock for a shiny appearance and acceptable durability, or can be laminated for an additional cost of \$0.30 per book. Hard bound books typically require 3-4 additional weeks of production time and are about 3-4 times the cost of a paperback, in smaller quantities.
- 5 HOW MANY BOOKS SHOULD I ORDER AT A TIME?** Reprints can be ordered at any time, and in any quantity desired. For the first printing, we often recommend ordering as many books as you think you will sell in the first three months. Once you get a good feel for the market of your book, ordering in quantities for six months to a year at a time might be more feasible

depending on your setup. Ask us for a recommendation on your specific book.

6 HOW DO I SUBMIT MY BOOK TO MASTHOF? If Masthof is doing the layout for your book, please submit your file electronically as a text file. We can also type your book for an additional fee if you wish to submit handwritten or previously typed works. If you are preparing the layout and design of the book, files should be submitted either electronically or as a hard copy. If submitted electronically, files should be saved as a PDF. Most applications and software today allow you to export as a PDF. Contact us for help. Hard copies can be printed on paper from a laser printer. We recommend the pages be printed on one side of the sheet. Previously printed books can also be submitted. In this case we will cut the spine off the book and scan each of the pages. Scanning fees vary depending on text and photos.

7 WHAT WILL IT COST TO DESIGN MY BOOK? Book layout and design is one of the more costly aspects of publishing a book, however it is also probably one of the most important. If your book does not have an eye-catching cover, readable print or good photographs, you may not catch the customer's eye. Book design can cost from \$6 to \$12 per page, depending on size and complexity. Additional fees are applied for typing, indexing and editing. Contact us for a free quote.

8 WHERE DO I SELL MY BOOK? You will obtain the most profit by selling your book directly to customers. However, this is not always an option. Bookstores and distributors are valuable resources, but they do require discounts. Bookstores typically require a 40% discount, while distributors may require anywhere from 50-75%. Even though this discount may seem substantial, and may require you to set your retail price greater than you would like, it will allow your book to reach more potential customers. Our bookstore catalog is sent to over 450 bookstores and libraries throughout the United States. Please see the "Determining a Retail Price" later in this booklet for more information.

LAYOUT & DESIGN

If typed text is submitted electronically, Masthof will do the layout and design on our professional page layout programs to give you a complete and finished book, customized to your liking.

We'll add headers and footers, format the footnotes, include a title page, table of contents and dedication page, create an index (if requested), obtain an International Standard Book Number (ISBN) and apply for a Library of Congress Number.

Requesting a Quote

Before offering a free quotation, we need answers to the following questions:

1. **Size of book** (5½" x 8½", 6" x 9", 7" x 10", or 8½" x 11" are the common sizes, but we can offer prices on custom sizes as well)
2. **Number of pages** (an estimate from your electronic file)
3. **Inside Text Color** (black and white or full color)
4. **Number of Photos** (adding photos to your book increases the time and cost but is well worth it)
5. **Editing Needs** (needs complete editing, or already edited)
6. **Binding Type** (paperback, hardcover, coil bound, saddle-stitched)

Turn-Around Time

It generally takes about 4-5 weeks for us to design and layout your book for you, although detailed genealogies can take more than a year. During this time we use your specific notes in designing the book, take the book through three different stages of proofreading and editing, and prepare a proof for you to approve before the book is sent to press.

BOOK PRINTING

Lower Quantities (generally 25-2000 copies)

Before digital printing, it was encouraged that authors print as many books as they could afford, in order to keep the cost per book down. Now, you can order as few as 100 copies of your 100-page, 5½" x 8½" book, for approximately \$5.00 each.

Requesting a Quote

Before offering a free quotation, we need answers to the following questions:

1. **Size of book** (5½" x 8½", 6" x 9", or 8½" x 11" are our common sizes but we can trim your book to whatever size you wish)
2. **Type of binding** (saddle-stitched, perfect bound, case-bound or spiral bound)
3. **Number of pages** (an estimate is fine for now)
4. **Inside Text Color** (black and white text, full color throughout, or full-color inserts and how many)
5. **Print Quantity**

Turn-Around Time

If your book is ready to print, it generally takes about 1-2 weeks to be added to our print schedule after you approve the final proof. If your book requires design, editing or indexing, it may take 3 months or more for these steps to be completed.

Terms

Our terms for digital books are 50% with order and 50% when they are finished.

MARKETING & DISTRIBUTION

Once your book is printed, you may want to sell it to the public, or in various bookstores. Masthof Bookstore will:

- List your book in our mail-order catalog that we send four times a year to over **2,000 persons** throughout the United States, Canada and Europe.
- Include your title in our Annual Catalog.
- List your book on our website (www.masthof.com).
- Display copies of your book in our bookstore.
- Promote your book using social media (Facebook, Pinterest, Twitter).

You may also be interested in marketing your book to other bookstores. Masthof also serves as a distributor for many of the books we help people publish. When we serve as distributor for your book, we include your book in a quarterly catalog mailing to over **450 bookstores** and libraries throughout the United States and Canada.

Promoting

To sell your book successfully takes a lot of time and commitment, but can be a lot of fun! Ask local bookstores and events if you can have a book signing. Be prepared, and bring bookmarks, postcards, business cards and flyers promoting your book. Also use these promotional pieces in the community and at other events. We can also help you with the printing of **promotional pieces** too. Promotional pieces you might consider are bookmarks, postcards, tablets, posters, flyers, business cards and brochures. We can help you design these, or print directly from your supplied PDFs.

Terms

Masthof Bookstore requires a 40% discount off the retail price to sell your book for you in our catalog and bookstore. As a distributor, we require a 55% discount off the retail price to sell and market your book to other bookstores and libraries.

DETERMINING RETAIL PRICE

Here are two examples of how you can determine the selling price for your book. Your profit will depend on if you are personally selling the book or if you are selling books to a bookstore who will then re-sell the book. Most bookstores require a 40% discount off of the retail price.

EXAMPLE 1

100 pages, 5.5 x 8.5, B & W text, soft cover, 200 copies

Layout, Design and Editing	\$700.00
Printing	\$890.00
ISBN and LOC Number	\$55.00
TOTAL	\$1,645.00

Cost per book:	\$8.23
Retail Price:	\$16.99
Profit per book when sold retail:	\$8.76
Profit per book when sold through Masthof:	\$1.96

EXAMPLE 2

276 pages, 8.5 x 11, full color, hard cover, 750 copies

Layout, Design and Editing	\$1,230.00
Printing	\$13,843.00
ISBN and LOC Number	\$55.00
TOTAL	\$15,128.00

Cost per book:	\$20.17
Retail Price:	\$50.00
Profit per book when sold retail:	\$29.83
Profit per book when sold through bookstore:	\$9.83

* These prices are an example. They are subject to change. Please contact Masthof for more details.

CHECKLIST

Title: _____

Sub-Title (optional): _____

Author(s): _____

Size of Book:

5½" x 8½" 6" x 9" 8½" x 11" _____

Total Number of Pages: _____

Pictures (#): _____ Black & White or Color

I will submit digital pictures.

I need my pictures scanned.

Typing, Layout & Design:

I need my book typed and formatted.

I will submit a digital file but need formatting.

I will submit a pdf. (*No typing or formatting.*)

Binding:

Hardcover Paperback Saddle-Stitched Coil Bound

Publishing:

Author Masthof Other

Other options:

Library of Congress Number

International Standard Book Number

Quantity: _____ Completion Date: _____

I would like Masthof to sell my book.

I would like Masthof to distribute my book.

Submit this checklist to Masthof to receive your quote.

8 Steps to Success

1

Write Your Book!

Don't forget your dedications, introductions, etc. The more organized you are, the better!

2

Contact Mashhof!

To get a quote, call, stop in or email the information on the checklist page.

3

Dream up a Cover

... or let our designers do it for you! Don't forget the back cover.

6

Approval!

After several proof copies you are ready to print!

5

Decide on the Quantity you need.

Remember, the more you order the cheaper per book, but be reasonable ... you can always get more later.

4

Do you need indexing?

We can do that for you!

7

RELAX ...

we'll take it all from here. It normally takes about 2 weeks until the books are ready to be picked up or shipped.

8

Share YOUR book!

- Hold book signings
- Create a website
- Give as gifts
- Sell at local stores
- Speak at events
- Newspaper Articles
- Advertise



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