



Fast-track production

We appreciate there are times when a book needs to be available as quickly as possible – perhaps your book is about a time-sensitive or newsworthy topic or there's an unmissable (and unmovable) launch opportunity. For this reason, we offer authors the option of a 'Fast-track' production service, designed to speed up the production of a book by around a third.

We undertake to get a completed book to you in around a third less time than it usually takes, given all the usual constraints and restrictions that the book creation and manufacturing processes involve. We charge a premium of 30% on top of the quoted pre-press cost for this service. The actual amount of time it takes will depend upon the services you request (eg. if you are having a copy edit or proof read then obviously these will add to the time required). The Fast-track service prioritises the production of a Fast-track title over others, which follow a regular schedule.

However, in order to achieve such a tight schedule, there are necessarily some restrictions on what can physically be done by us, and what we ask of you as author, and more complex books will undoubtedly add to the time required for production. Therefore, ***Fast-track production is not a guarantee of a particular delivery date*** – it promises to deliver finished books as quickly as is possible given the constraints of the project and processes.

Generally speaking, a book can be considered for our Fast-track production if it meets the following criteria:

- The full manuscript is ready to work with immediately on receipt of contracts.
- No index is required. No illustrations need to be commissioned.
- We are supplied with full and accurate data for your book, and the specifications listed on your quotation don't alter significantly.
- You are happy for us to typeset your book in a style that we deem appropriate.
- We can design a cover for you either using a high resolution image that you can supply yourself, or an image that we can source royalty free (at a cost from £20.00+VAT).
- You require one set of typeset proofs only, and you will complete a proof read within five days of receipt.
- You respond promptly to all contact and requests for information.

If your manuscript is poorly presented, if you request a redesign of text or cover, or if you are slow in responding to requests for feedback, then the Fast-track schedule is very likely to slip. Please be fully aware that, although we shall do all we can to get your book ready for printing as quickly as possible, the production process necessarily involves a set process with checks for quality at each stage; books that don't go through the proper processes inevitably end up full of errors or with a cover that the author later regrets. We and most authors would rather that a book is accurate and well produced, even if it adds a little time onto its production to achieve that.

More complex books can be undertaken under our Fast-track service, and if you request additional services like a copy edit or proof read then these can also be fast-tracked (at a premium of 30% of the quoted copy edit or proof read cost), but the overall production process will take longer as a result. Please speak to us if you feel your book may fall into this category; we shall be realistic about the time that we need to produce your book to a high standard under our normal or Fast-track production schedules.

Marketing Limitations

Authors should also be aware that in releasing their book with very little lead-in time, they will be limiting the effectiveness of any marketing work to retailers. The retail industry works several months in advance, and most book marketing is carried out in the run up to and shortly after the publication date.

If you wish us to market your book to the retailers effectively, then we have to give a book an 'official' publication date that fits with the retailers' schedules and allows us to properly market the work. That 'official' publication date may be several months away; however, that does not prevent you or us from selling your book as soon as it has been printed, well in advance of the 'official' publication date.

For this reason, we are unable to place titles that do not have at least five months' lead-in time to the official publication date with our team of sales representatives, Star Book Sales, as they will not have time to represent the title prior to publication.

Notes

We reserve the right to refuse a Fast-track service for a book at particularly busy times, or if we feel that the project is too complex to handle within our Fast-track processes.

We cannot be held responsible for any loss as a result of project completion later than expected. We strongly advise that any launch or other events at which the finished book is required are not confirmed until the book has come in from the printer.

**If you would like more information please contact
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