



MODERN ENGLISH TANKA PRESS

Also *dba* “MET Press”

Guidelines for Equity Publishing Book Projects with Partners

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1. Modern English Tanka Press (“METP”), also *dba* “MET Press,” is a for-profit business and cannot undertake publishing projects without prospect of some profit. On the other hand, METP wishes to make partnered projects feasible without the negative aspects of vanity presses or the poor practices of subsidy presses. Every project will be undertaken by METP only pursuant to mutual agreement with our partner(s) regarding the particulars of our arrangements with them, for that specific project. A “partner” will usually be an author (poet, writer, editor), but other parties may be partners. In broad strokes: front-end costs are passed through METP but METP makes no profit on them; net online retail sales royalties are split between METP and its partner on a particular project, as specified in more detail below and in the METP document “Equity Publishing Services, Pass-Through Costs, Perquisites, Profit-Sharing.” We consider this equitable arrangement “equity publishing” and neither subsidy nor vanity publishing. METP does not make any income from partners, only from royalties on books actually sold. When METP pays you royalties, that is income, for IRS purposes. That means you will need to provide us with your home address, telephone number, and SSN, for the 1099-MISC IRS forms. Partners not in the USA must also submit information.
2. These guidelines apply to book projects (not periodicals) in which an item is to be published by METP or an imprint thereunder (e.g., “MET Press”). In all such projects, METP will need to use an ISBN in its own name for the book. The price for the ISBN and distribution services is \$50.00 and is an expense of the project partner, payable to METP. This includes a unique ISBN & registration with the US ISBN Agency, R. R. Bowker, LLC.. The ISBN will necessarily apply solely to METP’s publication of the book and will be owned by METP, being non-transferable.

3. A book project will be initiated by either an author's query to METP describing the proposed project, or a METP solicitation to an author, for an existing, in development, or prospective, work. A work must be provided to METP in a clean manuscript that is electronic and is sent to METP by email; acceptable program files include: Corel WordPerfect (.wpd, preferred), MSWord (.doc), Rich Text File (.rtf), and ASCII Text (.txt). Other formats that can be converted to one of the preferred files may be acceptable. A "clean manuscript," for these purposes, is one that is minimally formatted, virus-free, carefully proofed and a final version, as it is intended to be printed, not a draft for ongoing revision. METP provides copy-editing but does not provide literary editing without special arrangements.
4. METP may partner with one or more individuals on a single project; e.g., one or more co-editors, illustrators, etc., as well as with the author(s) of the subject book. In such cases, royalty income may be shared with some partner(s) on a particular project. In most cases in which the primary partner is the book's author, that partner may share in retail sales royalty income as provided in the initial arrangement made for publication of the book. It is METP's general rule that, after pass-through expenses have been recovered from such royalties, those royalties should be split on a 50/50 basis with the author(s) of the book (viz., 50% for METP and 50% for the author(s)). Under METP's current vendor arrangement with Lulu.com, 20% of gross profit is retained as a commission by Lulu.com in payment for its services and the remaining 80% of gross profit becomes the full amount of royalties, which may be split between METP and its partner(s). Royalties are paid directly to METP by Lulu.com and METP passes on partner shares (after receipt) biannually. Royalties do not accrue to review and/or promotional copies, including those purchased by partners.
5. METP, upon acceptance of a manuscript, will provide copy-editing, book design and layout, and desktop publishing services such as to produce deliverables that include:
 - TEXT FILE — The book text pages, formatted and paginated, in black ink on white background, with black and white illustrations as agreed to in advance, and including standard front matter and back matter. Book text pages will include, at the end of the book, advertisements for other METP publications. The book text will be in an Adobe Acrobat PDF file formatted for printing as a paperback or hard cover book, unless otherwise mutually agreed upon in advance.
 - COVER FILES — Two JPEG files, front cover and back cover, or a one-piece PDF file, designed and created by METP with partner input and approval. Any costs related to cover art are to be discussed and a mutually agreeable arrangement made at the initiation of a project. Otherwise, stock art, or copyright-free art, or METP-created art, may be used. Acquisition costs for special art are direct expenses to the partner unless and except as otherwise specifically arranged for in advance.

- UPLOADING — METP will upload the project files to a METP online production and distribution vendor. The current vendor is Lulu.com and any other vendor is to be mutually agreed upon at the initiation of a project.
 - SALES LINKS — METP will include a sales link to the project book on its own and, as available, the vendor's, online websites with purchasing capability, e.g., at <http://stores.lulu.com/modernenglishtanka> and also at its own website(s). NOTE: METP does not routinely offer any additional marketing and/or distribution services and any such must be agreed to mutually at the initiation of a project. Authors must take primary responsibility for marketing and promotion of their books.
 - LAYOUT — METP will consult the partner in advance with respect to text layout, font type and size, etc., and will make reasonable efforts to accommodate the partner's preferences in these respects. Excessively labor-intensive formatting and/or formatting which is outside the vendor's printing parameters are not on offer by METP.
 - GALLEY PROOF COPY — METP will provide one galley proof copy to the partner. Errors will be corrected before the book is approved. No more than two weeks will be allowed for the partner's proofing of the galley copy. After two weeks, the project will move forward to publication and any future costs for correction of errors will be borne solely by the partner.
6. METP publishes using vendor-provided print-on-demand technology and book distribution and fulfillment services from its vendor (currently, Lulu.com). Accordingly, so long as the vendor does not impose time-related fees or expenses, books once published will remain on the METP Book List and will be available for sale. Unforeseen interruptions of vendor services or termination of vendor services are not the liability of METP. Withdrawal of a book from METP's Book List by the partner shall terminate the publishing business relationship between said partner and METP without prejudice to METP. Mutually agreed-upon withdrawal of a book from METP's Book List will be on whatever basis is agreed to in that event by METP and the project partner.
7. The pricing of books is crucial to their salability. METP will consult with the project partner and seek to find a mutually agreeable price for a project. In the case of disagreement, METP shall decide the price. For the same reasons, the primary equity publishing offer of METP is for the publication of paperback books. METP may refuse to publish hard-cover editions of any project title if it does not believe they will be salable at the market-driven price.

8. The above-described general arrangements provide for a genuine partnership in which METP bears most of the expenses for production and publication of a book project, except for pass-through costs (ISBN & distribution and Library of Congress mandatory deposits) and direct costs (special art acquisition) to the partner from which METP receives no income; and in which METP and its partner share equally in net retail sales royalty income from the project. METP considers this arrangement to be “equity publishing” in contradistinction to other cost-sharing publishing arrangements (like vanity and subsidy publishing) whereby the publisher arguably has different profit incentives than does the author—to the author’s detriment. METP does not profit from authors, rather, it profits from royalties on the actual sale of books and magazines.
9. These are guidelines, not a contract with any party. Every book project must be individually negotiated with the partner(s) involved and may include other provisions as may be mutually agreeable to METP and its partner(s). See the METP document “Equity Publishing Services, Pass-Through Costs, Perquisites, Profit-Sharing” for summary details.
10. Poetry books do sell and MET Press pays authors royalties. But no one, neither MET Press nor any of our authors, is getting rich on poetry books. Experienced poets know that poetry very rarely, if ever, makes it to the mass market level of success. MET Press makes NO express nor implicit promises, guarantees, nor warranties with respect to book sales under any circumstances whatsoever. The success of poetry book sales depends very largely on the individual efforts of the author or editor to market and promote the book. Authors and editors who do not promote their own books can expect poor sales or even no sales. This is a hard reality, but you need to know it. If you don’t believe it, or if you still nurture expectations of great sales and wealth, please do **not** choose MET Press for your publisher. [A Benchmark: In 2004, of 1.2 million new books, only 4% sold more than 1,000 copies. 17% sold from 100–1,000 copies. 79%, the majority, sold less than 100 copies. Keep expectations realistic.]
11. METP is a sole proprietorship of Denis M. Garrison of Baltimore, Maryland, USA. Therefore, the death or disability of the owner will end his services summarily. Obviously, METP plans to be in business for years to come; this mention is made only in the spirit of full disclosure. The METP business arrangements are possible only in the context of an extremely-low overhead business operation. Publishers normally take the lion’s share of royalties to pay off overhead and leave some profit. METP shares retail sales royalties equally once project-specific pass-through expenses are paid off; and partners have precious little cost exposure, beyond the cost of the ISBN & distribution package and the mandatory deposit with the Library of Congress, for their books.