



## **Print House would like to introduce our online initiative [www.TheBestLittleBookStore.co.nz](http://www.TheBestLittleBookStore.co.nz)**

...an on-line promotion, marketing and sales facility that will assist authors, self publishers and many other organisations realise aspirations of producing and selling publications.

Print House has been a leader in the New Zealand Print Industry for over three decades and in that time has produced a wide range of publications including children's books, historical novels, medical journals, educational and cook books.

Many of these publications have been for people that were searching for a company that could offer a complete package from concept to public sale - a one-stop shop!

After much consultation we established that the promotion, sales and distribution of publications was often difficult and expensive for these people to manage alone.

### **Getting publications from concept into readers' hands**

With this in mind, Print House has created [www.TheBestLittleBookStore.co.nz](http://www.TheBestLittleBookStore.co.nz) to provide an application to get publications from the author's script into the readers' hands.

The Print House service has always included, typesetting, design, proof reading, print and binding production, ISBN and barcode allocation, project management and, now, an on-line sales and marketing facility [www.TheBestLittleBookStore.co.nz](http://www.TheBestLittleBookStore.co.nz).

This on-line bookstore enables access to a facility that promotes, completes sale transactions and distributes all types of publications, whether it is a children's book, cook book, war story, company catalogue or a genealogy or photo book.

### **Backed by first-hand experience**

With the experience Print House has acquired over many years of operation we are able to supply a high quality professional product enabling 'peace of mind' and convenience.

Print House recently won a gold medal at the New Zealand Pride in Print Awards for the print and production of the children's adventure book, *Danger at Devil's Cove* written by Marilyn Bakker. The array of awards won over the past two decades provides an excellent example of Print House's capabilities.

A vital part of our company operation is our existing fulfilment service. Storage, dispatch and on-line billing are part of our everyday service and we have experience with sending product throughout New Zealand and internationally.

We have the warehousing and distribution processes to store hundreds if not thousands of documents and our distribution systems will make the logistics of document delivery 'hassle free' - no task is too big or too small.

Our point of difference is that we are a one-stop shop for production and, now, promotion and sales of all types of publications. Our intention is to focus primarily on New Zealand topics, stories, authors and organisations.



## **Environmental integrity**

Keeping with our environmental integrity we are also pleased to offer the assurance to our clients and the public in general that most products produced by Print House and sold or distributed through [www.TheBestLittleBookStore.co.nz](http://www.TheBestLittleBookStore.co.nz) can have either the FSC or PEFC certification validating that the product is produced from environmentally responsible and sustainable resources.

## **Key considerations:**

For many authors, publishing a book is a dream . . . and we are here to help you realise that dream.

We have promotional tools, such as an extensive database of contacts and the ability to produce e-mail and print campaigns.

In some cases authors do not have the time or resources to undertake the full time promotion and sales of their publication.

Our package focuses on being able to assist from concept through the production process to promotion and, finally the sales and distribution of the publication. We remove the 'headache' for you.

We can create an excellent opportunity to generate sales and increase a profile quickly through e-mail and print campaigns (ie: newsletters, special deals, new product promotions) to an extensive database of approximately 4000 contacts that includes libraries, schools and clubs.

Promotional material, such as posters, invites and newsletters can be sent to specific organisations to create awareness of specific publications and new releases.

We can even co-ordinate a book launch and signing if necessary, although this would be at the author's or publisher's expense.

## **Our Fee:**

Firstly, there is the cost of production and this would be handled as if Print House were quoting for any other print project. In this instance it is important to consider the extent of our involvement.

For example do you want Print House to typeset, design and proof read or do you just want us to print, bind and hold a quantity of books for sale on [www.TheBestLittleBookStore.co.nz](http://www.TheBestLittleBookStore.co.nz)?

The reason for handling the process in this manner is to assure the author or publisher that Print House is competitive with other print suppliers throughout the production process.

Promotional material such as a short run of posters, invites, flyers are quoted and shown as additional costs.

A transaction fee of 20% applies to Print House produced publications sold on-line through [www.TheBestLittleBookStore.co.nz](http://www.TheBestLittleBookStore.co.nz). This fee is based on the on-line sale price set by the author or publisher.

For example, if a publication sells for \$20 inclusive of GST, Print House deducts \$4 from the sale proceeds. The handling and shipping is also retained by Print House but is additional to the GST inclusive amount of the sale.

The author receives their entitlement from sales through a standard billing/invoicing procedure generated on a quarterly basis or as otherwise arranged.

The transaction fee covers the cost of management of the website, internet/e-mail campaigns and the approximately 2.5% billing fee charged by Banks and PayPal for on-line transactions.

[WWW.TheBestLittleBookStore.co.nz](http://WWW.TheBestLittleBookStore.co.nz) will also display banner type advertising which will link the reader to advertisers' websites.

If Print House produces the publication we will incorporate advertising requests on [www.TheBestLittleBookStore.co.nz](http://www.TheBestLittleBookStore.co.nz) as part of our package. Advertisement artwork for websites normally ranges from \$200-\$250 plus GST but we will also work with final artwork supplied (dimensions W 200px x H 650px).

**For further information please contact a Print House representative - freephone 0800 747 746**

**Email - [sales@phprint.co.nz](mailto:sales@phprint.co.nz)**



## List My Book For Sale

Information can be completed on this form and faxed to Print House on 07 847 8103,  
delivered to our office at 142 Kent Street, PO Box 5544, Hamilton or sent within an email to  
[enquiries@thebestlittlebookstore.co.nz](mailto:enquiries@thebestlittlebookstore.co.nz)

Name:

Postal Address:

Email:

Phone:

Title:

Author:

Sale Price (inc GST):                      \$

Quantity to be  
supplied to BLBS:

Cover Image Supplied:                      Yes / No

Summary of Content (No restriction on length of description however purchasers will want to get an idea of the story within two or three paragraphs. Attach extra sheet if required.)

Weight in Grams/Kilo's:

ISBN:

Year of Publication:

No. of Pages:

Category (see website for available  
categories, or suggest your own):

Bulk Purchase Discount:                      5-9 books = .....% discount                      10 or more = .....%                      NA

About the Author (Write a brief introduction of the author and attach or email a photo if available):