

# Publishing Guide

## Central Publish On Demand

A Guide to Getting Your Book Published



centralbooks



## **CENTRAL BOOK SUPPLY, INC.**

LAWBOOK PUBLISHER AND BOOK SELLER SINCE 1945  
SUPREME COURT REPORTS ANNOTATED (SCRA)

### **QUEZON CITY**

927 Quezon Avenue,  
Quezon City  
Tel. 372-35-50

### **CEBU**

GV Building,  
P. Del Rosario St.,  
Cebu City  
Telefax 253-07-84

### **MAKATI**

Ground Floor, inside Bridges  
Bookstore, Glorietta 3 Mall,  
Ayala Center, Makati City  
Telefax 892-70-50

### **ILOILO**

Level 1, Mabini Wing,  
Robinson's Place, Iloilo City  
Tel. (033) 338-0791

### **SM MEGA MALL ORTIGAS CENTER**

5th Level, Building A,  
SM Mega Mall, Ortigas Center,  
Mandaluyong City  
Tel. 638-10-88

### **DAVAO**

19A Building D,  
Aldevinco Shopping Center  
Roxas St., Davao City  
Tel. 224-10-70

### **C.M. RECTO AVENUE**

Ever Gotesco, Manila Plaza Mall  
Telefax 734-61-78

### **CAGAYAN DE ORO**

West Concourse,  
Limketkai Mall, Lapasan,  
Cagayan De Oro City  
Tel. (088) 856-69-61

## **How to get in touch with us for Publish on Demand**

**Address:** Phoenix Bldg., 927 Quezon Ave., Quezon City

**Contact Person:** Marie Villanueva or John Tamayo  
372-3550 loc. 14 or 374-4064

Tina Balagtas 372-3550 loc. 18, Connie Tecson 372-3550 loc. 12

**Email:** [central@central.com.ph](mailto:central@central.com.ph) or [centralpod@gmail.com](mailto:centralpod@gmail.com).  
[salescentral@central.com.ph](mailto:salescentral@central.com.ph) or [centralbks@yahoo.com](mailto:centralbks@yahoo.com)

**Website:** [www.central.com.ph](http://www.central.com.ph)

# A Revolutionary New Way of Publishing

In the past it was difficult to get a book published. High inventory costs and limited financial resources meant fewer books were being published every year.

The other alternative was self-publishing, an often difficult, and expensive proposition for the author. They had to take time off to attend to the tedious tasks involved in publishing their own book: typesetting, lay-outs, registering



copyrights, attaining an ISBN number. The most difficult part of all was having to invest a significant amount of money to pay for the large minimum print run. (Printing books with at least 1000 copies to bring the per book costs down to an affordable level) This would often result in money being tied up and a large inventory of books that could take years to sell. In fact, unsold inventory one of the biggest problems in the publishing industry today.

Central Publish on Demand is the new solution. It is Entrepreneurial Publishing. Since we've launched the service a year ago, we've brought more than 40 new authors with over 50 new titles to the market, with a number of them becoming best-sellers in their respective fields.

**Central Publish on Demand can help put the Power of Publishing back into your hands.**

## You take care of the content. We take care of the rest.

Just bring in your manuscript or notes and depending on the level and amount of work needed, you can pick and choose from our basic publishing package and optional add-on services. If your manuscript is ready for print you can have your book out within 10 days.





### Classic Package P9,500

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- ✓ Discounted print costs using our Print on Demand System
- ✓ Assign an International Serial Book Number
- ✓ Include author's copyright in the book
- ✓ Create barcodes for the back
- ✓ Deposit 3 copies for the Philippine Copyright registration
- ✓ 2 Proof copies for author prior to printing. Additional proof copies will be charged accordingly
- ✓ Assistance in the layout of cover using illustrations or photos from the author.
- ✓ Store and backup of your finished digital book for easy archival and reprinting on our system.
- ✓ 10 Full-color posters for marketing and promotion

### Workbook Package P5,500

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- ✓ Same as Classic Package without ISBN / Copyright registration, without marketing posters.
- ✓ Ideal for Class Workbooks / Casebooks
- ✓ Include author's copyright in the book

Optional Add-On Packages with Discounted Rates:

### Encoding Services:

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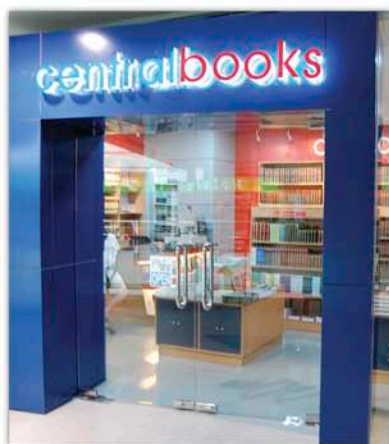
- ✓ If your book is not yet encoded, Encoding services (charged on a per page basis). P12.50 (6x9) / P15.00 (8.5x11)
- ✓ Color Insert P10.00 (6x9) / P20.00 (8.5x11)

### Layout Package P15.00 / page

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- ✓ Layout, Scan artwork, and typeset pages to your specification. We can also add the Table of Contents and Index to your book.
- ✓ Layout Package prices are based on up to ten images or other considerations. Complex layouts may require additional costs.
- ✓ Author's Alterations (AAs) which are revisions after the initial layout will be performed at additional charge per hour. We will consult you first.

**If your manuscript is print ready it can take as few as  
10 days to have your book out in the market!**



CentralBooks  
Mega Mall

## After the book is printed: Books on Demand Service.

You can sell your books through our stores. We have stores strategically located in both retail malls and university areas.

Using the Books on Demand Service is convenient and hassle-free, we can automatically reprint your books and re-stock them in our stores as the need arises.

To join your publication to our Books on Demand Service you simply leave 50 copies of the book with us. The proceeds of the first 50 copies shall be 75% of the selling price which shall pertain to the author and the remaining 25% shall go to the store as distribution charge.

Our stores will reprint the books automatically when the stocks are out and from each reprinted copies you will receive a high 70% of the gross margin as your royalty percentage. You simply receive royalties every 6 months.

With Books on the Demand Service, your book will never go out of print, if it goes out of stock it only takes us up to 5 days to reprint and re-stock.

### A real world sample of how the rates apply:

Assume the following data:

Book size: 6" x 9"

No. of Pages: 300 pp.

No. of copies to print: 100 cps.

Assesment print cost: 192.52

Assesment selling price: P410.00

Distribution charge: 25% of SRP

Computation:

SRP	P 410.00
less: 25% distribution charge	(102.50)
Print Cost	<u>(192.52)</u>
Gross Margin	<u>P 114.98</u>
70% Royalty Fee per copy sold	P 80.49

**Reprinting only takes 5 days.  
This means you only need to print what you  
know you can sell.**

## Central Publish on Demand: Simple, Fast and Affordable.

You retain the copyright of your book. Using our guidelines you set the desired retail price. You have full control over your own publication.

1. Submit your manuscript with a complete print out with a detailed page by page description of all formatting you want done, we need to see the print out so every thing is as expected. We need a completely edited file in PDF or MS Word Format with fonts embedded. If your book is not yet encoded or laid out, we also offer these services at discounted rates.
2. All graphics, illustrations and pictures should be scanned and submitted on file as well. If you need items scanned, up to 10 images scanned is included in the classic / workbook package.
3. We devote up to 2 hours of operator time to making some basic corrections to your reviewed proof copies. If your changes are more extensive we will contact you with a quote before proceeding. Two (2) Proof Copies are included in the classic workbook package, extra proof copies will be charged separately.
4. Please note that there is a P1,500 handling/setup fee for initial orders below 50 copies. Reprint orders of books shall be minimum of 50 copies.
5. Inside book paper stock is either 70 or 80 gsm Imported White Book Paper. Full covers are printed on imported acid-free coated stock with weight depending on the thickness of book.
6. Printing resolution is at 600-dpi black and white laser quality. Photo quality resolution and color page inserts can be provided at an additional cost.
7. Colored inserts may be included in your book at the following rates:  
P10.00 (6x9) / P20.00 (8.5x11) Cover Lamination: matte P1,500.00 or glossy P1,200.00.
8. Thru Publish On Demand, book printing now only takes up to 10 working days and reprints only 7 working days. *(Depending on existing capacity)*

## Over 300 Titles and Counting...



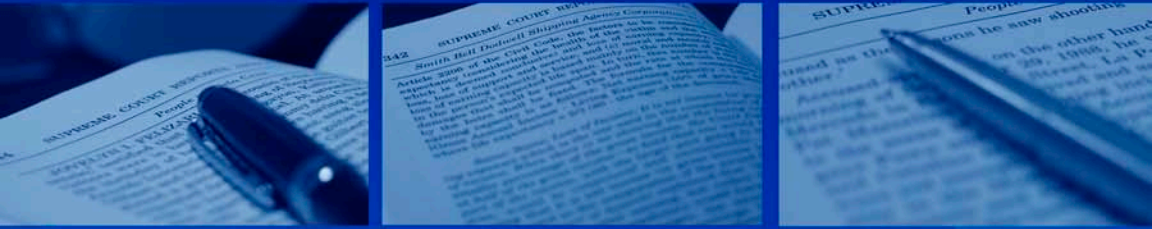
### Discounted Print Cost Matrix for 6" x 9" Book size

Copies	50+	100+	200+	250+	500+	1000+
Pages						
50	103.51	100.31	98.17	90.70	69.36	53.36
100	122.54	118.75	116.22	107.38	82.11	63.17
120	130.15	126.13	123.45	114.05	87.22	67.09
140	137.76	133.50	130.66	120.72	92.31	71.01
160	145.37	140.88	137.88	127.39	97.42	74.94
180	152.99	148.26	145.10	134.06	102.52	78.86
200	160.60	155.64	152.32	140.73	107.62	82.79
220	168.22	163.01	159.55	147.41	112.72	86.71
240	175.82	170.38	166.76	154.07	117.82	90.63
260	183.44	177.77	173.98	160.74	122.92	94.56
280	191.05	185.14	181.20	167.42	128.02	98.48
300	198.66	192.52	188.42	174.09	133.12	102.40
320	206.28	199.90	195.64	180.76	138.23	106.33
340	213.89	207.27	202.86	187.43	143.33	110.25
350	217.69	210.96	206.47	190.76	145.88	112.21
360	221.50	214.65	210.08	194.10	148.43	114.18
380	229.11	222.03	217.30	200.77	153.53	118.10
400	236.73	229.40	224.52	207.44	158.63	122.02
420	244.34	236.78	231.74	214.11	163.73	125.95
440	251.95	244.16	238.96	220.78	168.83	129.87
450	267.59	275.44	276.20	224.12	171.38	131.83
460	259.56	251.54	246.18	227.45	173.93	133.80
480	267.18	258.91	253.40	234.12	179.04	137.72
500	267.91	259.63	254.10	234.77	179.53	138.10
520	275.25	266.74	261.06	241.20	184.45	141.88

### Discounted Print Cost Matrix for 8.5" x 11" Book size

Copies	50+	100+	200+	250+	500+	1000+
Pages						
50	143.69	139.24	136.28	125.91	96.28	66.66
100	181.66	176.04	172.30	159.19	121.73	84.28
120	196.84	190.75	186.70	172.49	131.90	91.32
140	212.03	205.47	201.10	185.80	142.08	98.37
160	227.22	220.20	215.51	199.11	152.26	105.41
180	242.41	234.92	229.92	212.42	162.44	112.46
200	257.60	249.64	244.32	225.73	172.62	119.51
220	272.78	264.35	258.72	239.04	182.79	126.55
240	287.97	279.07	273.13	252.35	192.97	133.60
260	303.16	293.79	287.54	265.66	203.15	140.64
280	318.35	308.51	301.94	278.97	213.33	147.69
300	333.54	323.23	316.35	292.28	223.51	154.74
320	348.72	337.94	330.75	305.58	233.68	161.78
340	363.91	352.66	345.16	318.89	243.86	168.83
360	379.11	367.38	359.56	332.21	254.04	175.87
380	394.30	382.10	373.97	345.52	264.22	182.92
400	409.49	396.82	388.38	358.83	274.40	189.97
420	424.68	411.54	402.79	372.14	284.58	197.01
440	439.86	426.25	417.18	385.44	294.75	204.06
460	455.05	440.97	431.59	398.75	304.93	211.10
480	470.24	455.69	446.00	412.06	315.11	218.15
500	485.42	470.41	460.40	425.37	325.28	225.20
520	500.61	485.13	474.81	438.68	335.46	232.24

# Central Publish On Demand A Revolutionary New Way of Publishing



"Central Publish on Demand is a revolutionary concept in publishing, perfect for first time authors. Thank you for making it available."

— Engr. Jose "Rene" C. Valdes  
*The Good News Never Told*



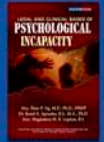
"Publish on Demand is changing the landscape of the Philippine Legal Profession by giving young, unknown lawyers like us a chance to express ourselves and reach out to a wider audience that we otherwise would not have access to. It's sparking a publishing revolution; Philippine Legal Publishing will never be the same again."

— Atty. Tanya Lat  
*Bar Blues*



"Central Publish on Demand is the new way of publishing books in the 21st Century. Books are printed and made available for sale in just a few hours."

— Atty. Peter Ng, M.D.  
*Health Laws of the Philippines /  
Medical Laws and Jurisprudence  
Psychological Incapacity*



"I never realized I had the potential to write books until I got to know Central Publish on Demand. With their assistance, I am now even encouraged to write a second book!"

— Rufino S. Gallano  
*Handbook on Court-Annexed Mediation*



"To an aspiring legal author, getting a manuscript published by a reputable publisher is indeed a daunting task. He is sure to encounter many difficulties before seeing the product of his intellectual endeavor transformed into an actual book. Early on, he realizes that finding a publisher is the most difficult part of the process as most publishers are biased in favor of established legal authors. After publication, the next problem is how to market the book to its target readers while ensuring a reasonable return out of it. With PUBLISH ON DEMAND and BOOKS ON DEMAND services, these difficulties are now a thing of the past. Having availed of these twin services, I have seen my first law book published in just one week after I submitted my final manuscript. Copies of my book are then displayed and sold at all centralbooks branches located in major cities in the country. These services are indeed a great help to all aspiring legal authors out there. Avail of these services and make your dream of becoming an author a reality. It's all worth it!"

— Atty. Noel G. Villaroman  
*Laws and Jurisprudence on Graft and Corruption: A Compendium*



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