

boost your **BOTTOM LINE**

by publishing your own book

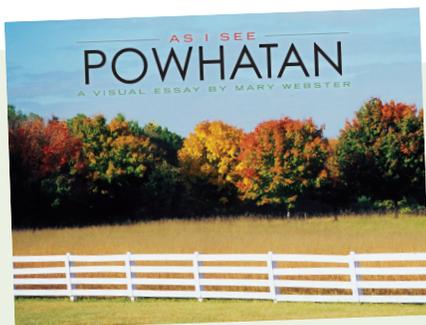
New Revenue Stream

Newspapers around the nation have discovered that books featuring the work of a popular columnist, food writer, photographer, or other expert can **boost profits**. Sweetgrass Books offers publishing services that help newspapers generate **new revenue streams** and find new ways to reach and retain readership in the difficult times facing the newspaper industry.

For more information or a free quote, contact:

🌿 Kathy Springmeyer, 406.444.5105
or 800.821.3874

sweetgrassbooks
a division of Farcountry Press



"I cannot overstate how happy I am with my finished book and with the role that Sweetgrass Books played in its publication. It has been a pleasure to work with [them] over these past months. As I show the advanced copy around to friends and associates, everyone remarks about how professionally produced it looks. I simply could not be more pleased."
Mary Webster, Powhatan, Virginia

Branding Opportunity

Publishing titles of interest in your area allows you to **reinforce connections** with your community, foster **brand loyalty**, and remain your city's source for information.

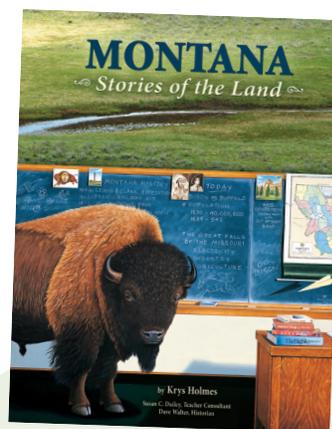
Your print and online newspaper give you **limitless opportunities** to promote your book to your readers.

Donating a portion of the profits from the book to a local museum or institution allows you to market the book with a community-based partner.

We Make It EASY

The newspaper's main role in the custom publishing process is to provide the material and select the level of service you would like. You retain complete control of the content and design of your book.

See page 2 for
🌿 **Sample Pricing**



"Sweetgrass Books was a joy to work with. They handled a difficult design job with aplomb. Despite the tight production schedule, they met (and sometimes beat) every deadline. And the resulting book is beautiful!"

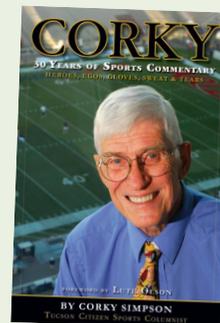
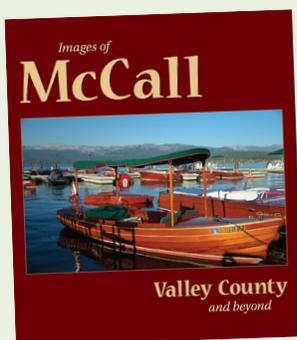
Martha Kohl,
Montana Historical Society

"It was a pleasure working with Sweetgrass Books on our most recent book project. Their creativity, attention to detail and willingness to talk us through the production process are greatly appreciated. They always responded to our questions very promptly, not wasting any of our precious time."

Gawain Douglas,
Tucson Citizen

"Sweetgrass Books could not have been more professional, responsive or creative. The finished product easily met my expectations in terms of quality and attention to detail. Our book, Images of McCall, has been a huge success. The amount of sales in such a short time has exceeded our expectations. I would highly recommend Sweetgrass Books."

Ingri Millemann,
McCall,
Idaho



your **BOTTOM LINE**

Although philanthropic rewards are important, you're in business to make money. Your newspaper has the potential to generate between \$20,000 and \$130,000, depending on sales volume and assuming direct sales by your paper as opposed to wholesale pricing. Given these figures, you might choose to donate a percentage of the profits to the local historical society or museum—this would allow you to market the book as a civic fundraiser.

The following chart illustrates profit potential for your newspaper. Please note that shipping costs are not included in the listed prices.

QUANTITY OF BOOKS	PRE-SALE BOOK PRICE	SALES VOLUME	NEWSPAPER'S COST PER BOOK	NEWSPAPER'S COST	NEWSPAPER'S PROFIT	% PROFIT
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4-COLOR COVER, INSIDE PAGES 4-COLOR THROUGHOUT, 96 PAGES:

8 1/2 x 10 7/8", softcover:

2,000	\$19.95	\$39,900	\$9.43	\$18,860	\$21,040	53%
3,000	\$19.95	\$59,850	\$7.18	\$21,531	\$38,319	64%
5,000	\$19.95	\$99,750	\$5.40	\$27,000	\$72,750	73%

8 1/2 x 10 7/8", hardcover:

2,000	\$29.95	\$59,900	\$10.77	\$21,531	\$38,369	64%
3,000	\$29.95	\$89,850	\$8.39	\$25,161	\$64,689	72%
5,000	\$29.95	\$149,750	\$6.55	\$32,736	\$117,014	78%

9 x 11 7/8", softcover:

2,000	\$19.95	\$39,900	\$9.67	\$19,331	\$20,569	52%
3,000	\$19.95	\$59,850	\$7.43	\$22,286	\$37,564	63%
5,000	\$19.95	\$99,750	\$5.62	\$28,100	\$71,650	72%

9 x 11 7/8", hardcover:

2,000	\$29.95	\$59,900	\$11.19	\$22,380	\$37,520	63%
3,000	\$29.95	\$89,850	\$8.80	\$26,387	\$63,463	71%
5,000	\$29.95	\$149,750	\$6.96	\$34,779	\$114,971	77%

4-COLOR COVER, INSIDE PAGES BLACK INK THROUGHOUT, 96 PAGES:

8 1/2 x 10 7/8", softcover:

2,000	\$19.95	\$39,900	\$7.10	\$14,209	\$25,691	64%
3,000	\$19.95	\$59,850	\$5.50	\$16,487	\$43,363	72%
5,000	\$19.95	\$99,750	\$4.21	\$21,029	\$78,721	79%

8 1/2 x 10 7/8", hardcover:

2,000	\$29.95	\$59,900	\$8.38	\$16,755	\$43,145	72%
3,000	\$29.95	\$89,850	\$6.63	\$19,882	\$69,968	78%
5,000	\$29.95	\$149,750	\$5.29	\$26,450	\$123,300	82%

9 x 11 7/8", softcover:

2,000	\$19.95	\$39,900	\$7.31	\$14,617	\$25,283	63%
3,000	\$19.95	\$59,850	\$5.70	\$17,100	\$42,750	71%
5,000	\$19.95	\$99,750	\$4.41	\$22,050	\$77,700	78%

9 x 11 7/8", hardcover:

2,000	\$29.95	\$59,900	\$8.75	\$17,508	\$42,392	71%
3,000	\$29.95	\$89,850	\$7.00	\$21,013	\$68,837	77%
5,000	\$29.95	\$149,750	\$5.67	\$28,336	\$121,414	81%

You can start promoting pre-sales of the book as soon as we've begun production.

An average pre-press production schedule is approximately 4 to 8 weeks, depending upon approval times and style of book.

Once production nears completion you may select your print quantity, using your pre-sold quantity as an indicator of what quantity you expect to sell post-production.

Prices shown include design and layout (using your provided text and digital images), project management, and printing. Freight will be an additional charge.

If you have any questions at all about book production or how custom publishing can enhance your newspaper, please contact Kathy Springmeyer at 406-444-5105.