Publishing Services – Lifebelt ⭘ Poetry
Service Guide & Terms

Summary

1: Print Package	
A. Metadata & Legal	ISBN, Nielsen Title Data, CIP record, barcode, Legal Deposit copies
B. Core Production	Typesetting (house style), cover design (house style), final proof check
C. Print Run	Short print run via Imprint Digital, eg 100 copies delivered to Client
D. Web & Publicity	Dedicated page for the Work on lifebeltpress.co.uk Look Inside pdf, cover image assets, Review copy pdf
2: Full Distribution Add-on	
E. Global POD & eBook	Set-up on KDP and IngramSpark, Kindle Create eBook 2.1: Hosted on Lifebelt Press accounts 2.2: Hosted on Client's accounts

Plus optional extras such as payment links, social media.

Notes:

- The Client retains full copyright and all proceeds from direct sales.
- Lifebelt Press is the trading name of Exeter Sustainable Enterprises Limited.

A. Metadata & Legal

Assign ISBN

- Lifebelt Press will assign one of its registered ISBNs to the Work.
- Note that under UK and international ISBN agency rules, ISBNs assigned by Lifebelt Press cannot be transferred to another publisher. If you later wish to republish the Work independently or with another press, you will need to assign a new ISBN.

Register Nielsen Title Data

- Nielsen feeds the data aggregators used by commercial retail buyers – Waterstones, Blackwell's, independent bookshops, wholesalers (like Gardners), and Amazon – so that the Work is commercially discoverable and orderable on retail computer systems.
- Lifebelt Press will register the ISBN and all associated metadata with Nielsen.

Submit CIP record

- There is no legal requirement to request a CIP (Cataloguing-in-Publication) record nor include a statement in the front matter.
- A record signals to bookshops and libraries that the Work's metadata has been logged with the British National Bibliography (BNB), and enables libraries to order and catalogue the Work.
- It also signals professionalism.
- If required, Lifebelt Press will submit the CIP record – this must be done between 4 weeks and 6 months *before* the publication date.

Generate barcode

- Barcodes allow shops, libraries, wholesalers and distributors to link to the ISBN and the publication metadata.
- They may include the price, but are more flexible if they do not – allowing the price to be changed in the database without updating the cover.
- Lifebelt Press will generate a price-neutral barcode for the ISBN.
- The cover design assumes a price-neutral barcode.

Send Legal Deposit copies

- It is a statutory requirement in the UK to send one physical copy of a published book to the British Library within one month of publication.
- In addition, the Agent for the Legal Deposit Libraries (representing Oxford, Cambridge, Scotland, Wales, and Trinity College Dublin) may request five further copies.

Required from the Client

- at least 28 days before publication date
- CIP record: title, synopsis (max 800 characters); contributors (poet, editor, illustrator, etc); biographical information; publication date; price; cover image (optional)
- Nielsen Title Data: short description (max 350 characters)
- The biographical information could be the same as the inside pages
- The synopsis and description could be the same as the short blurb on the back cover
- Thema categories and BISAC codes:
  - These must describe the content of the Work, not eg the poet's place of residence
  - https://ns.editeur.org/thema/en
  - https://www.bisg.org/selecting-a-BISAC-code

B. Core Production

Design overview

There is common branding and house-style across all Lifebelt Press publications, both cover and inside pages – see *A Necessary Presence* as a model for the house style. This is partly intended to enhance brand recognition and partly to keep costs down.

Inside pages

These are produced first, as the number of pages affects the spine width. The number of pages must be fixed before the cover can be produced.

Type-setting follows the house style in terms of:

- B-Format trade size
- page margins
- font, size and styles
- structure of front matter

Inside pages: Required from the Client

Collection of poems:

- after editing by at least a second pair of eyes, as individual poems and as they hang together as a collection
- copy-edited and (to aid in proof-reading) annotated where there is particular spelling, case, grammar, punctuation, indenting, formatting, line-spacing...
- as doc, docx, rtf, *not* pdf or pages
- if a poem has a particular layout, a pdf in addition would be useful, as docs occasionally change formatting

If the content needs copyediting, a lot of proofreading or a lot of formatting, then costs will rise accordingly, billed hourly.

Optional illustrations:

- black & white only at present
- as print-ready image files with resolution of at least 300dpi – as jpg, png, tiff, svg, *not* heic
- with guidance on how to place within the collection – this may be as embedded in a doc, but images *must* also be provided separately as files

Specific content for the front and end matter:

- name(s) of contributor(s), collection title and optional subtitle
- short biog(s), optional website address or social media handle
- any advance praise
- dedication and epigraph
- endnotes and acknowledgements

Cover design: Required from the Client

The cover design will follow house style. Client to provide:

- A short blurb, excerpt or praise for the back cover
- Suggestions for the background colour
- Image as a source for the 'lifebelt' cover art

If image file provided:

- colour or black & white
- at least 2400px wide x 1820px high, preferably larger, at a print-ready resolution of 300dpi
- as jpg, png, tiff, svg, *not* heic

Sourcing the image for the 'lifebelt' cover art would be an optional extra.

Proof check

Inside pages and cover will be exported as separate pdfs, with eg bleed and colour management as determined by the printer requirements, and proofs sent to the Client for their own proof-reading and final check.

There will be a maximum of two rounds of author corrections on the typeset proofs. Any further rounds will be billed hourly.

C. Print Run

Lifebelt Press uses Imprint Digital, based in Upton Pyne, and will arrange printing and delivery to the Client. The printing specs will follow the model of *A Necessary Presence*:

- B-format, perfect bound paperback
- Cover – 260 gsm weight, matt lamination
- Inside pages – 80 gsm Bookwove White

The Client will send two copies back to Lifebelt Press: for Legal Deposit with the BL, and for the Lifebelt archive.

Sales & Stock Management

- The Client will be responsible for their own stock management.
- The Client will also be responsible for setting up their own payment mechanism (such as Stripe or Paypal) for direct sales.
- Guidance on setting up Stripe, products and payment links is an optional extra

D. Web & Publicity

Generate assets

- Images resized for publishing on websites – full cover, front page, back page
- Look Inside pdf – table of contents + 2-3 pages
- Advance review copy as pdf
- Social media teasers – optional extra

Hosting on lifebeltpress.co.uk

- Dedicated page for the Work on lifebeltpress.co.uk
- Feature on Home page

Required from the Client

- Payment links – see Sales & Stock Management above
- Blurb about the Work – could be as the Description for KDP/IngramSpark (see E. Global POD & eBook, 2.1: Hosting below)
- Choice of 2-3 pages to feature in Look Inside pdf
- Contributor biogs(s) – could be as in the inside pages of the Work
- Contributor photo(s) – optional

Social media promo posting on Instagram and Bluesky is an optional extra.

E. Global POD & eBook

Kindle Direct Publishing (KDP) is Amazon's service providing books direct to the consumer, either as print-on-demand Paperbacks, or as eBooks.
IngramSpark provides print-on-demand copies to wholesale and bookshops.

Both charge for printing and take a cut (or wholesale discount), so the compensation/royalties are much lower than direct sales.
(Bookshops that stock copies from the print run will typically specify sale or return, with a discount of 30-40%.)

eBooks are typically priced lower, but because no printing is involved the royalties can be higher.

Generate files

KDP and IngramSpark have slightly different specs for cover and inside pages, requiring the generation of slightly different cover and inside pdfs.

There are two options for the eBook:

- upload the inside pages as a pdf – maintains the print version layout, but is difficult to read on small devices
- upload a text-flow file (kpf, epub) – less control over layout and formatting, but the reader can resize the text, and it is then automatically reflowed between pages

The latter reflowable option is assumed.
Amazon provide the Kindle Create tool for generating the file.
The file can be exported as a kpf file, for uploading to KDP, and an epub, which can be sold directly.
Amazon also provide the Kindle Previewer tool to check the kpf before uploading.

eBooks do not come under the Paperback ISBN. It is possible to assign them their own ISBN, but not necessary as Amazon give them their own Standard Identification Number (ASIN). Either way, if the back cover image is included in the eBook, the barcode will need removing or replacing.

2.1: Hosting the Work on Lifebelt Press accounts

- Lifebelt Press already has verified accounts, bank details, and tax forms in place.
- Lifebelt Press will register the Paperback on KDP and IngramSpark, upload the cover and inside pages files, and order proof copies.
- Lifebelt Press will register the eBook on KDP and upload the eBook file.
- Amazon and IngramSpark will pay any compensation/royalties directly to Lifebelt Press.
- Lifebelt Press will track royalties, provide biannual royalty statements, and pay out royalties minus a royalty commission of 15% of net receipts, with a £10 minimum payout threshold.

2.1: Required from the Client

- Description – see https://www.amazon.co.uk/dp/1065491107/ for an example
- KDP categories – the options differ between Paperback and eBook, and Amazon may still go their own merry way (!)
- IngramSpark – BISAC codes and Thema categories (see A. Metadata & Legal for links)
- Approval of proofs
- Signed royalties agreement

Note re proofs:

- Amazon – timings vary, so allow at least two weeks for delivery
- IngramSpark – expedited options for printing and delivery are available

2.2: Hosting the Work on the Client's accounts

The Client will receive 100% of royalties directly from Amazon and IngramSpark.

Lifebelt Press will guide the Client via screen-share and/or email support:

- Setting up accounts on KDP and IngramSpark, linking UK bank accounts, completing the US IRS W-8BEN tax treaty form.
- Registering the Work, entering metadata, and uploading the files
- Note that the ISBN still belongs to Lifebelt Press, so Lifebelt Press must be entered as the "Publisher/Imprint" in the metadata, and the ISBN cannot be reused with a different imprint.

Any additional support beyond the two hours allotted for this support will be billed at an hourly rate.

Costs & Invoicing

Hard costs

The cost of printing will depend on the number of pages and number of copies, plus £15 delivery. The cost of KDP, IngramSpark proof copies will likewise depend on the number of pages.

Indicative printing costs of...	**Total**	**Per copy**
48 pages, 50 copies	£141.00	£2.82
48 pages, 100 copies	£165.00	£1.65
80 pages, 100 copies	£193.00	£1.93
80 pages, 250 copies	£322.50	£1.29
KDP+IngramSpark proofs, 48 pages	~£12	

Other hard costs:

- ISBN – £17.40
- Legal deposit P&P – £5 to £10

Labour Costs

1: Print Package	
Assuming a 48-page pamphlet, including front/end matter For longer collections, typesetting will be charged at £3 per additional page.	£560
2: Full Distribution Add-on — each option in addition to **1: Print Package**	
2.1: Hosted on Lifebelt Press accounts	+ £240
2.2: Hosted on Client's accounts	+ £320
Optional extras	
Sourcing the image for the 'lifebelt' cover art	+ £40
Guidance on setting up Stripe, products and payment links, 1 hour Any extra time needed billed at the hourly rate	+ £40
Social media teasers	+ £40
Social media promo posting on Instagram and Bluesky	+ £40
Hourly rate in 2026-27	£40 ph

Invoicing schedule

1: Print Package + any optional extras

- 50% on manuscript handover
- 50% plus any extra time incurred, billed hourly, on approval of the final print PDFs (before uploading the files to Imprint Digital)

2: Full Distribution Add-on

- 100% on approval of the digital proofs (before uploading to KDP and IngramSpark)

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