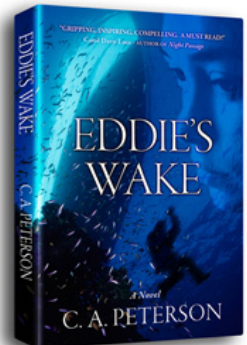
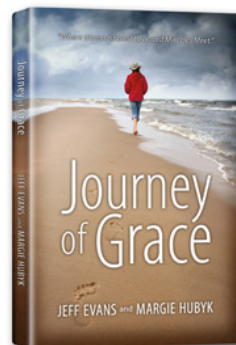
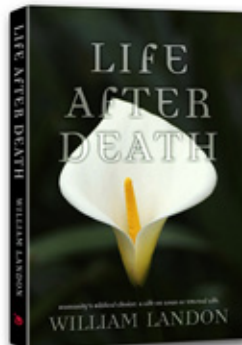
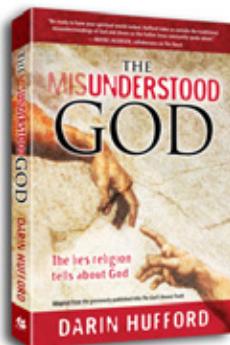


COVERED *by* Dave



Aldrich Design





Aldrich Design

Where communication is an art form.

COVERED *by* Dave

Book cover design with your budget in mind.

I'm Dave Aldrich and I love designing book covers.

For over thirty years, I've been working in the graphic design, advertising and marketing industry. And, over those thirty years, I've learned what works, what appeals, and what sells.

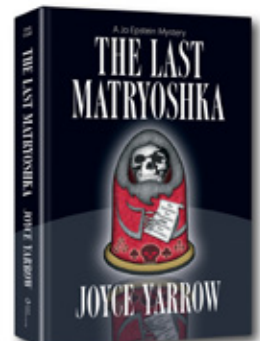
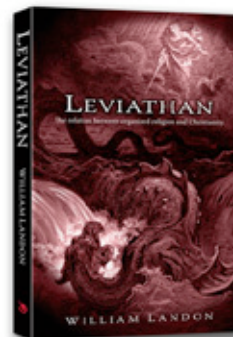
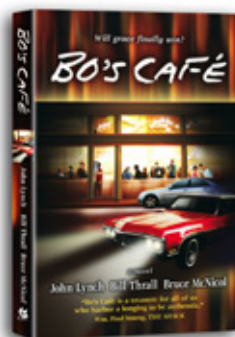
The book you wrote is important to you. You created it not from a template, but from your abundance of creativity. I design the same way.

My design work is important to me and it is never created from a template. Every client is unique and every client's book is unique; my book cover designs are individually designed to reflect that uniqueness.

Put my experience to work for you.

I have created an easy, straight-forward way of providing you a professional quality cover that is reasonably priced and value-focused.

Read on!





Aldrich Design

Where communication is an art form.

Cost: \$850⁰⁰ Cover artwork for paperback (front, back and spine)

What's included

• ABOVE ALL...

...a cover that you will be proud of and one that will uniquely tell and sell your story!

• Consultation and advice

We begin with a conversation and I walk you through my process clearly as we discuss the idea. I work from your input and a synopsis of your book. You'll need to know who will be printing your book and the specifications (dimensions, etc) that I'll need to proceed.

• Two cover concepts

I present you with two concepts of the front cover, sent to you in a PDF file. Additional concepts are \$350⁰⁰ per.

• Final artwork

Upon approval of one of the concepts, I create the final artwork and send you a PDF for approval.

• Final artwork revisions

Up to two sets of revisions to the final artwork if necessary.

• Press-ready final artwork files

Electronically sent to you or directly to your publisher/printer.

• JPEG cover images

Your front cover in three sizes for your Web promotional use.

• Use of royalty-free images

To keep costs low I use royalty-free images in creating my photo compositions. Up to three are included in this price. The use of rights-manage images or custom photography or illustration is not included and is available at additional cost.



Other cover format prices

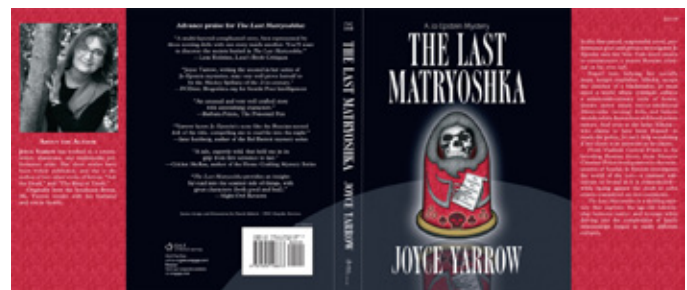
All include the information in the left column.

- E-book ("front" cover): \$500⁰⁰.
- Hardcover dust jacket (front, back, spine, and flaps): \$1050⁰⁰.
- Paperback and hardcover dust jacket created together: \$1250⁰⁰.
- Paperback and e-book cover created together: \$950⁰⁰.
- Hardcover dust jacket and e-book cover created together: \$1150⁰⁰.
- Paperback, hardcover, and e-book cover created together: \$1350⁰⁰.

Payment

50% is required before I begin. The remaining 50% is due at completion of artwork.

Payment by check, payable to: Aldrich Design. Or you may pay through PayPal (additional processing fees apply). For those outside the U.S. payment through PayPal only (additional processing fees apply). Please let me know your method of payment in advance.





Author check List

Before we talk, these questions and thoughts are helpful for the process.

• Format

Will your book be a soft cover paperback or a hard cover with a dust jacket? Or do you need both?

• Your printer/publisher

Do you know who will be printing/publishing your book? I will need to know their specifications before beginning.

• The barcode

The ISBN (International Standard Book Number) information appears on the back cover and is used by stores and libraries to identify books. Often times your publisher/printer will provide this, but a Google search will show where you can easily obtain one.

Interior questions and thoughts

• Your manuscript

Is your manuscript final? Has it been edited by someone other than yourself? It's always important to get objective eyes on your work. Best if you can afford to hire a professional editor.

• Index

Does your book need an index? Again, a Google search will provide you with many places that offer indexing services.

• Check, check, and recheck

Your manuscript, publisher specs, and everything else! So we can be sure we're on the same page, so to speak.

My other available design services

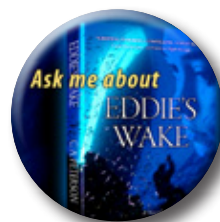
BOOK INTERIOR DESIGN

When you need the interior of your book designed, I can design and format the entire book or just design a template spread for your publisher/printer. Rates begin at \$5.00 per page for simple text. Contact me for details.

PROMOTIONAL MATERIALS

Promotional and press materials to sell your book online or in person at book signings and other events. Contact me for pricing and details.

- Low resolution 3D mock-up of cover for your Web promotional use (JPEG or PNG format)
- High resolution 3D mock-up cover for your printing promotional use (4 color TIF or EPS format)
- Identity design packages: logos, business cards and stationary
- Internet - headers and other digital materials for websites and blogs
- Point-of-Purchase posters and show signage
- Post cards/Mailings
- Hand-outs/Leave-behinds
- Bookmarks
- Sales literature
- Media kits





Aldrich Design

Where communication is an art form.

For more information

phone:

401-323-7989

The following are active links

email:

dave@aldrichdesign.com

website:

www.aldrichdesign.com

design blog:

www.aldrichdesign.wordpress.com

