

# Let's Get Started on Your Book Cover!



## Getting to know you...

Date \_\_\_\_\_

Company Name \_\_\_\_\_

Contact Person \_\_\_\_\_

Mailing Address \_\_\_\_\_

Street Address (if different from above) \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone (     ) \_\_\_\_\_ Best time to call \_\_\_\_\_

Fax (     ) \_\_\_\_\_

Cell (     ) \_\_\_\_\_

E-Mail Address \_\_\_\_\_

Web Site \_\_\_\_\_

What platform is your computer?  PC  Mac \_\_\_\_\_

Book Title \_\_\_\_\_

Subtitle \_\_\_\_\_

Author(s) \_\_\_\_\_

ISBN # \_\_\_\_\_ Price \$ \_\_\_\_\_

Publisher Name \_\_\_\_\_

How specifically did you hear about Dunn+Associates? \_\_\_\_\_

How many books will you publish this year? \_\_\_\_\_

Have you worked with a book cover designer before?  Yes  No \_\_\_\_\_

What is most important in your selection of a designer? \_\_\_\_\_

## Schedule Information

When do you need a project estimate? \_\_\_\_\_

What is the due date for final cover artwork? \_\_\_\_\_

## Production Information

Softcover  Dust jacket for hardcover  Other \_\_\_\_\_

Front cover width \_\_\_\_\_ Front cover height \_\_\_\_\_

Spine width \_\_\_\_\_ Page count \_\_\_\_\_

Inks  Standard 4-color process  Emboss  Foil \_\_\_\_\_

Other \_\_\_\_\_

If dust jacket, is hard cover spine imprint design needed?  Yes  No \_\_\_\_\_

... and bindery materials color selection needed?  Yes  No \_\_\_\_\_

How will cover text be supplied?  MS Word doc  Other \_\_\_\_\_

Back cover needs  Copy editing  Professional writing \_\_\_\_\_

Will bar code be included on cover?  Yes  No \_\_\_\_\_

Bar code  Dunn+Associates to supply \_\_\_\_\_

Will be furnished (hi-rez Mac EPS file via e-mail or on Mac disk) \_\_\_\_\_

Will an author photo be included?  Yes (if Yes, check format)  No \_\_\_\_\_

Hi-rez JPEG file (best)  Color print  Black-and-white print \_\_\_\_\_

Will a publisher's logo be supplied?  Yes (hi-rez Mac EPS file)  No, text only \_\_\_\_\_

Need publisher logo design \_\_\_\_\_

Is a book printer selected?  Yes  No  In process \_\_\_\_\_

Printing company selected \_\_\_\_\_

Supply final artwork  On disk  Via FTP to printer  Film/Matchprint \_\_\_\_\_

Is interior designer selected?  Yes  No, need interior designer \_\_\_\_\_

## Design Considerations

What specific visual images or symbols most strongly represent the subject? \_\_\_\_\_

Are there any images that should be avoided? \_\_\_\_\_

Will cover photos/illustration be supplied for consideration?  Yes  No

If Yes, in what format?

If No, does your budget allow stock photography/illustration?  Yes  No

Are there any tie-ins to existing books or images that must be considered?

Can you supply sample interior page design?  Yes  No  Later

Can you send a brief *one-page* synopsis of the book?  Attached  Later

## Marketing Information

Who is your target audience?

Are there competing titles?

If so, what makes yours unique?

What category/section does your title fit in?

What is your major purpose or goal in producing this book?

How will you market the book?

Bookstores  Distributor  Direct Mail  Catalog  Seminars/BOR

Newsletter  Libraries  Internet  Other

Are there some future plans for the book which should be considered now?

Will you need promotional front cover files?  Yes (If Yes, check format)  No

Lo-rez JPG file for Web use (built per Amazon.com specifications)

Standard hi-rez TIFF file, 3", for print promotion ( PC  Mac  Both)

Back cover  Other

Will you need additional book promotional materials?  Yes (Check below)  No

Poster  Sell Sheet/Flyer  Print Ad  Postcard  Brochure

Business Cards  Stationery  Training Manual  Audio Version

Other

## Payment Information

How do you prefer to pay?  Credit Card  Check

## Just one more thing...

What's most important in communicating with your design firm?

How do you prefer to communicate?  E-mail  Phone  Mail

Who is representing you on this project and/or who makes the decision to approve the final design?

Why did/would you select us for this project?

Anything else?

*We look forward to working with you!*

*Please fax to:*  
(715) 634-5617

*Or mail to:*  
Dunn+Associates Design  
P O Box 870  
Hayward WI 54843 USA  
(715) 634-4857

