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CANCELLED

The Fall of Celebrities



PUB 372 FALL 2020
Book Proposal

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Title Information Sheet

TITLE INFORMATION SHEET

Title: *Cancelled*

Subtitle: *The Fall of Celebrities*

Tagline:

- Cancel culture and you (Front Cover)
- The climb to the top is hard when your world is full of secrets.

Author(s): Celina Starke

Pub Date: September 7, 2021

Season: Fall 2021

ISBN: 9781234567897

Price: \$34.95 HC

Trim Size: 6 x 9, 224 pp.

Format: HC

Carton Qty: 24

Category: Pop Culture, Cancel Culture, Commentary & Opinion, Social Media

BISAC Codes:

SOC052000 SOCIAL SCIENCE / Media Studies

SOC022000 SOCIAL SCIENCE / Popular Culture

POL046000 POLITICAL SCIENCE / Commentary & Opinion

YAN033000 YOUNG ADULT NONFICTION / Literary Criticism & Collections

Sales Handle:

1. Celina Starke gives her insight on the cancellation of 10 celebrities in the past couple of years.
2. Dive into the world of celebrity gossip and understand just what these celebrities did to incite their fans' need to distance themselves from them and their brands. And see how some celebrities have already started to recover from their cancellations.
3. In the age of social media, everyone is on display. Celebrities can no longer hide behind their Gucci bags and wait until the scandal has passed. Cancel culture has begun and *Cancelled: The Fall of Celebrities* is a deep dive into the shocking world of Hollywood and the secrets they can no longer keep quiet.

Positioning: Influencer, Celina Starke's first collection of essays on her experience and insight on the world of social media, featuring stars like J.K Rowling and James Charles and their recent cancellation.

Key Selling Points:

- Celina Starke has over 800,000 followers on Instagram.
- Stars like Ellen DeGeneres and J.K Rowling are being picked apart.

- Interest for people of many ages: older celebrities like Ellen and younger influencers like James Charles and Shane Dawson

Author Bio:

Celina Starke is a freelance writer turned social media influencer striking big with her newly acquired 800,000 followers on Instagram. Starke studied gender and politics at the University of Toronto, finishing her academic career with a Masters in Gender Studies. She has made appearances on the widely acclaimed podcast show *The Big Story*, where she tackled issues on culture, politics, and LGBTQ+ rights. Starke's research and firsthand experiences being a lesbian of colour have made her a respected and robust advocate for such complicated and sensitive issues. She currently resides in Cambridge, Ontario, with her wife Jude and their two boys Cedric and Michael.

Rights: North American English Rights.

Special Sales:

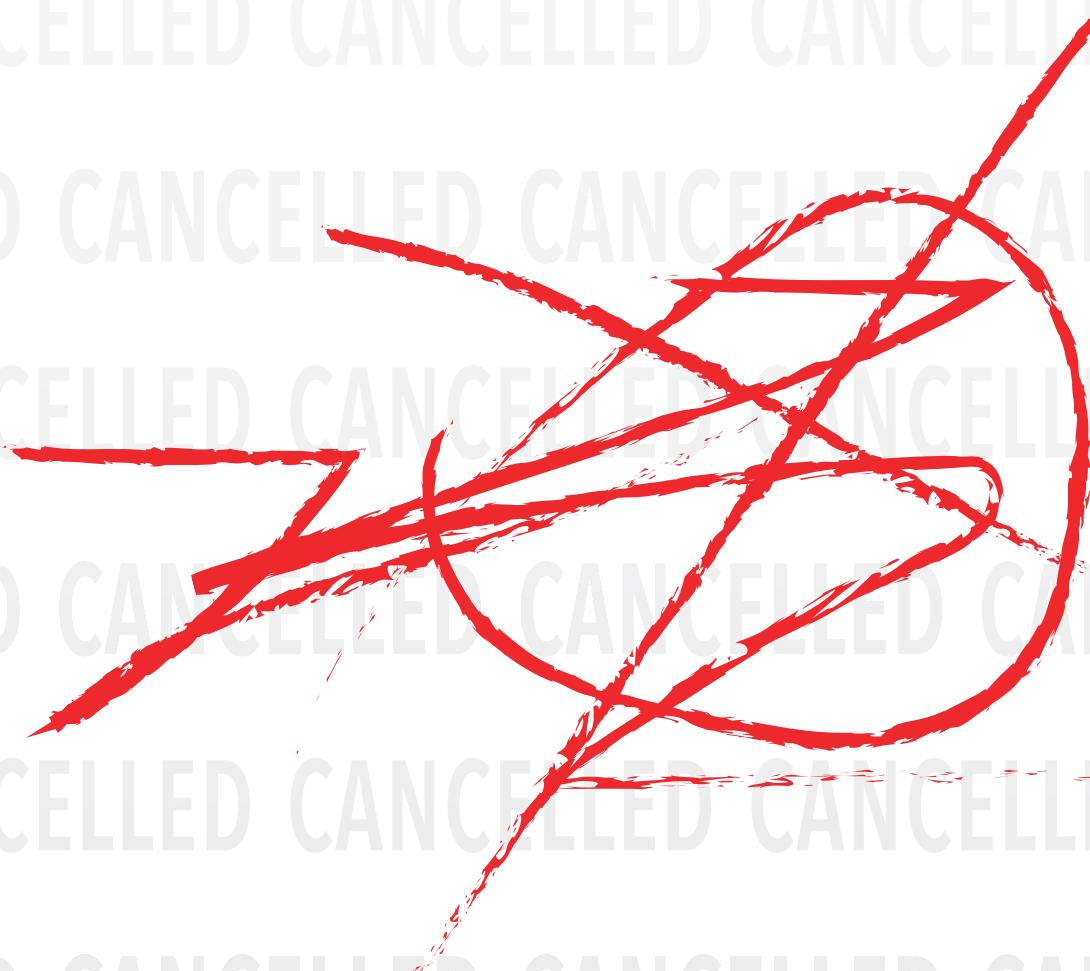
- Copies sold at authors meet and greet event (Online Q&A Signed Copies)
- The author's personal online store
 - A limited-edition of 250 books (for the fans) (Pre-order)
 - Copies of the book are sold with more of her comments in the margin or an annotated chapter.
 - Signed editions
- In partnership with book subscription services. (See Sales Channel for more details)
 - *Indigo Book Box*
 - *Books and Baths*

Est. First Print Qty: 10,000

Est. Laydown/Ship Qty: 15,000

Marketing Budget: \$3,000

Author Biography: Celina Starke



STARKE

Celina Starke is a freelance writer turned social media influencer striking big with her newly acquired 800,000 followers on Instagram. Starke studied gender and politics at the University of Toronto, finishing her academic career with a Masters in Gender Studies. She has made appearances on the widely acclaimed podcast show *The Big Story*, where she tackled issues on culture, politics, and LGBTQ+ rights. Starke's research and firsthand experiences being a lesbian of colour have made her a respected and robust advocate for such complicated and sensitive issues. She currently resides in Cambridge, Ontario, with her wife Jude and their two boys Cedric and Michael.



Editorial Concept



Editorial Concept:

In recent years, the woman that brought you the boy who lived, J.K Rowling has been added to the growing list of cancelled celebrities. Her crime: responding to a “people who menstruate” Twitter post with a transphobic response. The internet afterward exploded in rage, immediately sparking the call anything to do with the Harry Potter author to be cancelled in the course of July 2020.

Meanwhile, Ellen DeGeneres has been exposed to be not as lovely as she portrays herself on TV. Go figure. Who would have thought? In any case, a few of her employees stepped forward, due to multiple claims of sexual misconduct and thus *The Ellen DeGeneres Show* was effectively cancelled until she apologized. To put it simply, her fans were shocked, and understandably so since she is so beloved by those fans. She is also one of most respected and well-liked lesbian celebrities on TV who is known to be both kind and generous. So, saying it was shocking is putting it lightly.

Then Lea Michele struts onto the scene. She played Rachel Berry in the hit tv show *Glee* where it turns out she is as detestable as she is on the show if not more. Her co-stars have claimed she is more of a mean girl than a glee gal. She posed for the Black Lives Matter movement and posted it on Instagram, however, in an ironic twist it came to light that she displayed racist behaviour with her Black co-stars.

With the sudden surge of cancelled celebrities, we feel it would be best to release a collection of essays detailing the good, bad, and ugly effects of cancel culture. Naturally, this book will focus on comments made by formerly loved celebrities – ranging from J.K Rowling to Ellen DeGeneres and including the likes of Jimmy Fallon to Shane Dawson and why they made them in the first place. We hope this book will investigate the rise of cancel culture and question whether it's healthy for a rapidly changing society.



Marketing Plan



POSITIONING:

Cnd Print Quantity: 10,000

Retail Sales Advance Est.:

64.5% of books will be sold to book retailers: Chapters + Amazon

12% of books will be sold to mass merchandise: Costco + Superstore

11% of books will be sold to mass market wholesalers: Walmart

10% of books will be sold through our partnership with a couple book box subscriptions.

And 2.5% of books sold will be directly through our authors private website: *Celinastarke.com*

Markets: The 800,000 followers who already love Starke's voice will devour her debut book.

TACTICS:

Catalogue Presentation: Double page spread

Authority/Celebrity Endorsements:

“Starke spills the tea in this riveting new book on the cancelled Celebs of the last few years.”

- Gabbyreads

“And that’s why celebrities shouldn’t have too much spare time on their hands.”

- Merphy Napier

Sales Kit:

A sales kit will be made available to all retailers that will be in collaboration with our book. The kit will include bookmarks with the cover art, pins with a slash and if the Pandemic is still ongoing, masks with a slash across the front will also be included.

Sales Conference Presentation:

“Why do fans feel okay with cancelling a star?”

“How does someone come back from being cancelled?”

(These are some example questions that we plan to use as a method of familiarizing the sales reps to our book.)

Celina's first book is an intriguing take on the cancelled celebrities of the past few years. She has compiled research into each of the cancelled celebs, and for those applicable she has spoken to people who were close to the action about what really went down. Each chapter gives you an inside look as to why that celebrity was cancelled, as well as what their cancellation means both to their own future, and the future of their fans.

Our author will speak at the book launch and book signings, giving her readers a short variation of what is written above. For each event we will have local radio and T.V. personnel to advertise the author's new work.

Review Copies: 200

The review copies will be sent to known book reviewers on YouTube, as well as some celebrity gossip YouTube channels to generate more buzz on the upcoming debut.

- Some examples of YouTube channels that focus on celebrity gossip:
 - Hollywood Life
 - Day Time Tea
 - Real Reality Gossip
- Some examples of YouTube channels that focus on book reviews:
 - GabbyReads
 - ReadWithWindy
 - Merphy Napier

Media Kit: We plan to create an Instagram filter that will go with a hashtag to generate more buzz before the launch. We will also take advantage of our author's social media and have her keep her fans involved in the process of getting the book out to them.

Excerpts/Serial Rights:

We will be sending the first part of a chapter to *People's Magazine* that they will publish. *People's* magazine is central in the celebrity gossip world and we feel it would be a mutual benefit in boosting sales.

Book Clubs: Our partnership with the book boxes would allow us to implement this book into virtual book clubs, allowing more minds across the country to start talking about this book!

Canadian Broadcasting Association Launch:

Celina Starke will be on *Global News* to discuss her book as close to the release date as possible.

Publication Launch:

Given the uncertainty of our current situation with the pandemic, and how life may look like when the book is released, we would have to alter our usual book tours to take social distancing into account. Should we decide to host in person book signings, we would partner with Plus Guardian Canada to produce special masks available for purchase both before the event, as well as at the door. Each mask would be designed with the signature red slash we are associating with our book.

Should the pandemic worsen, we will host author "meet and greets" over Zoom to accommodate better for social distancing. Readers will receive a Zoom code with each advanced copy purchase of our book, giving them a date and time when they can meet with the author virtually. Given the limitations of Zoom, this would have to take place over several days, and each fan would get a short one-on-one period with the author.

Author Publicity:

The author publicity tour will depend heavily on the situation regarding the pandemic. We hope to have our author do book signings in several major cities in Canada, including Toronto,

Montreal, Edmonton, and Vancouver, as well as a few major cities in the United States including Los Angeles and New York.

In the event that the pandemic worsens, we will take advantage of Celina's strong social media presence and have her go live on her accounts to react to her reader's questions. She will post updates on the book's progress and launch. As well as hosting Zoom meetings to give her readers the chance to interact with her virtually instead of in person.

Trade Advertising: *Quill & Quire*

Consumer Advertising:

- We will take advantage of our authors' already impressive social media accounts and have her post updates on the progress of the book in order to build buzz before the publication.
- Thanks to our relationship with *People's Magazine*, due to them publishing a section of our book, we plan to use that connection to further the publicity of the book by having them post reactions to the book.
 - Both after the book is published, and the intrigue before it hits shelves.

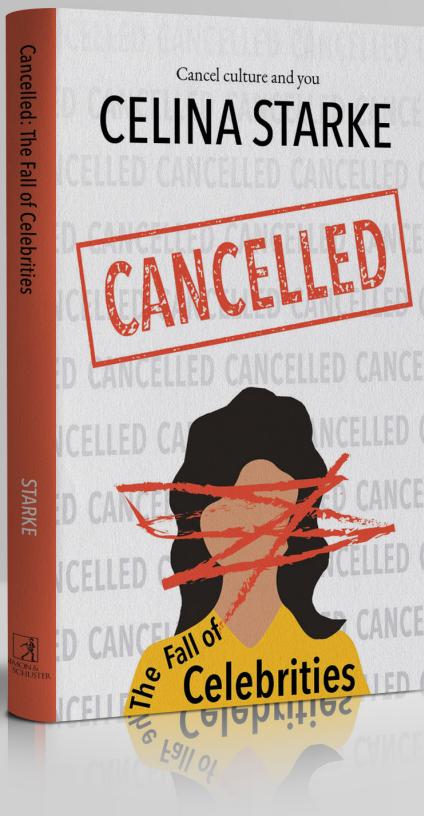
Point of Sale Material: Through our partnership with the book boxes, we would have bookmarks, pins and a bag with a red slash across it.

Web Marketing: We would make use of our author's already existing social networking to help with publicity for the book. Starke has an email list set up for her website, celinastarke.com, that we will be utilizing and sending emails about the launch of *Cancelled*. Most of our web marketing will be on social media, specifically Instagram and Twitter. These are Starke's top social media platforms, and her account is where we will generate excitement and buzz about the book. Starke will host a giveaway on both platforms to treat her loyal fans as well.

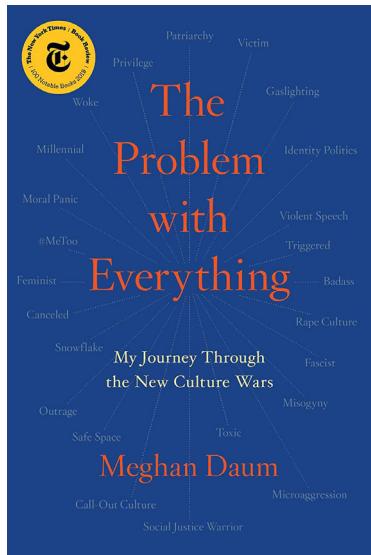
Legal Issues:

- **Defamation:** in order to stay out of the legal issue of defamation, we will ensure that everything we write is true and factual.
- **Invasion of Privacy:** in order to avoid the invasion of privacy, we will only be commenting on information that is known to the general public
- **The Right of Publicity:** we will contact the agents of the celebrities listed to ensure they are aware of the essay collection being published, however, since we are writing a commentary piece, we do not need to get permission due to the rights of the First Amendment

Mock-up & Marketing Poster



Comparable Titles



The Problem with Everything
Meghan Daum

Publisher: Gallery Books

Published Date: October 22, 2019

ISBN: 9781982129330

List Price: \$36.00 CAD (Hardcover on Simon & Schuster)

Other Prices: \$17.99 Kindle

\$28.43 Hardcover on Amazon.ca

\$22.76 Paperback on Amazon.ca

\$17.99 Kobo Ebook



Canceled: Inside YouTube Cancel Culture
Chris Boutte

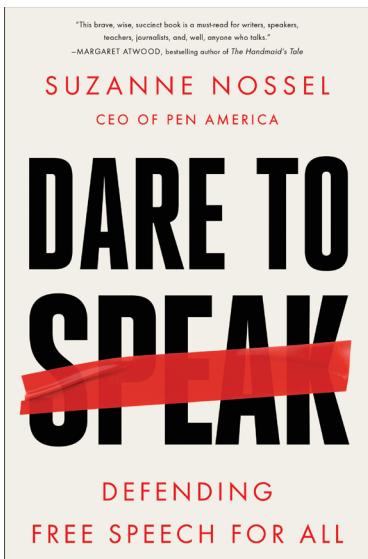
Publisher: Self-published

Published Date: July 22, 2019

ASIN: B07VLND4R8

List Price: \$6.56 CAD (Kindle Ebook)

Only purchase through Amazon



Dare to Speak: Defending Free Speech for All
Suzanne Nossel

Publisher: HarperCollins - Dey Street Books

Published Date: July 28, 2019

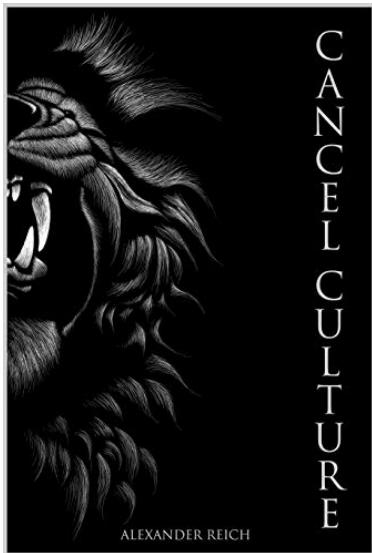
ISBN: 9780062966032

List Price: \$35.99 CAD

Other Prices: \$18.99 Kindle

\$34.75 Hardcover on Amazon.ca

Competitve Titles



Cancel Culture: How to thrive in a society that has given up On Masculinity, Femininity, Sex, Success, Gods, and a great Life

Alexander Reich

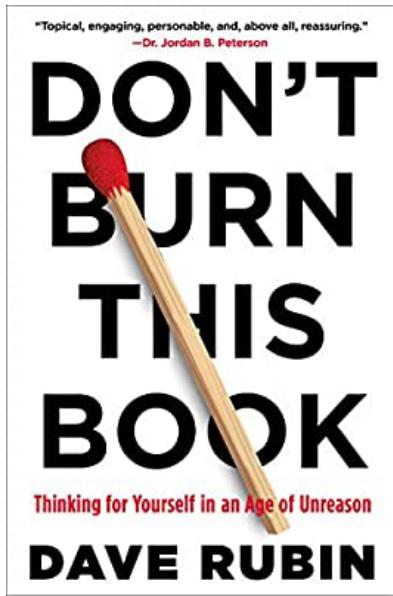
Publisher: Alexander Reich

Published Date: May 19, 2020

ISBN: 9798646047657

List Price: \$17.78 CAD (Paperback on Amazon)

\$9.99 Kindle



Don't Burn This Book: Thinking for Yourself in an Age of Unreason

Dave Rubin

Publisher: Sentinel an imprint of Penguin Random House

Published Date: April 28, 2020

ISBN: 9780593084298

List Price: \$32.95 CAD (Hardcover on Penguin Random House)

Other Prices: \$15.99 Ebook on Penguin Random House & Kindle

\$29.12 Hardcover on Amazon.ca

\$23.00 Audiobook on Penguin Random House

Sales Channels



Sales channels:

The majority of our sales will be through a variety of retailers, with a focus on the physical copy of our book for the first run. The majority of our sales will be through major book retailers including *Chapters* and *Amazon*, with the rest being split between major retailers.

A small portion of our books will be sold directly through our authors' website.

Book retailers: *Chapters + Amazon*

Readers have the option of pre-ordering the book from these retailers.

Estimated quantity: 64.5% (6,450)

Mass Merchandise: *Costco + Superstore*

Estimated quantity: 12% (1,200)

Mass Market Wholesalers: *Walmart*

Estimated quantity: 11% (1,100)

Book Boxes: *Indigo Book Box + Books and Baths*

Estimated Quantity: 10% (1,000)

Author website sales: *Celinastarke.com*

Estimated Quantity: 2.5% (250)

Partnership Information:

We have decided to partner up with two different book box companies in order to give fans specialized boxes with items that are relevant to *Cancelled* and Celina Starke. We will be partnering with Books and Bath and the Indigo Book Box. These companies will individually craft and curate items that work with our book and they will handle the marketing of these boxes.

Regarding the competitive factor of book boxes, we have specifically selected these two boxes because of their individual assets that do not compete with each other. For example, Books and Bath will feature the book as a mystery and a couple bath items while the Indigo Book Box will have the book in a special edition and 3-5 items that relate to the book. Therefore, if someone wants to buy both boxes, they will receive two different editions of the book and different add on items that are vastly different. For the Indigo Book Box, we are going to suggest they include a button or pin with each of the celebrities' names on it with a slash over their name to match the book cover. It will be a mystery for the buyer as to what celebrity will be on their pin or button.

Grants:

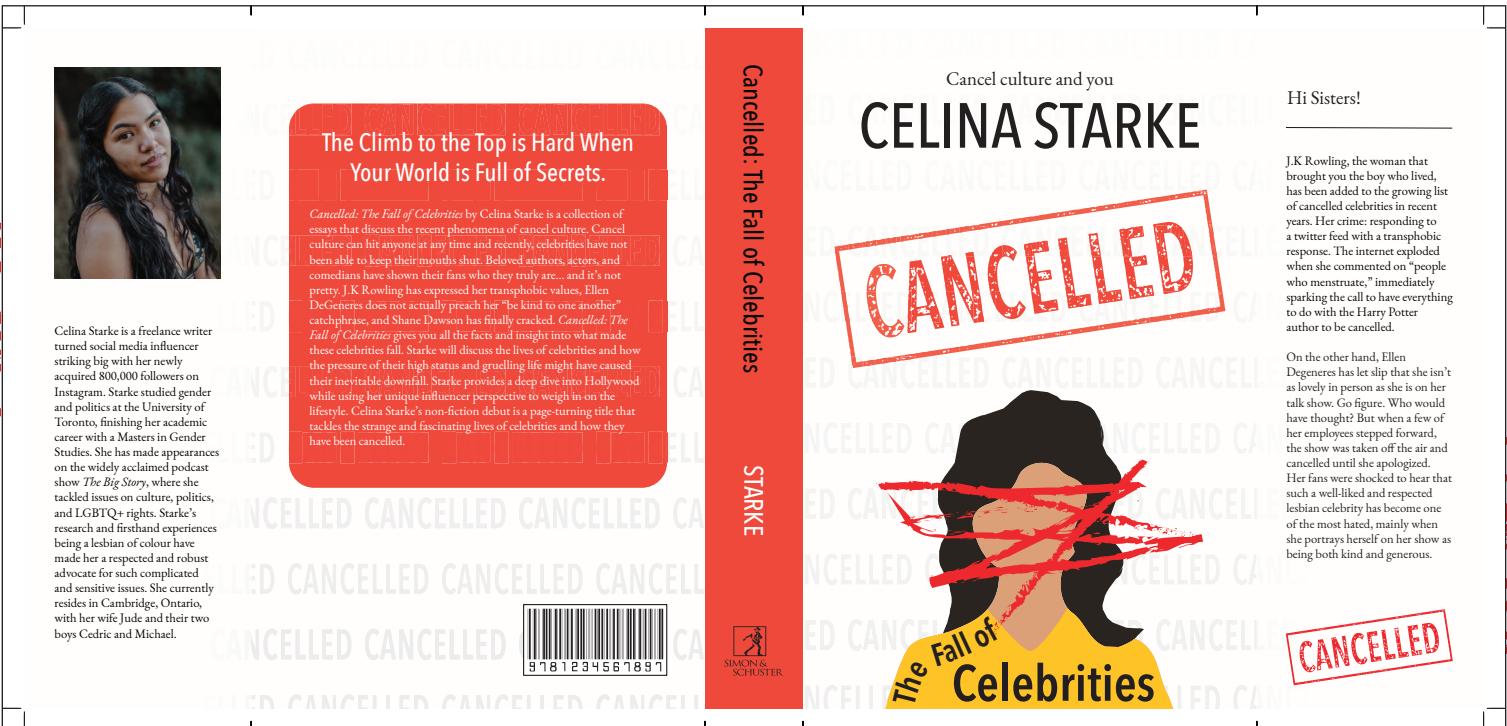
We believe we will be receiving a grant from the Canada Book Fund of \$5000 due to our Canadian author.

Book Box Partnerships



Book Design

For the book jacket design, we wanted a vector art character to resemble Celina Starke and her face being crossed out. The prominent red-orange colour was chosen as the main colour to stand out and symbolize red markers. Since the book is about ‘cancel culture’ in the modern-day, we chose a sans-serif font called Avenir Next Condensed as the main title font. For the text within the book, we choose EB Garamond because serif fonts are more traditionally used in print books. Additionally, we thought the style and look of EB Garamond adds an ironic twist to this relatively modern book.



Note: The design exported includes bleed lines.

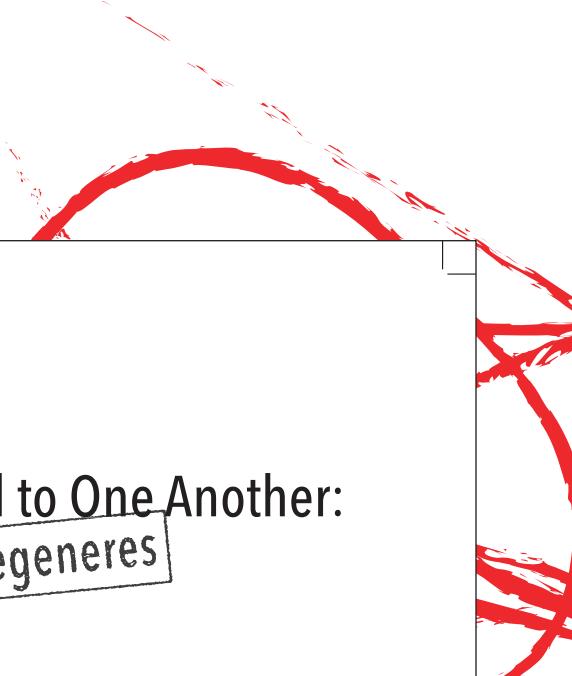
Book Jacket for Hardcover

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Note: The design exported includes bleed lines.

Table of Content Design



It all started during the quarantine. That is something I never thought I would be writing in a nonfiction essay collection, but here we are. Ellen had moved to her work-from-home Zoom stage and was still trying to spark joy in people. But that quickly changed when some of her employees decided to speak up for themselves and share who Ellen really is. Allegations about her being mean and cruel to her employees and staff were much more appalling because as we all know, Ellen's whole thing is to "be kind to one another". Fans even started pointing out that Ellen was often just inviting celebrities to pick on and judge them for 8 minutes. Dakota Johnson was the first to call Ellen out when she was doing her typical spiel, which sparked some of the controversies. Ellen was picking on Johnson for not inviting her to her birthday party and Johnson replies with "I did invite you and you didn't come". People also noticed that Ellen scaring celebrities half to death was not actually really funny, but kind of mean and uncalled for. I personally would rather see my favourite Hollywood star discuss their recent movie or tv show, not them being startled by their worst nightmare. It's a disappointing and frankly, unsettling realization to make, but it is important to do so because we are finally tackling the Hollywood industry. Instead of being complacent and just going with it, celebrities and fans are finally sharing their stories and voices.

Be Kind to One Another: Ellen Degeneres

To begin this collection of scandalous essays, I wanted to start with the most shocking of them all: Ellen Degeneres. If you are like me, you would watch *The Ellen Degeneres Show* multiple times a week for a bit of laughter and relaxation. Nothing too intense or overbearing, just a little pick me up for the rest of the week. To be honest, I admired Ellen. Being a queer person myself, I was always thrilled to see a lesbian woman up on that stage, making millions of people laugh and forget their worries. She was one of the few queer people represented in Hollywood for so long and she taught so many people that it was okay to be queer. She helped me become who I am. Which is why it breaks my heart to dive into her cancellation, but it must be done. Ellen made these choices and whether it's true or not, I owe it to myself and to my readers to outline what Ellen has done and why she has been cancelled.

It all started during the quarantine. That is something I never thought I would be writing in a nonfiction essay collection, but here we are. Ellen had moved to her work-from-home Zoom stage and was still trying to spark joy in people. But that quickly changed when some of her employees decided to speak up for themselves and share who Ellen really is. Allegations about her being mean and cruel to her employees and staff were much more appalling because as we all know, Ellen's whole thing is to "be kind to one another". Fans even started pointing out that Ellen was often just inviting celebrities to pick on and judge them for 8 minutes. Dakota Johnson was the first to call

04

05

Note: The design exported includes bleed lines.

Sample Chapter Design

Profit & Loss



Profit & Loss

TITLE PROFIT AND LOSS CALCULATION

General instructions: Please note that all fields marked in yellow are required values that you should provide as you go through the sheet. All fields marked in blue, are variable fields that may or may not be adjusted in the context of your particular business case.

TITLE Cancelled: The Fall of Celebrities

A. PRESS RUN	HARDCOVER	TRADE PB	MASS MARKET	Ebook	TOTAL
Total Quantity Printed	10,000	0	0	0	
B. REVENUE PROJECTION					
Trade Units Shipped	8,750	0	0	0	
Return %	35%	35%	50%	0%	
Return Units	3,063	0	0	0	
Net Units Shipped to Trade	5,688	0	0	0	
List Price	\$34.95	\$0.00	0.00	\$0.00	
Average Price Received	\$18.17	\$0.00	\$0.00	\$0.00	
Average Discount	48%	48%	50%	30%	
Gross Trade Sales (\$)	\$159,022.50	\$0.00	\$0.00	\$0.00	
Trade Sales Net of Returns	\$103,364.63	\$0.00	\$0.00	\$0.00	
Net Trade Sales (less 10% author royalty)	\$83,486.81	\$0.00	\$0.00	\$0.00	\$83,486.81
Bulk Sales Units Shipped	1,300	0	0		
Dollars Per Unit Received	\$18.17	\$0.00	\$0.00		
Total Received (less 10% author royalty)	\$21,258.90	\$0.00	\$0.00	\$0.00	\$21,258.90
Export Units Shipped	0	0	\$0.00		
Dollars Per Unit Received	\$8.85	\$0.00	\$0.00		
Total Received (less 10% author royalty)	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Rights Income	\$15,663.38		\$0.00	\$0.00	
Net rights revenue (less 50% to author)	\$7,831.69	\$0.00	\$0.00	\$0.00	\$7,831.69
Other	\$10,000.00	\$0.00	\$0.00	\$0.00	\$10,000.00
Total Revenue	\$122,577.40	\$0.00	\$0.00	\$0.00	\$122,577.40

Profit & Loss (Continue)

C. DIRECT EXPENSE ESTIMATES

Direct Cost (Pre-Press and PPB) Per Unit	\$1.82	\$0.00	\$0.00	\$0.00	
Total Manufacturing Cost	\$18,200.00	\$0.00	\$0.00	\$0.00	14.8%
Distribution	\$21,917.22	\$0.00	\$0.00	\$1,000.00	18.7%
Author advance	\$375.00	\$0.00	\$0.00	\$0.00	
Less royalties (as calculated above)	\$30,071.60	\$0.00	\$0.00	\$0.00	
Net advance (if negative, net will be \$0.00)	\$0.00	\$0.00	\$0.00	\$0.00	0.0%
Marketing Expenses					
Advertising	\$1,500.00	\$0.00	\$0.00	\$0.00	
Publicity	\$1,500.00	\$0.00	\$0.00	\$0.00	
Promotion/Co-op	\$500.00	\$0.00	\$0.00	\$0.00	
Other	\$100.00	\$0.00	\$0.00	\$0.00	
Total Marketing Costs	\$3,600.00	2.9%	\$0.00	0.0%	\$0.00
Total Direct Expenses	\$43,717.22	\$0.00	\$0.00		\$43,717.22
Gross Profit After Direct Expenses	\$78,860.18	64.3%	\$0.00	0.0%	\$0.00
					\$78,860.18
					64.3%

D. OPERATING EXPENSES ASSIGNED

Overhead Allocation	\$12,257.74	\$0.00	\$0.00	\$0.00	
Other Assigned Expenses	\$0.00	\$0.00	\$0.00		
Total Operating Expense	\$12,257.74	10.0%	\$0.00	0.0%	\$0.00
					\$12,257.74
					10.0%

E. PROJECTED PROFIT (LOSS)

\$66,602.44	54.3%	\$0.00	0.0%	\$0.00	0.0%	\$0.00	\$66,602.44
							54.3%

Notes

Note 1. You can use "Export Units Shipped" to account for any sales of finished books to foreign publishers or comparable clients.

Sales of finished books via foreign trade channels (e.g., via a distributor or wholesaler in an export market) will generally be accounted for under your trade unit sales (I.e., add any such units distributed in export markets to your domestic trade sales). Please note that this model assumes that the author will receive his/her normal per-copy royalty on any foreign sales of finished books.

Note 2. You should tally up any right sales you have for the title and enter the total under "Rights Income". Rights sales may include foreign rights (I.e., publication rights as opposed to finished or "run-on" books), serial rights, film and television rights, translation rights, etc. This model assumes a 50-50 split of rights income between the publisher and author.

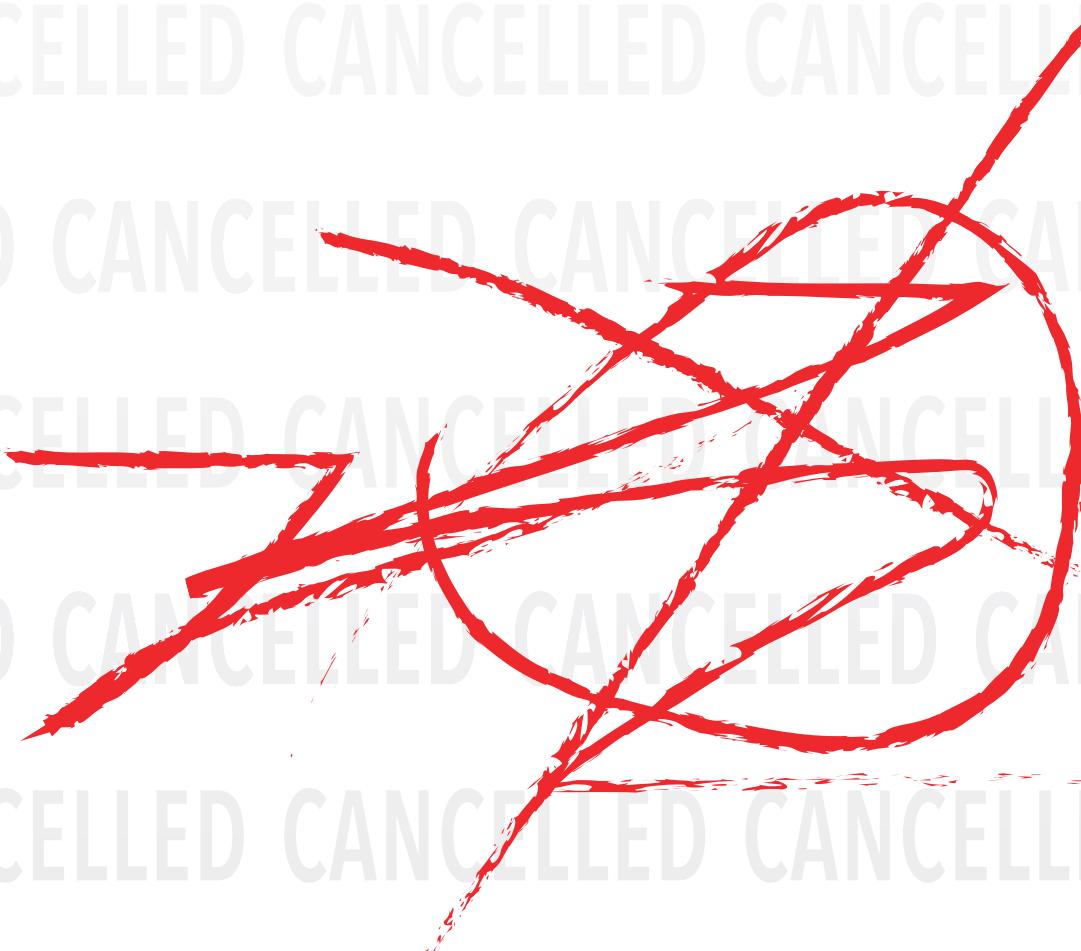
Costing Sheet

Costing Sheet

CALCULATING DIRECT UNIT COST (PRE-PRESS AND MANUFACTURING)

STEP 1: Enter your basic title information and print specs in this panel.	TITLE: Cancelled AUTHOR: Celina Starke PUBLICATION DATE: Sept 7 2021	TRIM SIZE: 6 x 9 PAGES: 224 BINDING: HC																																																												
STEP 2: Enter your fixed, or make-ready, costs in this panel. Please note that all costs are per-title, as opposed to per-page or other. The sheet will calculate your total prepress costs automatically (see cell E23).	FIXED COSTS <table style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 30%;">Editorial</td> <td style="width: 10%;"></td> <td style="width: 10%;"></td> <td style="width: 10%;"></td> </tr> <tr> <td>Editing</td> <td>\$1,500.00</td> <td></td> <td></td> </tr> <tr> <td>Legal</td> <td>\$500.00</td> <td></td> <td></td> </tr> <tr> <td>Permissions</td> <td>\$500.00</td> <td></td> <td></td> </tr> <tr> <td>Cover prepress</td> <td></td> <td></td> <td></td> </tr> <tr> <td>Design</td> <td>\$1,500.00</td> <td></td> <td></td> </tr> <tr> <td>Art/photo</td> <td>\$200.00</td> <td></td> <td></td> </tr> <tr> <td>Scans/film/proof</td> <td>\$0.00</td> <td></td> <td></td> </tr> <tr> <td>Text prepress</td> <td></td> <td></td> <td></td> </tr> <tr> <td>Design</td> <td>\$650.00</td> <td>Text-oriented Book</td> <td></td> </tr> <tr> <td>Page layout</td> <td>\$1,344.00</td> <td>Page layout \$6/page</td> <td></td> </tr> <tr> <td>Indexing</td> <td>\$0.00</td> <td></td> <td></td> </tr> <tr> <td>Art/photos/maps</td> <td>\$0.00</td> <td>No</td> <td></td> </tr> <tr> <td>Scans/film/proofs</td> <td>\$0.00</td> <td>No</td> <td></td> </tr> <tr> <td>Prepress Total</td> <td>\$6,194.00</td> <td></td> <td></td> </tr> </table>	Editorial				Editing	\$1,500.00			Legal	\$500.00			Permissions	\$500.00			Cover prepress				Design	\$1,500.00			Art/photo	\$200.00			Scans/film/proof	\$0.00			Text prepress				Design	\$650.00	Text-oriented Book		Page layout	\$1,344.00	Page layout \$6/page		Indexing	\$0.00			Art/photos/maps	\$0.00	No		Scans/film/proofs	\$0.00	No		Prepress Total	\$6,194.00			
Editorial																																																														
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STEP 3: Enter your range of print quantities, and your quoted unit costs for paper, printing, and binding here.	VARIABLE COST <table style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 30%;"></td> <th colspan="3" style="text-align: center;">Quantities</th> </tr> <tr> <td></td> <th style="text-align: center;">10,000</th> <th style="text-align: center;">15,000</th> <th style="text-align: center;">20,000</th> </tr> <tr> <td>PPB per unit</td> <td style="text-align: center;">\$1.20</td> <td style="text-align: center;">\$1.05</td> <td style="text-align: center;">\$0.95</td> </tr> <tr> <td>Printing Total</td> <td style="text-align: center;">\$12,000.00</td> <td style="text-align: center;">\$15,750.00</td> <td style="text-align: center;">\$19,000.00</td> </tr> </table>		Quantities				10,000	15,000	20,000	PPB per unit	\$1.20	\$1.05	\$0.95	Printing Total	\$12,000.00	\$15,750.00	\$19,000.00																																													
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STEP 4: The sheet will automatically calculate your total unit cost here.	TOTAL COSTS <table style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 30%;">Prepress unit cost</td> <td style="width: 10%; text-align: center;">\$0.62</td> <td style="width: 10%; text-align: center;">\$0.41</td> <td style="width: 10%; text-align: center;">\$0.31</td> </tr> <tr> <td>Printing unit cost</td> <td style="text-align: center;">\$1.20</td> <td style="text-align: center;">\$1.05</td> <td style="text-align: center;">\$0.95</td> </tr> <tr> <td>Total Unit Cost</td> <td style="text-align: center;">\$1.82</td> <td style="text-align: center;">\$1.46</td> <td style="text-align: center;">\$1.26</td> </tr> </table>	Prepress unit cost	\$0.62	\$0.41	\$0.31	Printing unit cost	\$1.20	\$1.05	\$0.95	Total Unit Cost	\$1.82	\$1.46	\$1.26																																																	
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