



# Publishing Services

## *A Menu of Options for Your 52 Wineries Book*

---

Prepared for: Pat Schoof

Prepared by: Steph Bairey, Lingua Ink Media

Date: February 15, 2026

## Hello, Pat

---

It was such a pleasure meeting you on Friday. Your passion for Napa's small wineries comes through in everything you've built so far, and I'm genuinely impressed by how much groundwork you've already done. Getting permission from all 52 wineries, securing permission to use the Napa Neighbors logo, commissioning a local map maker, lining up your photographer and graphic designer — that's exceptional preparation for any author, let alone a first-time one.

As promised, this document lays out a menu of publishing services with estimated costs. You have options here: you could use any of these services individually while self-publishing, or you could publish under my imprint, *Lingua Ink Books*, which gives you the same services at a reduced rate plus some additional benefits. I've structured this so you can compare both paths and decide what feels right for your project.

## Services Menu: À La Carte Pricing

---

These are some services I offer, priced as standalone work. If you decide to self-publish and just need help with specific pieces, you could choose any combination of the following.

Service	What's Included	Est. Cost
<b>Typesetting &amp; Print-Ready Files</b>	Interior layout for your 6×9 format: two-page winery spreads, front matter (title page, copyright, table of contents), back matter (acknowledgments, about the author, lead magnet page), helpful hints section, and integration of your sketch-style photos. Gutter, margin, and font optimization for professional print output.	<b>\$500–\$1,000</b>

	Includes up to two rounds of proof revisions.	
<b>ISBN &amp; Barcode</b>	Unique ISBNs for each edition you publish (paperback, ebook, etc.). Each ISBN is registered through Bowker, the official U.S. agency. Includes barcode generation with price encoding for your back cover. Note: a single ISBN from Bowker costs \$125; a block of 10 is \$295.	<b>\$150–\$300</b>
<b>Amazon KDP Setup &amp; SEO</b>	Account configuration and file upload to Amazon’s print-on-demand platform. This goes well beyond uploading files — it includes strategic keyword research, category selection, and metadata optimization so Amazon’s algorithm surfaces your book to the right readers. Compelling editorial description, author bio, pricing strategy, and ongoing listing management.	<b>\$300–\$500</b>
<b>IngramSpark Setup &amp; Distribution</b>	File preparation and upload to IngramSpark’s global distribution network. This is what makes your book orderable by bookstores like Copperfield’s, libraries, and online retailers beyond Amazon. Includes wholesale discount configuration, returnability settings, and metadata optimization for maximum discoverability in the trade.	<b>\$300–\$500</b>
<b>Goodreads Profile &amp; Optimization</b>	Author profile setup, book listing with optimized description and metadata, genre shelving, and integration with your Amazon listing. Goodreads is where readers discover and recommend books — a strong presence here drives word-of-mouth and reviews, which are critical for long-term sales.	<b>\$100–\$200</b>
<b>Contracts &amp; Copyright</b>	Publishing-ready agreements for your collaborators: your map maker, icon designer, and photographer. Each contract clarifies copyright ownership, usage rights (print, digital, marketing, future editions), and exclusivity. Also includes a licensing template you could reuse if you commission additional work down the road.	<b>\$300–\$500</b>
<b>Ebook Formatting</b>	Conversion of your manuscript to ebook format (ePub and Kindle). Reflowable layout optimized for digital reading, linked	<b>\$250–\$500</b>

	table of contents, embedded metadata, and quality assurance across multiple devices and screen sizes.	
<b>Author Website</b>	A professional website where readers can learn about you and the book, and — importantly — where you could sell copies directly, keeping 100% of those sales. Includes an about-the-author page, book information, purchase links to all your retail channels, a contact page, and a built-in storefront for direct sales. Designed to grow with you if you publish future editions or titles.	<b>Starting at \$2,000</b>

**À la carte estimated total (all services): \$1,900–\$3,500** (*excluding author website*)

**With author website: \$3,900–\$5,500**

## The Lingua Ink Publishing Option

---

If you chose to publish under the Lingua Ink Books imprint, you'd receive the same services at a significantly reduced rate. Here's why: I invest my time and expertise at a lower cost upfront because I believe your book will sell, and I earn back through our royalty arrangement over time. It's a partnership — I have skin in the game alongside you.

### What you'd get beyond the discounted services:

**A recognized publishing imprint.** Your book would be published under Lingua Ink Books, a registered imprint listed in industry databases. When a bookstore asks "Who's your publisher?" you have a real answer — not a vanity press, not self-published. This improves credibility with retailers and libraries.

**Catalog promotion.** Your book becomes part of the Lingua Ink catalog, promoted alongside our other titles at events, on our website, and through our marketing channels. When I attend book fairs, readings, or industry events, your book is on the table.

**Ongoing marketing support.** I could help you with speaking engagements, book signing events, social media strategy, and media outreach. For a book like yours, with such strong local distribution potential, this kind of coordinated push could make a real difference.

**You retain copyright.** This is always your book. Lingua Ink would hold the exclusive right to publish and distribute for a defined contract period, after which all rights revert fully to you.

**Generous royalty split.** Our standard split gives you 60–70% of net proceeds from sales through shared platforms (Amazon, IngramSpark, bookstores, libraries). We could apply this split to all sales, or add exceptions; for example, books you sell directly — at events, through your own website, to wineries you supply personally — are yours to keep 100%. Books I sell through Lingua Ink channels, I keep 100%.

## Side-by-Side Comparison

Here's how the two paths compare for the core publishing services:

Service	À La Carte	With Lingua Ink	You Save
Typesetting & Print-Ready Files	\$500–\$1,000	<b>\$375–\$750</b>	~25%
ISBN & Barcode	\$150–\$300	<b>\$110–\$225</b>	~25%
Amazon KDP Setup & SEO	\$300–\$500	<b>\$225–\$375</b>	~25%
IngramSpark Setup	\$300–\$500	<b>\$225–\$375</b>	~25%
Goodreads Setup	\$100–\$200	<b>\$75–\$150</b>	~25%
Contracts & Copyright	\$300–\$500	<b>\$225–\$375</b>	~25%
Ebook Formatting	\$250–\$500	<b>\$190–\$375</b>	~25%
<b>Estimated Total</b>	<b>\$1,900–\$3,500</b>	<b>\$1,425–\$2,625</b>	<b>~\$475–\$875</b>

Author website pricing is the same under either path: starting at \$2,000. This is a standalone service that benefits you regardless of how you publish.

These ranges reflect variability in project complexity. Your book's visual elements (maps, icons, sketch photos) add some complexity to the typesetting, but the fact that you've already commissioned those pieces independently keeps costs manageable. I'd finalize exact pricing once I've had a chance to review your manuscript files.

## What You've Already Accomplished

---

I want to be clear about how far ahead of the curve you are. Many first-time authors come to me with a manuscript and nothing else. You've already handled several things that would otherwise add time and cost to the process:

- ✓ **Written permissions from all 52 wineries** (plus permission to use the Napa Neighbors logo)
- ✓ **Manuscript complete** with two-page spread format, helpful hints section, and disclaimers
- ✓ **Map commissioned** from a local Napa cartographer (draft received)
- ✓ **Icon design in progress** for amenity indicators (dog-friendly, kid-friendly, ATV, etc.)
- ✓ **Cover photography scheduled** for next week (the 52 corks concept is wonderful)
- ✓ **Original photography and sketch-style images** for all 52 wineries
- ✓ **Distribution channels identified** — Copperfield's, Meadowood, hotel concierge desks, winery gift shops

This preparation means we could move relatively quickly once you're ready to begin. The main production work on my end would be typesetting your interior, getting the files print-ready, setting up your distribution channels, and making sure the legal side is buttoned up with your collaborators.

## Next Steps

---

Whenever you're ready, here's what I'd suggest:

- 1. Review this menu** and think about which path feels right for you — self-publishing with à la carte support, or publishing with Lingua Ink. No pressure, no rush. I'm happy to answer questions about either approach.
- 2. Share your manuscript files** when you're comfortable. I'd love to see the layout you've built, the two-page spread format, and your sketch images. This would help me give you a

more precise quote.

**3. Finish your current production pieces.** Get the map, icons, and cover photography finalized. These are in great hands already.

**4. We'll schedule a follow-up call** to discuss specifics, answer any questions, and — if you're ready — choose a path forward together.

---

*Pat, your book is going to be something special. The fact that wineries are already asking for copies tells you everything you need to know about the demand. However you decide to publish, I'd be honored to help you bring it to life.*

Warmly,



**Steph Bairey**

Principal, Lingua Ink Media

steph@linguaink.com · 503-847-9860

linguaink.com