



	OLD TRADITIONAL	ASA PUBLISHING CO.	SUBSIDY/VANITY	SELF PUBLISHING
CONTRACT TIMEFRAME <i>Note: All contracts have a fee. It depends how it is incorporated into the publishing structure.</i>	Negotiated-Timeframe Incorporated into percentages not actually known to the author. <i>Example:</i> The publisher receives \$1 million for books sold, but the author has been already paid. It's understanding the money concept.	Author-Chooses a timeframe contract, not a publishing package for traditional services. Pay only for the length of time.	Author-Chooses a publishing package, then pays for what that package carries, called "Assembly Line Prices."	Author-Can publish without a publishing package for free and pay high-end cost to purchase own book and market for self, or chooses a publishing package, then pays for what that package carries called, "Assembly Line Prices."
PUBLISHING PER PACKAGE	No Charge	No Charge	Charge Fee	Charge Fee
PUBLISH HOW MANY BOOKS	No Charge- Unlimited	No Charge- Unlimited	Charge Fee-Per Book	Charge Fee-Per Book
MANUSCRIPT RIGHTS	Publisher retains rights until timeframe in contract ends.	Author keep "All" rights during and after contract.	Caution-Some publishers claim specific rights.	Author keep rights, but can choose who the self publisher; author or publisher.
AUTHOR ACCEPTANCE LIMIT	Publisher Discretion	Publisher Discretion	Unlimited	Unlimited
LENGTH TO PUBLISH A BOOK	6 months to 1 year	45 –90 Days	120 days- 6 months	No limit
REVIEW/EVALUATE BOOKS	Yes	Yes	Optional	No
RETURNABLE-BOOK INSURED	Yes	Yes	No	No
ROYALTY CHECKS	4-15% Limited checks	60% Quarterly	20-40% Quarterly	Do your own royalty setting
WAREHOUSING	Yes	Yes	No	No
PRINT ON DEMAND	Yes	Yes	Yes	Yes
ISBN	Automatic-No Charge	Automatic-No Charge	Optional-Charge Fee	Optional-Charge Fee
LCCN	Automatic-No Charge	Automatic-No Charge	Optional-Charge Fee	Some included with ISBN
EBOOK	No charge	No charge	Optional-Some charge fee	Optional-Some charge fee
MARKETING	No charge-Full Marketing	No charge-Assistance	Charge Fee	Charge Fee
PROOFREADING	No charge	No charge	Charge Fee	Charge Fee
EDITING	No charge	No charge	Charge Fee	Charge Fee
REVISION	No charge	No charge	Charge Fee	Charge Fee
FORMATTING	No charge	No charge	Charge Fee	Charge Fee
BLACK & WHITE	No charge	No charge	Charge Fee	Charge Fee
COLOR	No charge	No charge	Charge Fee	Charge Fee
FULL BOOK COVER	No charge	No charge	Charge Fee	Charge Fee
GLOBAL DISTRIBUTION	Automatic-No Charge	Automatic-No Charge	Charge Fee Per Year	Optional-Charge Fee
MAJOR PHYSICAL BOOKSTORE ACCEPTANCE	Yes	Yes	No	No
ONLINE BOOKSTORE ACCEPTANCE	Yes	Yes	Yes	Optional

ASSEMBLY LINE

Welcome to ASA Publishing Company

In new traditional *hybrid* methods, we let you compare our abilities. Our motto is "Authors Helping Authors." Use this Comparison Chart as a "guide" to not only educate yourself in the publishing arena, but also to limit unnecessary misuse of time and finances. Your success begins by obtaining knowledge first. *The status was weighed by 95% of most common used publishing houses.*