

# BLACK TOWER PUBLISHERS YOUR PUBLISHING OPTIONS



OWNERSHIP AND  
CREATIVE CONTROL



BESTSELLING BOOKS



EXPERT BRANDING  
AND INFLUENCE

We want you to understand all of your alternatives so you can decide whether Black Tower Publishers is right for you.

## SELF-PUBLISHING

If you accept this option, you are required to pay for the publishing cost of your book. After publishing and delivering to you, we will take samples (5-10 copies) for marketing purpose. We will promote and help your published work get a little exposure. Your book/author profile will also be listed on our website and blogs, and it will have addresses of bookstores to purchase your book.

### Requirements:

1. Your manuscript must be professionally edited by us or any other professional editor.
2. Contact us for a quote. Publishing about 10,000 to 50,000 words manuscript, using 300g art card for cover (coloured), bond paper interior (black and white), matt or glossy lamination, size: 8"x5.5", and 1000 copies; would cost between **N390,000 – N450,000**.

## ONLINE PUBLISHING

If you wish to publish online, this option is for you. We will publish your ebook on Lulu, Amazon and Okadabooks. We will set up an account for you, and after publishing, we will hand the account over to you. This will allow you to have 100% control over your ebook and sales. Visit our website for the cost of online publishing.

## HYBRID PUBLISHING

This option is a combination of traditional publishing and self-publishing. This option is mostly for those that can't afford our printing cost. This option will allow them to print elsewhere at cheaper rate, and still use our name and logo as publisher.

### Requirement:

1. Before we give authorization for this option, the client must send their work, and we go through it to make sure it meets our standard.
2. After publishing elsewhere, 5-10 copies must be sent to us for marketing purpose. It can be sent through agent that handled client's payment.

### Benefits:

1. Authorization letter to use our name and logo on your work.
2. 2 blog posts/interview.
3. SMS campaign. One page SMS will be sent to 3000 readers nationwide. You can provide us with up to 300 numbers as well.
4. Your profile and bookstores to get your book will be listed on our website.
5. 20-30 seconds video of short positive review of your work by one of our reviewers (Caucasian male/female, British/American accent).

**COST: N50,000.**