



Why let your joy
become stagnated? Let
us be your umbrella.

The only thing that a creative author and
writer really need today is a chance to
become discovered, the ability to move
freely with their own rights, and to have a
publishing house that has the ability to
take them through multiple doorways.

ASA PUBLISHING CORPORATION

DREAM BIGGER, PUBLISH SMARTER



BETTER
BUSINESS
BUREAU



IBPA
PUBLISHERS
ASSOC



MONROE
BUSINESS
NEWS

CONTRACT

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TERMS, CONDITIONS AND
DISCLAIMER

THE ORIGINAL DIFFERENCE, GO HYBRID

A JOURNEY OF RISK & REWARD

Every beginning of releasing your manuscript into the hands of a stranger is a risk. The reward begins with knowing that transparency brings more comfort and earned trust.

ASA Publishing Company was founded in October 2003 as a non-profit organization dedicated to helping authors find the strength and courage to continue writing and pursue their dreams against all odds. By 2005, several authors and publishers wanted our publishing house to act in a corporate capacity from just teaching and expand our ability with our new development and innovative techniques in the publishing industry by becoming our own publishing entity.

In 2008-2010 we were awarded as the best publisher for quality books and became the editor's choice. By 2011 we were considered and recommended for becoming an accredited business. In 2012 and 2013, as a now accredited publishing house with the Better Business Bureau, we were then nominated within those years for the BBB Torch Award for Marketplace Ethics for our integrity and business practices.

After serving as a book publisher for 20 years, it was an honor for the Mayor of Monroe and his team to attend a ribbon-cutting ceremony with the Founder and Senior Publisher of ASA Publishing Corporation, welcoming him into his first building, and being the first publishing house in the history of Monroe, Michigan.

The Founder, Mr. Hill being a paralegal, licensed aircraft technician, military veteran also has a testimony of living on skidrow for 11 years to now being the founder and owner of a successful outsource corporation.

In 2014, we became ASA Publishing Corporation, and ASA Publishing Company is now part of that umbrella with several other subsidiaries (branches) connected as we continue to grow with innovation and elevation for our clients and their readers.

After years of providing innovative ideas to help authors get their foot in the doors as a hybrid book publisher, by 2018, ASA Publishing Corporation became the center of attention as one of the three successful hybrids; finally becoming recognized as acceptable in the IBPA International Book Publishing Association criteria guidelines, which earned its wings in the business world as a reputable outsource hybrid book publisher.

To this present day, we still continually work hard with quality in mind for you!



READY TO GET STARTED?

WELCOME TO THE ASA PUBLISHING FAMILY!

- *Relax, take a deep breath, every manuscript is your child, and you want to take your child to the best schools to learn and be productive. We want to provide the best!*
- *My manuscript is complete to the best of my knowledge, and I am looking forward to what your services have to offer according to the selected publishing package that I choose.*

	TITLE	-OFFICIAL USE ONLY - REGISTRY NO#
<i>Name of your book</i>	.	.
<i>Your first and last name</i>	.	.

Signature_____

Date:_____

My manuscript is ready for review prior to acceptance and publication!

DREAM BIGGER PUBLISH SMARTER


AN OUTSOURCE HYBRID BOOK PUBLISHER FOR HIRE
Our Clients Own 100% Rights Get 60% PCN Royalties

BETTER BUSINESS BUREAU IBPA PUBLISHERS ASSOC. MONROE BUSINESS NEWS

Book Awards  *Over 20 Years Established & Quality Experienced*

CLIENT REGISTRY No.#

Official Use Only




ASA PUBLISHING CORPORATION

BOOK PUBLISHING CONTRACTUAL AGREEMENT

- YOUR CHOICE OF TEN DIFFERENT PUBLISHING PKGS -

WWW.ASAPUBLISHINGCORPORATION.COM

TERMS AND CONDITIONS

RECITAL

Welcome to the New Age of Innovative Hybrid Book Publishing!

By now, you should have either read our brochure, visited and examined our website, viewed our book publishing package chart, and/or contacted one of our staff members and filled out an intake form. This is a **publisher-for-hire service contractual agreement** with a choice of ten different book publishing packages that are suited to meet your needs: Audiobook, Storybook, Trial, Starter, Basic, Envision, Premium, Victorian, Luxury, Ultimate, Platinum, and the Diamond Package. Standard book publishing requirement features are automatically provided in all of our publishing packages, including monthly and weekly payment plans once we review the manuscript for approval of the work that you are hiring us to publish. You can always print out this contractual agreement SECTIONS 1-6 for reviewing your selections and then come back and fill it out as required and initial each page at the bottom. **To be a well-oiled machine, directions must be followed. All sections MUST be together when you return a copy via mail or email.** If you have any questions or need assistance, call us at 734.418.4756. M-F 10-6 PM EST. Otherwise, we're looking forward to welcoming you aboard the ASA Publishing family!

PUBLISHING ATTRIBUTES

Features and Benefits

- Complimentary books per each published book
- 60% Royalties of the Publishers Compensation Net
- Author Owns 100% Rights to their Manuscript
- Upgrade Available
- Yearly Extensions Available
- Monthly and Weekly Payment Plans Available
- Global Distribution

Standard Features Included in All Publishing Packs

- Reading Critique
- Formatting
- Full Custom Cover Design
- Editing and Proofreading
- POD - Print On Demand
- Online Bookstore Availability
- ISBN
- POI Marketing Assistance
- Press Release
- Wholesale purchasing
- Complimentary books
- Reading Critique

Upgrades According to Publishing Packs

- Standard Press Release
- Marketing Kit Per Book
- Marketing Assistant
- Major and Minor Book Events
- Brick & Mortar Availability
- Book Advancement
- Optional B&W & Color Interior

Courtesy Media for All Publishing Packages

- Free 20 Minute Television Interview (APN TV Media)
- Social Media Launch

Book Binding Options

- Paperback
- Hardcover
- eBook
- Saddle Stitch

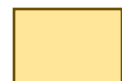
1. BOOK PUBLISHING PACKAGE CHART

By agreeing to this section of ASA Publishing Corporation's book publishing contractual agreement you are only stating that you have viewed our book publishing package chart and will abide by what's on the chart to your book publishing package of choice, prior and post to any and all terms and conditions, documents and instructions as pertaining to what you as an Author/Client can and cannot do, and in accordance with what package “on the chart” you hired us for. Other than that, we're looking forward to having you aboard or continuing services with us.

2. AUTHOR REQUIREMENTS

We believe that no matter what type of publishing one engages in, there should be a higher standard of prestigious professionalism that an Author and reader can appreciate, along with integrity and values. **We do screen our books and will not accept any book[s] that the Author places on our desk that we feel are inappropriate and/or not worth investing in.**

- a. The Author/Writer/Consenter must provide legal identification on the rendered service contract for royalty rights, taxes, and to avoid any fraudulent acts such as plagiarism, copyright infringement, etc.
- b. Youth to 18, must have parent/guardian consent with identification as well.
- c. Age 18 and up can publish without a consenter/helper unless there is a disability factor involved, like:
 - (1) Not being able to make self-conscious decisions other than financial decisions that are generally left to the guardian and/or caregiver.
 - (2) Whether home or group home, allowing the caregiver to determine a future Client’s comprehension.
- d. **Manuscripts “Must” be in digital format only, no exceptions unless there is a valid reason.** Otherwise, there is a fee for OCR converting typed, PDF, or transcribing handwritten manuscripts.



- e. **The manuscript must be complete for ASA Publishing Corporation to publish.**
- f. **Never send the original manuscript.** Please make a copy in some type of Word Document format and send it in a Travel Drive, CD, or Email. These will be non-returnable.
- g. Accepted Category - Fiction, Non-Fiction.
- h. Accepted Genre - Fantasy, Horror, Military, Games, Poetry, Crime-Suspense/Mystery, Theatrical/Plays, Animal Books, Romance, Educational, Commercial, Economics, Religion, Helpful/Self-Help, Documentary, Political, Urban, General Novels, Sports, Mechanics, Technology, Drama, Biography, Children Books, Coloring Books, Comic Books Sci-Fi, Autobiography, Action/Adventure, Wellness, Inspirational, Motivational, Improvement, Health, Street Fiction, Family, Cook Books, Planners, Food, Beverages, Recipes.
- i. Language - Primary is English.
- j. Other Languages - Accepted upon obtaining proper translation channels.
- k. Rating Accepted - General to “R” rated, envelope-pushing, but not to an “X” rated level (At publisher’s discretion).
- l. Manuscript/Books Borderline or Not Accepted - No Demonic/Witchcraft teaching material. However, DND-type games and others that have an ideal nature such as “Warcraft” are acceptable.
 - (1) Lesbian, Homosexuality, and Pedophile material are accepted as novels, but will not be accepted if it portrays as just another dirty magazine with no storyline that is not readable to the common consumers. If complaints are progressing, the material will be removed from publication without refund, this includes any other material published or post published that could possibly deem as inappropriate to the readers and viewers.
 - (2) We will not approve hostile religious material unless it is an action novel. Ideal example - The movie “Kingdom of Heaven.”
 - (3) We will not accept any political, civil or criminal investigative, or discriminatory book if it shows and/or promote signs of harmful hostility, racism, or opposes an unwarranted precedence of a false light or defamation of character without the validity of proof.

m. The Publisher reserves the right to make such determinations on what comes out of ASA Publishing Corporation.

n. Here is the checklist option for this contractual agreement to help you along the way as you read. Please check each section once you have thoroughly gone through and understood them. This is to your benefit. Once completed, please return a copy of the whole contractual agreement via mail or email.

Initial	Chapter Sections	Chapter Title
	Introduction	Recital
	Section 1	Selecting a Publishing Package
	Section 2	Preparing Your New Book
	Section 3	Preparation Understanding
	Section 4	Getting Paid in Royalties
	Section 5	Publishing and Marketing
	Section 6	Terms, Conditions and Disclaimer

SELECTING A PUBLISHING PACKAGE

(Section 1)



3. PUBLISHING A BOOK

www.asapublishingcorporation.com/book-publishing-pkg-levels

Now, the first thing we're going to do is make sure you're getting situated with your publishing package level of choice, or how to go about publishing your next book. The choices and questionnaires below are simple and will help guide you along the way. If you are a new Author, it's very helpful by keeping our book publishing chart in your hand as you read and select from this point. ASA Publishing Corporation wants to congratulate you on publishing your first or next book! Best of Blessings!

\$695 Base Price - Audiobook Package (virtual voice) – Starting point (Word count: 500-2500 words, single narrator)
1 year service contract / global distribution / publish up to 2 audiobooks / editing and proofreading included / reading critique / 1 complimentary MP3/4, M4A/B, WAV, or WMA audiobook per each audiobook published / front cover custom design / 1 month POI marketing assistance per audiobook / ISBN for booksellers / Free 20-40 minute cable and online or social network television interview on APN TV Media. / no payment plan.

\$895 Storybook Package (Creating a Children's book, Coloring book, Comic book)
1 year service contract / global distribution / publish up to 2 books / editing and proofreading included / reading critique / 1 complimentary book per each B&W book published / B&W or Color interior print only / full cover custom design / paperback and other binding options available / 1 month POI marketing assistance per book / brick & mortar availability / ISBN for booksellers per book published / Free 20-40 minute cable and online or social network television interview on APN TV Media. Standard book page count 24-50 / no payment plan.



\$295 Trial Package (Level 1)
 1 year service contract / global distribution / publish up to 2 books / editing and proofreading included / reading critique / 1 complimentary book per each B&W book published / B&W interior print only / full cover custom design / paperback and other binding options available / 1 month POI marketing assistance per book / brick & mortar availability / ISBN for booksellers per book published / Free 20-40 minute cable and online or social network television interview on APN TV Media. Standard book page count 24-100 / no payment plan.

\$495 Starter Package (Level 2)
 1 year service contract / global distribution / publish up to 2 books / editing and proofreading included / reading critique / 1 complimentary book per each B&W book published / B&W interior print only / full cover custom design / paperback and other binding options available / 1 month POI marketing assistance per book / press release / brick & mortar availability / ISBN for booksellers per book published / Free 20-40 minute cable and online or social network television interview on APN TV Media. Standard book page count 24-200 / no payment plan.

\$795 Basic Package (Level 3)
 1 year service contract / global distribution / publish up to 2 books / editing and proofreading included / reading critique / 1 complimentary book per each B&W book published / B&W interior print only / full cover custom design / paperback and other binding options available / 1 month POI marketing assistance per book / press release / brick & mortar availability / ISBN for booksellers per book published / Free 20-40 minute cable and online or social network television interview on APN TV Media. Standard book page count 24-300 / no payment plan.

\$995 Envision Package (Level 4)
 1 year service contract / global distribution / publish up to 2 books / editing and proofreading / reading critique / 2 complimentary books per B&W book published / B&W or Color interior print options / full cover custom design / paperback and other binding options available / 3 months POI marketing assistance per book / press release / brick & mortar availability / ISBN for booksellers per book published / Free 20-40 minute cable and online or social network television interview on APN TV Media. Standard book page count 24-300 / no payment plan.

\$1,195 Premium Package (Level 5)
 2 year service contract / global distribution / publish up to 3 books / editing and proofreading / reading critique / 5 complimentary books per B&W book published / 2 complimentary books per each color book published / B&W or color interior print options / full cover custom design / paperback and other binding options available / 3 months POI marketing assistance per book / press release / brick & mortar availability / ISBN for booksellers per book published / Free 20-40 minute cable and online or social network television interview on APN TV Media. Standard book page count 24-300 / no payment plan.

\$1,995 Victorian Package (Level 6)
 3 year service contract / global distribution / publish up to 6 books / editing and proofreading / reading critique / 10 complimentary books per B&W book published / 3 complimentary books per each color book published / B&W or color interior print options / full cover custom design / paperback and other binding options available / marketing kit / 3 months POI

marketing assistance per book / press release / major and minor book events / 10 book advancement / brick & mortar availability / ISBN for booksellers per book published / Free 20-40 minute cable and online or social network television interview on APN TV Media. Standard book page count 24-400 / no payment plan.

\$3,395 Luxury Package (Level 7)

4 year service contract, global distribution / publish up to 9 books / editing and proofreading / reading critique / 15 complimentary books per B&W book published / 5 complimentary books per each color book published / B&W or color interior print options / full cover custom design / paperback and other binding options available / marketing kit / 3 months POI marketing assistance per book / press release / major and minor book events / 15 book advancement / brick & mortar availability / ISBN for booksellers per book published / Free 20-40 minute cable and online or social network television interview on APN TV Media. Standard book page count 24-400 / payment plan available.

\$6,995 Ultimate Package (Level 8)

5 year service contract / global distribution / publish up to 12 books / editing and proofreading included / reading critique / 20 complimentary books per B&W book published / 10 complimentary books per each color book published / B&W or color interior print options / full cover custom design / paperback and other binding options available / marketing kit / 3 months POI marketing assistance / press release / major and minor book events / 20 book advancement / brick & mortar availability / ISBN for booksellers per book published / Free 20-40 minute cable and online or social network television interview on APN TV Media. Standard book page count 24-500 / payment plan available.

\$9,995 Platinum (Level 9)

Lifetime global distribution service contract / publish up to 15 books / editing and proofreading included / reading critique / 30 complimentary books per B&W book published / 20 complimentary books per each color book published / B&W or color interior print options / full cover custom design / paperback and other binding options available / marketing kit / 3 months POI marketing assistance per book / press release / major and minor book events / 25 book advancement / brick & mortar availability / ISBN for booksellers per book published / Free 20-40 minute cable and online or social network television interview on APN TV Media. Standard book page count 24-500 / payment plan available.

\$12,995 Diamond Package (Level 10)

Lifetime global distribution service contract / publish unlimited books / editing and proofreading included / reading critique / 50 complimentary books per B&W book published / 35 complimentary books per each color book published / B&W or color interior print options / full cover custom design / paperback and other binding options available / marketing kit / 3 months POI marketing assistance per book / press release / major and minor book events / 30 book advancement / brick & mortar availability / ISBN for booksellers per book published / Free 20-40 minute cable and online or social network television interview on APN TV Media. Standard book page count 24-600 / payment plan available.

4. **PRE-APPROVAL:** I understand that I have selected my publishing package of choice AND it will be verified by my transactions of completion and the registry number that ASA Publishing Corporation provides if I choose to hire ASA Publishing Corporation as my book publisher. I also understand that my selection is an entry for the level of publishing I am entering or already have, and that pre-approval of my manuscript comes before any transaction occurs.



PREPARING YOUR NEW BOOK

(Section 2)

a. What does “Pre-Approval” mean?

When you send us a manuscript, we review the manuscript first to determine whether to accept or reject it. Even if you select the publishing package of choice, there is no transaction at this time. We at ASA Publishing Corporation need to know what we’ll be publishing. This also includes Authors/Clients who have already published with us; the same rule still applies.

There are many publishing houses today that don’t read what they publish and yet release unknown material to the public. This includes unedited material. These types of publishing houses are considered book printing publishers; it doesn’t matter whether they are traditional or self-publishers, because even traditional publishers have taken on the role of self-publishing. We do not believe in making money at the Author’s expense. Good material will promote itself and demonstrate transparency and respect for the publisher who publishes the book.

Our pre-approval allows the Author the benefit of knowing that we accept the manuscript and that the final decision to accept our services is left up to the Author and future Client, without any strings attached and with no pressure.

5. BOOK STRUCTURE

Generating your book structure is easy; it’s like playing with a Lego set. All you have to do is find a book that you like and make a comparison assessment on how you want to construct this one to your liking. An eBook is like looking at a continuous one-piece digital sheet, with page breaks in it, which uses eReading tools like Kindle, Nook, etc. If you select eBook, everything else becomes N/A (not applicable) because eReaders provide the viewing requirements for color and size. You do have the option to choose another available book binding besides paperback, but each additional book binding will have its own individual extra cost. No matter how many binders you have chosen for this particular book, it will all be counted as one published book with multiple binding options for the consumer to choose from at online and brick & mortar booksellers.



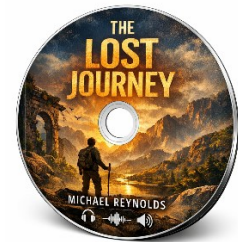
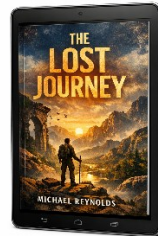
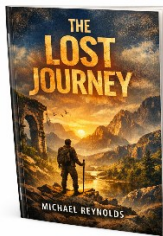
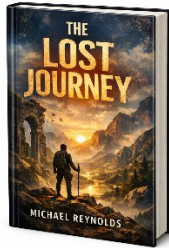
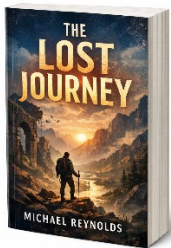
Please check (✓) or write in the appropriate slots:

i. Is this your 1st, 2nd, or 3rd book being published? Please select the number of book sequences that you are going to publish today.

1 st	2 nd	3 rd	4 th	5 th	6 th	7 th	Other

ii. Select the type of format your new book is going to be. Each is counted as one book for publication with a different interior or exterior formatting structure.

- a. **Paperback** is automatically included in your publishing package at no extra cost.
- b. **Hardcover** is a case laminated stylish cover with sturdy cardboard material underneath.
- c. **Saddle Stitch** is for comic, coloring, and children’s books only, unless a manuscript is under 50 pages.
- d. **eBook** is a digital reading format. You will have the ASA Advantage of eBook sharing, whereas not only do we create and publish it for you, but we will also provide you with a copy for your own personal selling purposes.
- e. **Audiobook** is a virtual voice recording of the manuscript from the narrator or with multiple characters.



Paperback \$0.00		Hardcover \$125		Saddle Stitch \$25		eBook \$65		Audiobook \$695	
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AUDIOBOOK SELECTIVE

Audiobook		\$695		\$1195		\$1695		\$2195		\$2695
Word Count	500-2500		2501-3500		3501-4500		4501-5500		5501-6000	

Audiobook		\$3195		\$3695		\$4195		\$4695		\$5195
Word Count	6001-7000		7001-8000		8001-9000		9001-10000		10001-11000	

Audiobook		\$5695		\$6195		\$6695		\$7195		\$7695
Word Count	11000-12000		12001-13000		13001-14000		14001-15000		15001-16000	

Audiobook		\$8195		\$8695		\$9195		\$9695		\$10,195
Word Count	16001-17000		17001-18000		18001-19000		19001-20000		21001-22000	

Narrator		+1 Character		+2 Characters		+3 Characters	
\$0.00		\$130		\$320		\$560	

Note: The more characters added with the narrator, the more complex the project becomes.

Music		Yes		No		What Type?	
\$85							

What is the overall cost to create your audiobook?

\$ _____



iii. If you have chosen paperback or saddle stitch, what type of texture do you want your cover to look and feel?

Glossy		Matte		eBook N/A		Hardcover N/A	
--------	--	-------	--	--------------	--	------------------	--

iv. Select the type of full book cover color you want.

Black & White		Color		eBook N/A	
------------------	--	-------	--	--------------	--

v. Select the type of book interior page texture you want.

White		Creame		eBook N/A	
-------	--	--------	--	--------------	--

vi. If you have images or some text color writing going into your book, what color do you want to set your book in? Remember, if you place your book in color, it will be much more expensive than black & white. Note: In B&W the images and text color writing will be in various shades of gray according to design.

Black & White		Color		N/A eBook	
------------------	--	-------	--	--------------	--

vii. What size would you like your book to be printed in?

4 x 6		6 x 9		N/A eBook	
5 x 8		8.5 x 8.5		Other	
5.5 x 8.5		8.5 x 11			

viii. What is the “Title” of your new book?

ix. What is the “Subtitle” of your new book? (If applicable)

x. What is your pen name? (It can be the same as your actual name.)

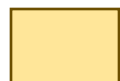
PLEASE ATTACH THE FOLLOWING TO THIS BOOK PUBLISHING CONTRACTUAL AGREEMENT:

Note: If you do not have any idea what to say or write at the present time, you can always send the information to your assigned editor or publisher when you’re ready.

xi. Provide a small summary description, a paragraph or two “About the Book” for booksellers and as the backmatter for your book.

xii. Tell us a little bit “About the Author” for media, press release, and/or to place inside the last page or the back of the book.

xiii. Please give us an idea of how you would like to have your front book cover designed. If you would like us to create a few ideas for you, let us know.



PREPARATION UNDERSTANDING

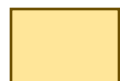
(Section 3)

6. STAIRSTEP PROGRAM

Take the ASA Advantage! You don't have to starve yourself or your family trying to publish a manuscript, you just need a more simplified and practical way to have expert efficiency, quality, and a finished product at minimum cost. Our publishing packages are designed as a stair-step program (levels) to help you reach your goal and work out your success within that goal. We have twelve main publishing packages: Audiobook, Storybook, Trial, Starter, Basic, Envision, Premium, Victorian, Luxury, Ultimate, Platinum, and Diamond. Each book publishing package allows you to publish more than just one book; you even have the option to publish your book in multiple formats. The beauty of this type of publishing program is that whatever you put in that publishing package of choice, and you decide to go to the next level of publishing package, that full 100% amount will go into your next publishing package of choice (See Upgrade). This is a positive way of investing in yourself, as well as being considered a career Author's dream!

7. BUDGET VS STRESS

If you're a new Author and your income is not working right for you, we prefer that you start with a lower publishing package level, and then you can upgrade at any time without the feeling of financial stress while trying to publish a book. Book publishing is supposed to be enjoyable, even though creating a published product is often times hard work and with time consumption. We're here to relieve that stress from "What if I could publish a book" to "I am now a published Author" and still be able to handle your everyday life without additional financial worries. But, if you decide to choose a higher-level publishing package right from the start, then at least it was made known to you that we offered our suggestion, and that you are in 'full understanding' of your duties and responsibilities of any book publishing package that you choose. If you are already an Author/Client with ASA Publishing Corporation and are moving to your next-level book publishing package of choice, still a reminder to only venture into what you can handle, especially when it comes to implementing a payment plan.



8. TIMEFRAME

Please take into consideration that each publishing package has its own **timeframe to publish a book, which is anywhere from 45-90 business days** depending on the size, structure, and page count.

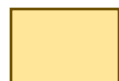
- **BOOK:** Anything that is unforeseen within the manuscript itself when it is first presented, the timeframe could vary up to 180 days + plus before it reaches prepublication.
- **PUBLISHING PACKAGE CONTRACT:** The timeframe of these book publishing package contracts ranges from 1-5 years up to the Platinum and the Diamond Package, which are both Lifetime Publishing Packages.
- **PLATINUM:** The Platinum Publishing Package guarantees continual global distribution, but the maximum number of allowed books to be published is fifteen.
- **LIFETIME:** The term “Lifetime” means that there will be continual global distribution. There will be no need for any yearly extension plan.
- **UNLIMITED:** The term “Unlimited” in the Diamond Publishing Package only refers to not being limited to any number of books a Client could publish.
- **PUBLICATION:** When you present a manuscript for publication, it must be complete. If your manuscript is not complete or has formatting and structure problems like false indents and spacings, then there is no set timeframe or deadline until after proper restructuring is completed. This includes improperly using punctuation marks (repeating the same error[s]) throughout the entire manuscript.

9. UPGRADE

If you are upgrading to a higher-level publishing package, your already published book[s] will be counted as that number of books (continuing in the database circulation), but you shall not be entitled to additional complimentary books just for upgrading. Upgrade means that you are going to a higher level of publishing package. **There is no upgrading to a lower package (See Option Out below in Section 9(5)).** Again, 100% of the full amount that you paid into the current publishing package will go towards that next level of package, it will be used as part of your down payment.

IMPORTANT: Once you sign and make a payment for any higher-level book publishing package and decide to change your mind for whatever reason, other than any fault of ASA Publishing Corporation, you:

- (1) Forfeit that payment, and the original publishing package that you came from will restart where you left off, even if it was nearing a term expiration date. If that expiration date has expired, you will still have the option to go into our yearly extension plan. This is a separate agreement that stands on its own.
- (2) Any benefits you received or purchased while in the upgrade publishing package that you picked, you will be responsible to pay for its original cost.
- (3) If you decide to go back into that same next level or any other higher publishing package, the monies that you forfeited will not be counted as a down payment due to the time and energy wasted.
- (4) **If you're on a payment plan, you cannot receive book advancement** until the payment to that publishing package of choice is paid in full.
- (5) **Option Out:** If you cannot fulfill your obligation in your scheduled payment plan and want to go to a lower publishing package, all payments will cease, and all previous payments are forfeited, but you are now given the opportunity to go into any of the lower publishing packages at half price, published or unpublished:
 - a. If your book/manuscript has a B&W interior, go to: Trial, Starter, Basic
 - b. If your book/manuscript has a Color interior, go to: Envision, Premium



- c. **Note:** If you have a mixture of books, one with B&W, and the other in Color, you will automatically be subject to the Envision or Premium unless you want to cancel, retire, or place on hold, that specific color interior book until you are able to advance back up to the next level of publishing package that qualifies for color interior.
- (6) However, in any case scenario, you can still have that same opportunity to use 100% amount invested in the now-current publishing package as the down payment only into the next level of publishing, whether continuing or starting over again.

10. EXTENSION PLAN

When the end-term of this agreement comes, and you are not looking to upgrade anytime soon or still have another book project that you want to complete and publish, we do carry a One Year Extension Plan that can benefit your needs with two options:

- a. **Option 1** – Allows you to continue services, where you can finish another book project[s] and still have your already published book[s] in circulation to booksellers worldwide.
- b. **Option 2** – Allows you to continue with global distribution only, which means that only your published book[s] will still be in circulation to booksellers worldwide.
- c. **Note:** You can always apply for an extension every year at leisure and then upgrade to a higher package if you so decide.
- d. **Reboot Fee** – If you go into a thirty-day lapse and then decide to apply for the One Year Extension Plan, you will be charged a reboot fee of \$25 per book to place your book[s] back into circulation with booksellers.

11. PUBLISHING CONTENT MIXTURE

You have the ability to choose whether you would like to publish your book in a paperback, an eBook, a hardcover, in saddle stitch, and even in an audiobook, each representing a different binding and/or format. An audiobook has its own base price and structure, but you can still intermix them as one book for publication with different formats. Separately, with different titles, they are counted as separate books.

- a. Please remember that a Paperback is one format, a Saddle Stitch is another format, as well as an eBook being its own format, and so-on. Meaning, that they could either be the same or different books, but each one is still considered as a different format. In short, requesting for any combination of book formats will be counted as two or more separate books being published even though it is the same manuscript/book, but with different book identification numbers and/or ISBNs.
- b. Therefore, it is your option if you want to publish one book in multiple formats. If you should choose those particular formats within this contract, it will be acting as multiple books being published within the same contractual agreement. If you are publishing completely separate books, then each will have its own book structure agreement. The only cost is the type of bookbinding and/or format that you are requesting.
- c. **In the Extension Plan**, the formats with individual ISBN's are considered separate books with different formats, and have to be counted as such for keeping each format out in global distribution and bookseller market – even though the title groups them as one book, the market for these books do not, and distribution's data system, including royalty factors, will see and read them as separate units or accountable different formatted books.

12. EBOOK SHARE PROGRAM

This is an ASA Advantage for our Authors. This eBook share program allows us to not only publish an eBook for our Clients but also to provide them with their own copy for personal and marketing usage. It is a way for both parties to utilize profit sharing. We publish it through our distribution network channels and the Author can market it through their own networking system at leisure.

- a. If an Author sells or markets a free-give-away, or anything of that nature with their own eBook copy, there are no royalties



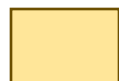
given from ASA Publishing Corporation. The Author is entitled to keep the full 100% of the profits.

- b. **STANDARD IN ALL BOOK STRUCTURE AND FORMATS: ASA Publishing Corporation “is not” responsible for tracking personal sales, that is left up to the Author.**
- c. The Author can use their eBook format copy to market and sell on their own website or through email, etc.
- d. The only responsibility that ASA Publishing Corporation has with the eBook is creating and publishing the product, and placing it into global distribution for retail sale. The Author still owns 100% rights and receives 60% PCN Royalties.
- e. Note: Any other responsibility as far as marketing the eBook is in accordance with the Author’s selected publishing package of choice.

13. PRINTING/ORDERING

We have multiple printing and distribution networks that can just about handle almost any quantity of books an Author can request. All Authors have the opportunity and the option to purchase their own books from us at their leisure. The location to make any bulk book purchasing is on our website under “Author Store”. Even though our cost is less challenging than most book publishers, an Author must understand that our cost is configured as a publishing house, not as a book printer. A book printer is not responsible for editing or proofreading, but for printing it correctly as we sent it. If something within the printing itself of the book went wrong, we have the responsibility to notify and to make sure that the printing entity corrects and replaces the defective book[s].

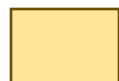
- a. In addition to this, to prevent plagiarism, fraud, or illegal sales, we at ASA Publishing Corporation do not authorize our Clients/Authors, nor anyone who doesn’t represent our company, to print outside of our channels as a fail-safe mechanism against such acts. This protects our Authors and their books from illegal duplications, or stores trying to return books that have never went through our normal channels, especially for recordkeeping, sales of the product, or even royalties that comes from the sales of the product. This is a restricted policy in any publishing house, in which we follow those same rules and guidelines for book publishers as well; this includes any actions of this sort that places an automatic termination of an Author. Authors contracted in ASA Publishing Corporation are considered Clients, not representatives of ASA. This would be an immediate termination.
- b. Therefore, we do not authorize our Authors to jeopardize their publishing future, nor our printing and distribution networks with such illegal acts of printing or duplicating their own books, unless their book publishing package contractual agreements have fully ended or have been terminated. Then, after such timeframe has ended, since our Authors own 100% of the rights to their work, they can request an 8.5 x 11 manuscript copy of their edited work (images/graphics will be omitted, unless provided by Author) of their former published book to any other publishing establishment they so choose, including if they decide to self-print.
 - (1) Images, pictorials, and graphics will be omitted from the manuscript copy.
 - (2) Front book cover usage is authorized to go with the manuscript and is reusable if provided by ASA after the term ended or termination.
 - (3) Note: If any and all images, pictorials and royalty-free graphics are our standard creation ad purchase, we can recreate and perform graphic manipulation on it/them or their similarity for other future books. If you requested one of our illustration designers (artists) to perform specific drawings other than standard royalty-free graphics, then you are entitled to keep what you paid for. (See Section 21, Page 21, under Graphics and Illustrations.)
- c. **IMPORTANT: If you order books and decide to make changes while they are in printing mode, then there will be a \$225 dollar return and an adjustment replacement fee and/or shipping & handling cost,** depending on how many have already been printed versus what’s not printed. ASA Publishing Corporation “is not” responsible to pay additional



fees for any order delays, denials, or returns that could have been avoided.

14. SHIPPING: BOOK PUBLISHER SPEED VS CONSUMER DEPOSITORY SPEED

- a. **Shipping times are estimated and not guaranteed**, and do not include manufacturing times for different bulk-size orders or products.
- b. **What does this mean?**
 - (1) Shipping times and manufacturing times are two separate things, each having its own timeframe for a product and the delivery mechanism to get the product to its destination.
- c. **Why are booksellers much faster?**
 - (1) The question is, “Why are booksellers able to deliver much faster than book publishers?” This is because there are about a handful of books already printed for retail selling to customers who are paying at a retail price, that any bookseller can get a hold of inside of this warehousing area called *Depository*.
 - (2) A **DEPOSITORY** does not hold a lot of books for any particular Author; it shelves about 3 to 10 books at a time and allows multiple booksellers to gain access to them. For this reason, a customer will automatically receive an order earlier.
 - (3) Book publishers do not use a depository system, they have to make a manufacturing request for the product because they don't physically carry the product on site or generally keep warehousing placement anymore. Today's manufacturing of a book is called (POD) *Print On Demand*, no pallet - warehousing stock, an order and print what's requested.
 - (4) **COST:** An Author ordering a book from a bookseller at retail price for a few books can be expedient due to the fact that books were already printed, but there is no profitable gain unless an Author is in need of books right away or creating royalties for themselves. An Author should not expect that a depository would have 50-100 books already printed and available. A consumer, however, doesn't buy books in bulk unless they are vendors. Vendors generally make requests within their own distribution network or directly from the publishing house.
 - (5) **ORDERING:** When an Author orders a book at wholesale price from his or her book publisher, the book must be manufactured and printed. This does not mean that the book will be able to get printed within the same day. If it is an order that took place after 4-5 PM, or over the weekend, printing may not start until the next following business day.
 - (6) **SIZE OF THE ORDER:** Depending on the size of the order, the manufacturing of it could take a number of days, sometimes even longer just for the printing alone, not counting on the shipping time. The gravity of manufacturing a product is easy mathematics: Picture three printing machines starting at the same time, one with 10 books, another with 50 books, and the third one with 100 books, all waiting to be printed at the same time. Which one would be faster or have a longer wait time period to be produced?
 - A. Now, let's go back to the depository for booksellers. There is no waiting time period for manufacturing a book because a few have already been printed and are ready for retail purchase.
 - (7) **PRINTING:** The book that has now been ordered will be invoiced to a physical printing machine that contains either a black and white or color printing system. The printing process can take up to 5-10 business days, even more depending if it is created in paperback vs. saddle stitch, hardcover, case wrapped, etc., and if it needs to be glued, stapled, or coiled. This is also calculated on the page count and the size of the book itself. When the book is finally completed, it then gets invoiced out to be shipped.

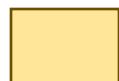


- (8) **SHIPPING:** Shipping can take anywhere from 2 days to 14 days, depending on the type of carrier that is being requested to ship the product, and/or the number of days that the product is needed, which is an extra cost that the Author may choose in order to speed up the shipping process. This includes not being calculated with unforeseen weather conditions or holiday ordering traffic. Remember, this is after the printing of a book order has been completed. Therefore, you can just about estimate (in a roundabout figure) your ordering time, manufacturing time, and combining the shipping time.
- (9) **DELIVERY:** The carrier usually transfers a product from one station point to another, whether it is a pickup from a certain location or a direct delivery to your doorstep. If you're not available for your direct delivery, a sticky note will be waiting, or the package could be left. So, we're looking at from 8 AM to 9 PM for the physical product to arrive. This is in between 13 hours of maximum wait time, not including if you have to sign in order to receive the product and you're not available at that time. Then in general, the package delivery of your product will proceed on to the next day.
 - A. Your home delivery most of the time is either UPS, FedEx, or the Post Office, or a combination of either.
 - B. Amazon has an Amazon Prime delivery van, six-wheel vehicles, drones, planes, etc., along with A.I. in the background of packaging and autonomous driving features.

15. TIME INVESTMENT

ASA Publishing Corporation is not responsible for financing an Author's career, but to make substantial investments in their gifted talents by handling the book's productivity. Just like any other publishing house, everything has a mechanism to it that systematically and financially holds the business together.

- a. Any Author/consumer is entitled to shop around to get the best prices or deals, this is normal, but we feel that the professionalism and quality of work that we provide along with the best and lowest prices for hiring a publishing house stands alone without waiver. Therefore, there is no need for ASA Publishing Corporation to negotiate any company price that was established and set.
- b. We will no longer and not bargain against our own pricing, nor against anyone else's price - no matter what someone else offers. We do not render charity services.
- c. When we start negotiating prices the chain of that mechanism breaks. What we mean by mechanism, is the mechanics and business structure of how a publishing house operates even in minimum capacity; costs.
 - (1) This is what we have to take into consideration - Costs: labor cost, employment cost, booking cost, registration cost, promotional cost, media cost, advertising cost, product cost, material cost, manufacturing cost, distribution cost, leasing cost, utility cost, shipping cost, travel cost, internet cost, repair cost, return cost, outsourcing cost, finders cost, marketing costs, media costs, airtime costs, equipment costs, and taxes.
 - (2) These are some of the things that we have to look at when being asked to lower our prices that were already set at a much more affordable setting. We're not here to compete with other businesses, or ambulance chase for Clients. Although we very much understand that no-one can promise success, but our main goal is to help an Author reach their publishing potential when they hire us as their publisher.
 - (3) Please make note that there are **no payment plans available for Audiobook, Storybook, Trial, Starter, Basic, Envision, Premium, and Victorian publishing packages**, only the higher-level packages like Luxury, Ultimate, Platinum, and Diamond. Our ASA Advantage has made it affordable for everyone to hire us once we review their work. If you don't have a marketing kit and would like to obtain or create one of your choice, please visit our



website at www.asapublishingcorporation.com and go to the Marketing Department or Author Store.

16. PAYMENT PLAN

Having a payment plan is optional for higher-level publishing packages such as the Luxury, Ultimate, Platinum, and Diamond Publishing Packages. We want you to be the best that you can be as an Author, writing in a stress-free environment. Our suggestion is to work at your own financial comfort level. This payment plan is a separate rendered agreement you are to abide by for that publishing package of choice as required by ASA Publishing Corporation’s terms of service.

- a. This PAYMENT AGREEMENT PLAN IS IN AN AUTHORITATIVE POSITION TO STOP, HOLD, OR TERMINATE the publication of your manuscript/book/work or you as a Client if the full publishing package payment has not been met, including repetitious or deliberate missed payments that pose deceptive financial holdings of any kind, which will result in a royalty payment hold, and this Authoritative position can be exercised at the publisher’s discretion, including but not limited to deductions from royalties itself until payment is caught up or fulfilled.
- b. Because of hiring a publishing house and not following through with the payment plan, if you already have a published book[s] through ASA, we have every right to continue selling your book until all debts are fulfilled and then terminate.
- c. All payments are generally set at a 10-month interval payment, starting with a down payment and the next payment being made the following month. According to payment plan, late fees may apply due to any lapse in time of payment.

17. POSITIONING ARTIFICIAL INTELLIGENCE (A.I.)

USAGE AND MANUSCRIPT QUALITY REQUIREMENTS:

Artificial Intelligence, A.I., is not only the continuance of the future of tomorrow, but it is the continuance of our ability to function in a capacitive way, today. But we must not misuse, abuse, or neglect our own ability in the literary world, where we make the errors of improper manuscript etiquette, basic normal custom, or structure, by relying on whatever input or feedback we receive from any A.I. system as the binding manuscript that is ready to publish.



- a. **An Author/Client may use Artificial Intelligence (“A.I.”) systems or tools to assist in the creation, drafting, or development of the Manuscript.** A.I. assistance is recognized as a modern creative resource and is permitted, provided that the Author remains the sole originator, owner, and responsible party for the final submitted work.
- b. **Author’s Duty of Review and Correction**
 The Author acknowledges that A.I. systems may generate text containing:
 - (1) extraneous or non-standard characters,
 - (2) improper punctuation or odd spacing,
 - (3) disconnected, broken, or incomplete sentence structures,
 - (4) repetitive, contradictory, or repeated statements,
 - (5) formatting inconsistencies, or text that doesn’t fully make sense,
 - (6) unnecessary lines, line breaks, or one-liner sentences instead of proper paragraphs,
 - (7) content that does not meet professional publishing standards.
- c. The Author “MUST” thoroughly review, edit, and correct all A.I. generated material prior to submission. **Under no circumstances shall raw, unedited A.I. output be submitted as a final manuscript.**

d. **Manuscript Etiquette and Structural Integrity** The Author is responsible for ensuring that the manuscript:

- (1) follows standard English grammar and sentence construction,
- (2) maintains coherent narrative flow and logical continuity,
- (3) is free of special characters, coding artifacts, or system-generated symbols,
- (4) adheres to ASA Publishing’s formatting requirements, and
- (5) reflects the Author’s own creative intent, voice, and oversight.

e. **No Reliance on A.I. as Final Authority**

The Author should understand that A.I. tools are advisory in nature and shall not be relied upon as the final or Authoritative source for manuscript readiness. The Publisher shall not be obligated to edit, repair, or reconstruct manuscripts that are improperly generated, structurally defective, or submitted without adequate human review.

f. **The Publisher’s Right to Reject or Return**

ASA Publishing Corporation reserves the right to reject, return, or require revision of any manuscript that demonstrates improper A.I. usage, including but not limited to:

- (1) unedited A.I. text,
- (2) structural incoherence,
- (3) formatting corruption,
- (4) excessive repetition, or
- (5) any condition that materially impedes the editorial or production process.

g. The bottom line is, before you submit your manuscript, make sure you read through everything and fix these issues. Think of A.I. as a helper, not the final editor.

(1) **Keep your writing connected and clear**

Your manuscript should read smoothly from sentence to sentence and chapter to chapter. If A.I. gives you text that feels disconnected, repetitive, or out of order, please revise it so the story or message flows naturally.

(2) **Remove special characters and system artifacts**

A.I. tools sometimes insert symbols, coding marks, or unusual characters. These must be removed before submission so your manuscript can move smoothly through editing and production.

h. **Your Voice Still Matters**

Even if you use A.I., the final manuscript should reflect your ideas, tone, and creative direction. A.I. can assist, but it cannot replace your Authorship. If a manuscript shows signs of unedited A.I. output such as broken structure, heavy repetition, or formatting problems, we may ask you to revise it before we can continue with the editing process.

i. **A.I. Use Reminder:**

You may use Artificial Intelligence (A.I.) tools to help write your manuscript, but please remember that A.I. output must be reviewed and refined by you. Check for stray symbols, broken sentences, or disconnected ideas before submitting. Your manuscript should read smoothly, follow normal structure, and reflect your own creative voice. A.I. can assist, but only you can ensure your book is ready to publish.



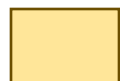
GETTING PAID IN ROYALTIES

(Section 4)

18. ROYALTIES www.asapublishingcorporation.com/royalties

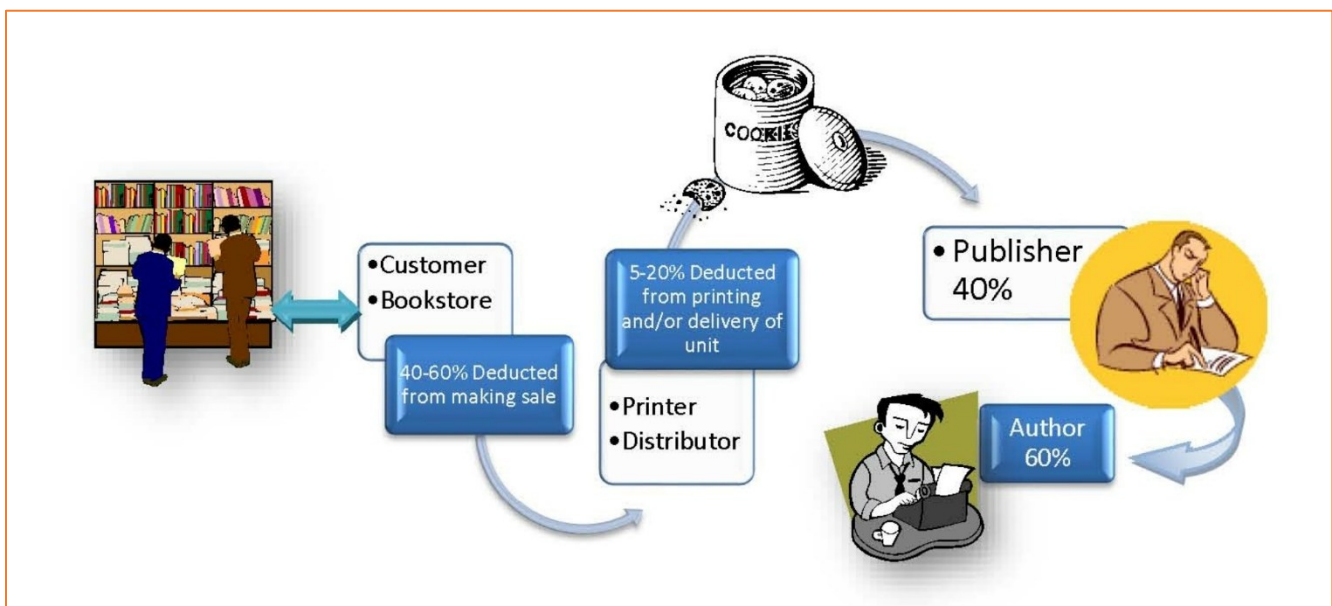
Royalties are on a quarterly basis and is 60% PCN, which is called the Publisher's Compensation Net.

- a. PCN - Publishers Compensation Net is a quarterly/monthly payment to the publisher after the booksellers, distributors, and printers have taken their percentage first for their services; whether profit or loss, then the publisher receives the balance.
- b. Royalty Percentage (60%) is the percentage rate that the Author is given from the publisher but must be multiplied by the subtotal on positive sales only. Negative sales are usually carried over and/or protected by the following or continuing quarter in order to project a positive sales balance for payment. If there are negative sales, the Author is not bound or billed for it unless there is a term ending or termination of membership in effect according to contract.
- c. However, if there is a negative amount in one quarter and a positive amount in another, all payouts must be adjusted.
- d. ASA Publishing Corporation is a hybrid book publisher for hire, not a book printer as a subsidiary and vanity or self-publishing house which provides flexible royalty percentages:
 - (1) There is no service charge to publish additional books, including if you decide to upgrade to any other packages of your choice.
 - (2) Professional editing and proofreading are automatically included when publishing.
 - (3) A manuscript is screened prior to acceptance.
 - (4) An Author can purchase their own book at a very low purchasing cost if he/she or they so choose to for personal endeavors, but this is only optional.
 - (5) We are not retaining any rights to an Author's manuscript like a traditional with 4-15% per book quantity sold and up, according to the Writer's Market.
 - (6) The Author is under no obligation to ASA Publishing Corporation apart from this service contractual agreement.



- (7) ASA Publishing Corporation's obligation to the Author/Client's book is only the handling and book publication of the material.
- A. We are excluded from all television rights, film rights, radio rights, dramatic rights, geography rights of territory, merchandising rights, copyright permissions and releases, copyright ownership (which is the Author), language rights, book club rights, etc.,
 - B. unless requested by the Author/Client as an acting liaison which is a 5% entitlement rights of our publishing house as a hybrid,
 - C. not including our normal 40% PCN operational sales; mass market sales of books within the Author's contractual agreement timeframe; with or without yearly extension plan.

The Cookie Jar Effect



19. HOW DOES THE PROCESS WORK (The Cookie Jar Effect Explained)

- a. A Unit is one book.
- b. The customer buys a book from the bookseller; online or brick & mortar. Then once a sale is made, the bookstore takes their percentage for having that unit made available to for purchasing. Once that unit's sale is cleared from the booksellers, the print/distributors expect to receive their percentage for the manufacturing and/or distribution of that unit; whether physical or eBook, POD (Print On Demand) or warehousing, they have to be paid for their services. After the confirmed delivery of that unit has been in the hands of the consumer, then, and only then will the portion of that percentage be given to the publisher. In other words, the last hands to reach in the cookie jar is the publisher. Now, the percentage is left over for that publishing house, and that publisher must divide the remaining percentage among its Client[s] and within own establishment.
- c. **Our Client gets 60% for published work sold.**
- d. **Our Publishing house receives 40% to maintain the function of itself.**
- e. If a book is returned, the publisher still has to pay for the services, plus an additional return fee. Often times, the unit ends up on the publisher's desk or destroyed due to the book has been already created and not sold.



f. When there is a book in the used section, the book has already been sold previously, therefore the Client does not receive the same royalty twice.

- (1) Therefore, the Author does not receive royalties from the retail price, nor from used books.
- (2) Any retail price that ASA Publishing Corporation and the Author agree upon must have a 40-55% deduction from the bookstores first, next the printing/distribution percentage deduction which varies, and then receiving a 60% royalty that is deducted and paid to the Author from the Publishers Compensation Net.
- (3) Reason: (Examples) Bookstores like Barnes & Noble (40-50%), Amazon (40-55%), Local Bookstores (40%-60%) places this percentage deduction on all books sold through them or purchased by them. After the deduction, the retail price is 40-60% less, and then calculated through our printing/distribution resource[s] before it even reaches our publishing house.
- (4) **IMPORTANT:** If an Author decides to purchase their own book[s] for personal reasons, the Author “should not” expect to receive any type of royalties from personal purchases individual or wholesale.
- (5) **A royalty statement will not go out every quarterly if there are no positive sales.** If positive sales, then a check or money order will be issued to the Author with statement. Royalty statements will go out within that 30 day period of the following month of the ending quarter. An Author has the right and the privilege to request a quarterly royalty statement at any time, including information on their past or current sales; profit or loss.
- (6) ASA Publishing Corporation reserves the right to make any necessary modifications (changes) to book retail pricing only if it warrants “insufficient royalty payments” due to market conditions or sales losses. There will be no changes in royalty percentage.

(7) **ROYALTY QUARTERLY TIMEFRAME**

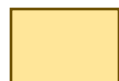
The quarterly dates are as follows:

- A. January, February, March- 60% royalty received in May.
- B. April, May, June- 60% royalty received in August.
- C. July, August, September- 60% royalty received in November.
- D. October, November, December- 60% royalty received in February.

20. INSUFFICIENT ROYALTY PAYMENTS

a. “Insufficient Royalty Payments” can also come from unsold books coming back from bookstores and circulatory events called “Returnables”. This is not an insurance policy where books are insured, and the Author gets paid “with” or “without” their books selling. a. BACKGROUND ON RETURNS explained:

- (1) Typically, publishers grant booksellers the right to return unwanted and/or overstocked copies of books. These books are considered “returnable”.
- (2) As books are returned, booksellers charge publishers for the cost (i.e. their purchase price) of any books returned and expect to be reimbursed. The cost of returned books is either deducted or netted against the proceeds of book sales of the publishers’ titles in the month returns are shipped to the publisher. Some booksellers will only purchase books on a returnable basis; therefore, there is a probability that sales may be reduced if a title is designated as non-returnable. Publishers must weigh the risk of returns against the potential for increased sales and be prepared to reimburse booksellers for the cost of returns as they occur. Publishers who make their titles returnable typically place a designated percentage of their proceeds from sales into a fund (or reserve account)



- that is used exclusively to pay for the cost of future returns. INGRAM DISTRIBUTORS - (Reference: “In our Lightning Source Print On Demand Publisher Operating Manual Version 4.14, page 25, one of our print/distributors states in “Background on Returns”)
- (3) Note: This is a general standard among “All” print-on-demand printing/distribution channels, including warehousing outlets on book returns (Returnables). With “Returnables” on “Print On Demand” books, our publishing house is responsible to pay any and all books that doesn’t sell. This does not reflect on the Author/member with “out-of-pocket” expenses unless the Author decides to breach, default, and/or prematurely terminate their contract without any negligence of the publishing house itself.
- A. The Author must understand that this is a publishing business to publish, provide assistance in marketing, and to give a new or veteran Author a chance at the spotlight with a book event[s], and make money on positive book sales.
 - B. Our open-door policy gives the Author the freedom to keep their own rights to their manuscript, venture out to other publishing houses if they so choose, and still have the benefit of returning, all of this within the timeframe of their service contract. Our task is to see that those books continue circulating into positive sales during that timeframe.
 - C. If the Author decides to leave after the service contract has properly ended and does not wish to continue, the Author is still liable for any accrued past, present, or future book return losses until the total profit and loss sales are summed up from the booksellers, distributors, and printers.
- (4) **Key Point - This is because the Author owns 100% rights to their work (book) and did not sell any percentage of those rights to the publisher. The publisher, ASA Publishing Corporation, is only hired as the handler and financial investor of the book itself.** This means that ASA Publishing Corporation hires publishers, editors, marketers, and illustrators on their Client’s behalf. The return investment is within the publishing house’s 40%, while the Author/Client receives 60% of the publisher’s compensation net. This is also why ASA’s publishing package costs are very low.
- A. Now, if there is a positive residual sale after profit and loss totaling and there is a profit, the former Client (Author) is entitled to the 60% PCN Royalties from the overall positive balance.
 - i. This also means that “All” profit and loss book sales will be accounted for.
 - ii. As a reminder, there are labor cost, employment cost, booking cost, registration cost, promotional cost, media cost, advertising cost, product cost, material cost, manufacturing cost, distribution cost, leasing cost, utility cost, shipping cost, travel cost, internet cost, repair cost, return cost, outsourcing cost, finders cost, marketing costs, airtime costs, equipment costs, and taxes. This is where the 40% of the publishing house’s take-in has to pay right back out.
 - iii. The book has to sell in order for both parties to make money. The publishing house has to review the manuscript for pre-approval to see if there is a possibility that it would be a good product to sell on the market; a product that is worth investing into.
 - iv. Otherwise, if an Author/Client forces the issue on selling a book that the publishing house deems not a winnable product due to (1) a non-illustrated cover, (2) an overly high-priced book, (3) wishy-washy content, (4) self-plagiarism and deception, having the publishing house publish and market a book that has been duplicated exactly or in likeness by the Author to create



sideline fast bucks, and (5) other things similar that creates a barrier of continual profit loss, then, in the long run; in the end game, if the Author doesn't eat, the publishing house doesn't eat.

- v. It takes a team effort to win!

b. LIQUID CURRENCY

(1) When there is a book event and there are books physically sitting on the table and/or sitting on the bookshelves, this doesn't mean that books are actually sold. It is like a financial loan to the publishing house, in faith that those books will sell. The Author generally sees it as books sold within their Publishers Compensation Report for royalties, but in reality, it's like liquid asset and liquid risk. Explained in reference www.investopedia.com.

A. **Liquid asset** - meaning; An asset that can be converted into cash quickly and with minimal impact to the price received. Liquid assets are generally regarded in the same light as cash because their prices are relatively stable when they are sold on the open market. For an asset to be liquid it needs an established market with enough participants to absorb the selling without materially impacting the price of the asset.

B. **Liquid risk** - meaning; The risk stemming from the lack of marketability of an investment that cannot be bought or sold quickly enough to prevent or minimize a loss.

C. The Author often receives the royalties on those books when there are 10-25 books at an event, instead of receiving immediate royalties on 100-500 books sales near the last end of the quarter. This is normal because those books are being monitored for any return factors, considered as "liquid risk."

- i. In which, there is a return sheet informing the publisher, in the publisher's queue, not in the Author's queue, that there are books with a "returning value" (a charging cost) that will be in next month's billing cycle and shall be shipped directly to the publishing house instead of being destroyed, along with any extra additional return charges.

- ii. When the physical books are returned to the publishing house, this means that the books were never sold, and it is like if the publishing house purchased the books at full price. Again, no out-of-pocket expenses to the Author, unless there is a termination or the Author's term has ended.

- iii. The Client's protection of our umbrella is to make sure that we can resell returned books without back-cost to the Author, and recouping some of our losses from the accrued charges "during" the term of their contractual agreement.

- iv. Within this, the most credible task is for the Author to receive noticeability for his or her gifted writing talents, by introducing the Author and/or book to the world in a global distribution level. Yet, at the same time, providing that relationship bridge between Author and bookstore.

c. **Note:** Always feel free to ask us, "What is in the 'Publishers Return Queue' for my book?" In that way, an Author member (You) can feel confident and secure that you know what your book[s] is doing for you financially, and/or the reason for a delay within quarterly royalties. This helps both; the Author and the publishing house develop a more positive financial relationship.



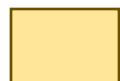
PUBLISHING AND MARKETING

(Section 5)

21. OUR LEGAL RESPONSIBILITY

ASA Publishing Corporation’s legal responsibility is to be an umbrella to the Creator (Author) and your manuscript only.

- a. **Professional Editing** - Editors assigned will check for typographical errors; transposed letters, dropped endings, faulty word division, misplaced or forgotten apostrophes, and providing the Author with changes or corrections that are needed only.
- b. **Proofreading** – Editors/proofreaders assigned will check for weak points, inconsistencies, punctuations, sentence structure, format, and providing the Author with changes or corrections that are needed only.
- c. **Revisions** - Providing necessary changes during prepublication. (Allowing the Author to fully review the entire book and providing an approval; a written statement certifying that no additional changes are needed.) **It is suggested that an Author (YOU) should have a second opinion prior to approval, then should the Author (YOU) present that approval without post revising.**
- d. **IMPORTANT:** If there are multiple changes that the Author (YOU) are making, such as (1) replacing and/or removal of 25-50 words or more, (2) 3-5 paragraph removal/replacement or changes, or (3) any additional page insertions or extractions “after” the Author (YOU) required our rendered services, or “after” editing has been performed before and during prepublication, we will return your original copy to you to re-examine your own material because the manuscript is obviously not a finished product but an altered identity of what was thought to be a complete manuscript.
 - (1) This rendered service fee for hiring us to perform a task will be non-refundable due to man hours; time and expense on a work product that was never actually completed. However, we will wait until you have thoroughly gone through your own work, and if you are well confident that your manuscript is fully completed and ready to go back to your editor, we will restart the process again but we will not restart the contractual agreement timeframe again, it will still run its full term agreed upon.



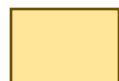
- (2) Any “**Post Revising**” after approval from the Author when the work went into publication for at least seven days (one week), the Author will be subject to a \$150 dollar post-revision fee; it doesn’t matter what format the book was created.
- (3) If the post-revision is due fault of ASA Publishing Corporation, then ASA Publishing Corporation will be responsible, and not the Author.
- (4) Publication - Duty to publish within a certain amount of timeframe per book. Each book should obtain a 90-180 day window for each Author and manuscript. Each book will be assigned a deadline according to workload. 45 days are generally for books under 150 pages after formatting is calculated and completed to begin processing.
- A. Physical and digital books will be published through our distribution network and the Client (Author) will be able to link locations for sale on their website. The Author has the option to purchase physical books after publication through our publishing house in order to make direct sales from their website or outside personal vending, including other available formats presented.
 - B. At the end of the Client’s contractual agreement timeframe, if the Client chooses not to renew services, can request for a copy of the finished product in word document, including a copy of the front cover only of the book to pursue whatever endeavors that Client may decide to do with their own work afterwards; the Client (Author) is the original rights owner of their material.

22. GRAPHICS AND ILLUSTRATIONS

The Author is entitled to either provide the material or give a general idea on how the internal and external of their book should be. Then, the publisher will contact the Graphics Department to match the criteria of what is needed or install the material that has been given by the Author. The Author must review and provide an email statement of approval before continuing the publishing process. Afterwards, once the illustrations are complete, the Author will sign off the approval in Step 4 under Graphics and Illustrations on our website at www.asapublishingcorporation.com/book-processing-room the Book Processing Room.

- a. **Creating a Book Cover** for any selected publishing package of choice, a maximum of five graphic/illustration changes are allowed prior to approval for publication. Any additional changes after maximum in prepublication will have a \$75 dollar charge per each book cover change, alteration, replacement, etc. Any post-publication changes after one week (7 days) after publication, there will be a post-revision fee of \$150 dollars. However, you are entitled to present your own book cover for publication reviewing approval.
- b. **For the Storybook Publishing Package**, there will be a maximum of 15 illustrations, two spreadsheets, and a full book cover design provided. If need additional illustrations, there will be a \$35 charge per illustration page afterwards. If an Author/Client provides their own illustrations, there is no specified limitation for their own book. But please consider that the maximum pages allowed in the book itself is fifty.
- c. **Note:** Comic books are generally created by the Author who is the artist of their own work.
- d. **Storybook Publishing Package Limitation.**

The Storybook Publishing Package is the only package that includes production of Comic Books, Coloring Books, and Children’s Storybooks. These formats are not included in any other publishing package offered by ASA Publishing Corporation. Authors who wish to publish any of these formats must purchase the Storybook Publishing Package as a separate package, regardless of the publishing package they have already selected. Providing personal illustrations or artwork does not modify this requirement. Even if an author supplies their own illustrations tailored for comic



books, coloring books, or children’s books, ASA will not convert, alter, or adapt any other publishing package to include these formats.

- e. **When requesting an Illustrator for hand-drawing** - Any physical drawings/illustrations other than graphic pressed or digital imagery will have a separate “Author and Designer” agreement. The designer is an artist who is contracted as an illustrator to create a physical/tangible form of that idea within the scope of literary publication only (book form). The illustrator is to create a storyboard, somewhat like a comic book or sketches as you see on Disney, and not draw individual components for personal exploration[s], such as marketing individual characters other than the work product (manuscript/book). **This non-refundable retainer cost for illustrated drawings is \$200.**

i. ASA Publishing Corporation is not responsible for any individual illustrated or graphic drawings outside of what is to be displayed on the exterior or inside the book, other than creating the images/graphics needed for the expression of a sentence, paragraph, or page within the manuscript only, as well as the nature of the book in a book cover design. The Author has final approval of any illustrated or graphic work performed prior to publication.

ii. **Up to five illustration pages, a maximum of two spreadsheets, and a full cover are included when requesting an illustrator.** An Author may choose more illustrations, but each additional illustration page or spread will be of the following cost:

- 1)\$45 per B/W page
- 2)\$65 per Color page
- 3)\$80 per Spread (Covering two pages)

iii. **What is a Storyboard?** A storyboard is an illustrated layout of your book. Each Author will be presented with preliminary drawings for their storyboard, until final approval.

f. **ISBN with Barcode - ISBN and Barcode Requirements.**

ASA Publishing Corporation is responsible solely for the release and publication of books produced under its own imprint. ASA does not assume responsibility for the content, context, or creative material submitted by the Author/Client. The Author/Client retains full copyright ownership of their work.

i. No complimentary proof copy will be issued without an assigned ISBN. The ISBN will appear on the Copyright Page, and the ISBN with Barcode will appear on the back cover. The presence of the ISBN identifies ASA Publishing Corporation as the official publisher of record for that title, and not as the owner.

ii. Because ASA is not a books-in-print service nor a self-publishing platform, all manuscripts must undergo screening and evaluation for approval before an ISBN is assigned. ASA may decline to assign its ISBN if the manuscript falls outside the scope of ASA’s publishing standards or requirements.

iii. All books published through ASA Publishing Corporation must include a Publisher Trademark Title/Copyright Page. If an Author/Client requests removal of ASA’s trademark or publisher identification, such a request is incompatible with ASA’s publishing model and should be directed to a book-printing service that will publish it, not a commercial publisher. There are no refunds for attempts to obscure, remove, or “shadow-sight” the company’s publisher identification.

- g. **Book Dimensions (size)** - It is our responsibility to work with the Author on the size of the book that is requested. If we currently do not have the capability to perform such dimensions, then a compromising size should be in effect, otherwise the Author is under no obligation to force a book to be created in such a way, which is neither feasible nor



adequate to produce.

- i. **Book Cover** - We provide professional front, back, and spine in “Color” or “Black & White” unless the Author has graphics that the Author wants implemented.
- ii. **Book Formats** - We provide Standard Trade Paperback (Gloss or Matte), Hardcover (Case laminated), Saddle Stitch, eBook, and Audiobook. Each is available according to the selected book publishing package of choice.
- iii. **Book Texture** (Interior) - We have White or Crème color interior paper available. A good suggestion is to know the type of book that is being produced. Example: A novel (crème paper) vs. an educational book (white paper). The style of a book and its contents do matter.
- iv. **Adequate Distribution** - We provide global distribution for our Authors through several distribution channels, including Amazon Distribution, Ingram Distribution and Baker & Taylor. It is our job to maintain and update any changes necessary to ensure that the book is in the database properly and ready for purchasing online and through brick and mortar bookstores.
- v. **Page Count** – We do not base a book on word count, except for creating audiobooks. Our talented Authors are allowed the ability to have a page count of 24-600 pages according to the selected book publishing package of choice. **If an Author goes over the maximum page count, no worries, there is an additional 0.75¢ PER PAGE,** giving the Author the flexible option to make their own choice in their work. In this way, the Author doesn’t have to dismantle his or her book by removing words, sentences, paragraphs, or even chapters, but have the ability to soar with their creative writing and seeing it fully developed as it was intended. Printing – We offer the option of black & white interior or color printing, except for the Trial, Starter, and Basic Packages. In these publishing packages we only provide black & white interior printing.

23. MARKETING AND MEDIA

Each manuscript according to publishing package successfully published will receive a marketing kit as well as assistance in marketing from our Public Relations Department. We encourage Authors to also promote their own book[s] which combines a team effort. This doesn’t mean that a publicist from our publishing house is permanently assigned to that Author.

- a. **Marketing Kit** - You will receive for each published book 100 postcards, 100 business cards, and 5 each 12 x 18 posters of that book. The marketing kit is only included in the Victorian, Luxury, Ultimate, Platinum, and Diamond Publishing Package.
- b. **A Standard Press Release** – Except for a Trial Publishing Package, all other newly released titles will be provided for you to make copies and send to your local news media[s].
- c. **We provide a Social Media Launch for all publishing packages** of your published book’s new release and its availability at global booksellers.
- d. **Marketing Assistance** - You will receive assistance in finding available book events with a Public Relations Agent or the Public Relations Department (Marketing Department) itself if available unless an Author (you) have your own publicist. We will not guarantee a book event every week or every month, nor books placed in every bookstore. **The Author will receive a book signing when ASA Publishing Corporation has one available.** If the Author promotes a book event, ASA Publishing Corporation can place the event in ASA’s Author Book Events listing.
 - i. All publishing packages will have the benefit of a publicist:
 1. Audiobook, Storybook, Trial, Starter, Basic Publishing Package – 1 Month POI Marketing only, unless there is a significant increase in sales, then there is no restricted timeframe; public relations should continue services.



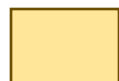
2. Envision, Premium, Victorian, Luxury, Ultimate, Platinum, Diamond Publishing Package – 3 Months with POI Marketing included. The same rule applies, unless there is a significant increase in sales, there is no restricted timeframe; public relations should continue services.
3. These are for per book that has been currently published, in order to get the word out of a Author/Client’s newly release.
4. The Publicist or Public Relations Department will assign at least three book events after each new release, if possible. But please remember that it could be weeks apart or months apart, even after the finishing term of the publicist. National and international seasonal locations are also a factor to be considered, due to the climate and weather changes that prevent some book events at certain times within those venues.
5. **When we assign you a Publicist**, their profession will be able to extend more within their own scope of marketing; this is what they are hired to do, which is to bring maximum effort of your work (book) into other marketing and social media platforms, including other television and radio interviews, if available.
 - i. **All costs and fees are under discretion** with the decision being finalized on whether to take part in the financial obligation[s] or not, it is to be left up to the Marketing Department or the publicist themselves. In other words, ASA Publishing Corporation has to take into consideration the value of the book marketing expenditures; whether it produces positive or negative sales. In other words, “Is it worth continuing to invest in or not?” Enjoying a good read is one thing, but knowing the difference between making or losing money is another. **This is not about promoting a Client’s book on emotions; this is a partnership business between you and ASA Publishing Corporation. What this means (for example) is that if we feel that the cover you presented or want to be created is not a winnable one, or the written material inside is being forced to promote, even though after you have accepted our pre-approval, but ignore our suggestions or credible changes, then a cease from an induced hardship promoting is in order, including marketing an unnecessary high-priced product, an unrealistic marketing price that was demanded by the Client.**
 - ii. The Author/Client must also realize that trying to extract money out from a turnip oftentimes just doesn’t work, especially if the Author/Client refuses to attend promotional events, TV, podcast, or radio shows; physical media, or social networking media unless there is a legitimate reason as to why an appearance cannot be met.
 - iii. **Our solution to no sales** is to bring the book back to the table and together, let’s find out its reasons for negative sales over a period of time.
 - iv. **The Publicist’s position is to promote.** If you feel that the publicist is not performing to your expectations, you can always request another publicist during the three-month time period. However, if sales are rising for that particular book[s], the time period will automatically be extended.
 - v. **Making your public relationship partnership decision.** There is a Publicist Agreement that ASA Publishing Corporation and the Author/Client (you) will have together. The Publicist Agreement is located on our website under Marketing Dept. This Marketing Assistance is included in your publishing packages. The first month or set of months, according to the publishing package of choice are free, after that, you can always extend your public relations timeframe according to the Public Relations Term Pack (PRT Pack) you decide to purchase.
 - vi. **Please select below the opportunity to accept or deny the invitation** to have a publicist for this book.
 - (a) _____ **Yes**, I would like the opportunity to have a Publicist for this book.
 - (b) _____ **No**, I do not wish to have a Publicist for this book at this time.
 - (c) _____ **No, thanks.** I have my own publicist for this book.



- e. **POI Target Marketing** – All books will have the ASA Advantage of utilizing a special link that provides target marketing specifics, which is fun and easy to understand. POI stands for “People of Interest.” We use a system that targets multiple locations around the world, like a map. We create a special marketing/media link for your book that you can market with that will enable us to be able to know the locations that have consumers interested in your work. This doesn’t mean that an individual actually purchased your book, but at least looked at it, which is a start. However, the benefit is that we would know where on the digital map/location that the interest is coming from, and from what social network that the consumer was on when taking an interest. The next step is turning those POI’s into payers within that state and/or country.
- f. **Important:** If an Author is going to have a book event at a certain date that requires bringing books, even if an Author sets their own book party, books must be ordered at least 15-20 days in advance. Bookstores prefer an event to be set with them 30 days prior, and not at a spontaneous moment.
- g. Major high-concentration marketing will be Facebook and Twitter-X, all other social networks will be considered minor concentration networks. The Author will also have an opportunity to go on our APN TV Media television program; what we prefer as social media network broadcast streaming.
- h. **Any major or minor bookstores**, including consignment bookstores, libraries, schools, churches, etc., that allow one of our Authors to make an appearance, this is considered a book event in which the Author can choose to accept or turn down at the Author’s discretion. Please be advised that if there is a slot open for an event, if the Author[s] declines from wanting to go, that slot will be available for the next Author[s] with the book[s] that meets the event criteria at hand.
- i. **Minor bookstores** like community bookstores, consignment bookstores, libraries, schools, churches, museums, book fairs, gift shops, etc., the Author is responsible to supply own books.
- j. **Major bookstores** like Barnes and Noble and Books-A-Million often purchase the books for an Author’s event. But if any major book event is on consignment, we will make the arrangements to supply the books.
- k. Under no circumstances will the Author mail/hand deliver any goods/merchandise under our banner (ASA Publishing Corporation) or use our mailing address for any type of sale or distribution.
- l. However, if the Author purchases any available size bulk order, the Author can request for that bulk to be shipped to any location in the United States at no extra charge. When it comes to overseas shipment/delivery, we must charge what the shipping and handling fees are due customs and security. Our distribution system will allow us to ship the goods/merchandise on behalf of the Author, under the Author’s own name and address.
- m. **Traveling** – ASA Publishing Corporation “is not” responsible for getting the Author to any book event, nor pay for any traveling, food, or lodging expenses. The Author must supply own transportation to their scheduled book events. “If” there are significant book sales that warrant another level of media/marketing, then ASA Publishing Corporation will provide limousine transportation, travel, and lodging if needed. These types of much higher profile sales, whether online, in-store, or at an event, will be considered sales that can be verified other than the Client making false-light purchases. Distributors like Ingram and Baker and Taylor have to keep records of all sales coming in, in order to provide them to publishers.
- n. Other than that, as a reminder, the incentive for an Author is that the Author is receiving the highest royalty ever on the planet at 60% PCN, with the lowest book purchasing cost on the planet for their own marketing efforts, even though we supply marketing assistance. Nevertheless, no Author should expect any publishing house to market on their own without at least a little teamwork from the book’s very own creator.

24. AUTHOR RIGHTS OF WORK OWNERSHIP

Benefits of Being “The Creator” of Your Own Work – The most valuable and wonderful thing with our publishing house is that



even though our contracts are on a timeframe, the Authors are still entitled to keep the full rights to their work without selling it/them to make a fast buck. Our Authors are able to keep 100% of their own rights to their work and be able to receive 60% PCN Royalties of any positive book sales from booksellers at a global distribution level. Plus, stepping above self-publishing with a reputable and an Better Business Bureau accredited hybrid, as an Author/Client, there are no outside expenses, nor extra cost for editing and proofreading when all are included in our book publishing packages. So, when an Author decides to venture out apart from ASA, their quality book is now a resume; a presentation to other publishing entities and booksellers worldwide.

- a. ASA Publishing Corporation is only acting as a parent publishing corporation; an innovative outsource hybrid book publisher designed to help an Author (you) help themselves succeed towards their goal in producing a well-published book, and a marketing/media leeway for its noticeability. It is up to the Author to work out their own success from that achieved goal. An Author can always take that next step and present their quality book and media references as a resume to traditional publishers, if they so choose. The best part is that an Author’s work can still be available to the public without the 6-12 month waiting period for a traditional publisher to make a decision on their work.
 - i. If an Author does decide to go this route and get accepted by a traditional publisher, they can always opt-out of their contractual agreement by sending ASA Publishing Corporation a copy of his or her verified acceptance notification.
 - ii. After 30 days has passed, whether accepted or not, if an Author decides to return for any reason, a restoration fee of \$200 is required for Author/Client reprocessing, and a \$10 reboot fee per book for database and print/distribution reloading.
 - iii. We, ASA Publishing Corporation, only want to be a blessing to our Authors and see that they get the best treatment and quality of work that they (you) can be proud of.

25. LEGACY AND RIGHTS OF CONTINUANCE

ASA Publishing Corporation recognizes that many Authors create their work with the intention of leaving a meaningful legacy for their families, loved ones, and future generations. We commend each Author for contributing to the literary world and for establishing a body of work that will remain available through ASA’s global distribution channels.

- a. Authors who wish to designate a specific individual to receive future royalties, rights, and continuance of ownership may do so through ASA’s Rights of Continuance Will, available on our website. The Author must complete the form, have it notarized, and return it to ASA Publishing Corporation for official recordkeeping.
- b. A one-time administrative fee of \$50 applies each time rights are transferred from one individual to another (e.g., from family member to family member, relative to relative, and so forth). Each subsequent transfer requires the same filing process and fee to maintain accurate records of ownership and royalty designation.
- c. **Yearly Extension Plan.**

Our Yearly Extension Plan for expiring contracts is not included in this Agreement. However, the responsible party may elect to use Option 2 of the Yearly Extension Plan to avoid interruption such as book[s] *retiring* or *out of print*, but now can subject to the terms and conditions of that option.

26. YOUR LEGAL RESPONSIBILITY

Before we begin any work product you must complete the following:

- a. **To first review our Brochure or Website to provide a self-assessment to see if this is the publishing route for you.**
- b. Abide by our Requirements to ensure a positive direction of publishing with us.
- c. Read and understand our Terms and Conditions before you begin to become an Author with us.



- d. Complete this Publishing Contractual Agreement as required.
- e. The Appropriate Amount must be paid in full or Required Down Payment before any publishing is started.
- f. Submit a copy of a complete and acceptable manuscript on Travel Drive, CD, or Email only.
- g. IMPORTANT: Your manuscript must be in some type of “Word Document” format.
 - (1) The Author also has a responsibility when making any requests, changes, corrections, approvals, etc., and such alike, once we receive the manuscript, there must be written documentation by mail or email. Any verbal communication by phone or in person is considered invalid, nor do we validate handshake agreements.

27. WORK-RELATED COMMUNICATION

One of the most important things in any business is having a positive work-related environment; without this, there is no success rate from *meet and greet to publishing a book to successfully marketing* it. It is the buildup and the teardown of any organization, company, outsource or in-house function, individual or group. You, as the customer, are looking forward to becoming a Client of that entity without pressure and the security of its transparency. We at ASA Publishing Corporation are here to ensure that you not only receive the best quality of work but also receive the best possible professionalism from our in-house and outsourced employees, because having positive communication is key. You should never build up a work relationship based on he said, she said, hearsay.

- a. Initial IN-HOUSE/OUTSOURCE work-related communication is either in email or texting as documented proof of what needs to be accomplished, completed, corrected, repaired, or changed. OUTSOURCE phone conversations should generally be left in a standard format pertaining to meetings, schedules, payments, making orders, and marketing. When working on a project, all work must be documented. The only exception is ghostwriting and working with the public relations department, if necessary.
- b. If you are utilizing some form of screen meeting with an ASA worker, a recorded documentation session from ASA should be in progress. Phone and screen meetings should be considered for training purposes respectfully as well.
- c. If you are working with an IN-HOUSE employee of ASA in an office setting, normal communication would be in order.
- d. Email and text documentation are to prevent unnecessary, unwarranted communication mistakes and unsettled hearsay.
- e. Another form of work-related communication is when a lengthy time period (at least 4-6 months) has been established with the same Client and employee work relationship, which should suffice for truth and transparency of the work environment, establishing a rapport with one another, whether IN-HOUSE or OUTSOURCED.
- f. In ASA Publishing Corporation, we use the ARBITRATION method. This is where, before anything goes too far out of hand, we try to use alternative dispute resolution, where we work out the situation together in order to resolve an issue before taking the problem to court and to the public. It doesn't solve anything but dampens both parties' chances of probable success in the literary field of publication. And it often happens unless we can prevent hearsay from taking root.

28. TRAVEL MEETING

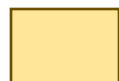
- a. If a new Author or Client requests a travel meeting with an ASA employee, IN-HOUSE or OUTSOURCE, there will be a .97¢ service fee per mile to and from that meeting, which will be paid online or at the reception desk from the new Author or Client, a maximum of 35 to 50 miles round trip.
- b. Any and all travel meetings should be acknowledged using an online engagement calendar system through ASA's website as a precautionary measure for safeguarding against any unknown personnel.
- c. All meetings should be documented with an ASA receptionist for whereabouts and locations.
- d. ASA Publishing Corporation “is not” responsible for lodging, dining, nor any extra travel expenses.



29. DISPLACEMENTS

Displacements are the misuse or disarticulation of something or the repositioning within the state of being, like having a false light, pretending or doing a certain thing, all the while having an agenda or an intentional purpose for doing something else, knowing that whatever it is, it's out of place, like:

- a. **MISREPRESENTATION OF BOOKS.** An Author/Client is assigned to an event by ASA Publishing Corporation for the sole purpose and intention of selling the books that ASA Publishing Corporation published and marketed on the Author's behalf. Instead, the Author brings published or printed books from entities other than the ones that the Author was supposed to bring. And if these books are unedited, the cover is lacking quality, or whatever the case may be, the public will only see what's been brought to the table by the Author/Client from the publisher, as if that publisher published and printed them.
 - (1) **This type of development for deliberate misrepresentation** is noted for any future and other prominent events that could have been for the Client. However, because of what the Client has done, skepticism becomes the landmark of any future dealing with that Client until the contractual agreement with that Client slowly dissolves as time runs out on that agreement.
 - (2) **Self-Plagiarism of the same or similar book**, one from ASA Publishing Corporation and the other book that was produced before or after the publication. ASA Publishing Corporation promotes the book, but it is misdirected to a similar book that has already been published or book printed and displayed on the Client's website and viewed on social media. This is a suspension or termination of contract, or the book itself.
 - (3) **When a Client publicly criticizes our work in order to provide a false-light reason** why there are others of the same or similar book, ASA Publishing Corporation is entitled to defend itself by disclosing some of the original materials/pages from that Client's original manuscript in order to hold the truth of what the actual work product/manuscript/book looked like and its readability, and formatting structure prior to ASA Publishing Corporation receiving it.
 - (4) **Rushing to produce a book only promotes soon-to-be errors.** Authors need to understand that quality should be of the utmost importance to producing future income and not with the motivation of a fast buck. This includes high-pricing a book to increase the lining of one's pockets for the short term. Literary book publishing is not about a race to the finish line, but about displaying one's own creativity, a gift of talent that an Author can present to the world by leaving a legacy of oneself. If the Author rushes a book's approval by signing off the approval without reviewing the book, the Author is responsible for their own published "book of errors" and not ASA Publishing Corporation. Including the cost of post-revising that could have been prevented. Become the Author who wants to generate quality of their own work. Patience, your gifted talent will make room for you.
- b. **SPECIFIC EVENTS** like an Author event should not be utilized for an ASA Author/Client to use it as a storefront to collect other Authors if the Author/Client has some type of literary business or other businesses in general. The Author/Client's business should be used appropriately for expos or general street, park, and town market-type events. Misusing a specific Author event will result in a suspension or automatic termination. This skepticism is also considered against the Client, which becomes the landmark of any future dealing with that Client until the contractual agreement with that Client slowly dissolves as time runs out on that agreement as well.
- c. **REQUESTING PRODUCTS** or other publications to be created that ASA Publishing Corporation doesn't carry at that



time should not be enforced or a deal created against what ASA Publishing Corporation has already established.

- d. **An ASA OUTSOURCED EMPLOYEE** can work with a Client outside and apart from what is required from ASA Publishing Corporation, whether individual or company, having that sole responsibility that “does not” involve ASA Publishing Corporation.
- e. **An ASA IN-HOUSE EMPLOYEE** is not Authorized to engage in other work-related activities other than what is assigned. If an Author/Client entices or creates a Client/employee manipulation environment, the Author will be immediately terminated, and the employee will be reprimanded and/or terminated.
- f. **Remember, having great work, a great team, and the finances will soon follow.** And, having general conversations is one thing, but producing negative hearsay in the work environment of your assigned team stagnates every effort to succeed.

30. THE PUBLISHING PROCESS

- a. **In the Publishing Process, these Processing Steps are guidelines to prevent excessive publishing maintenance,** as well as being a well-oiled process.
- b. The manuscript is received from the Author to the publisher, then a book identification number ASAPCID is placed on it to monitor the book's progress when going into publication.
- c. Next, the manuscript is divided into sections called “Book blocks”. Each section will be assigned to an expert in that field. Each section/part of a book is generally approved by the Author prior to assembling (book blocking) them all together, including the order and direction that each section/part belongs.
- d. **Note: All documents sent back to the Author for review should be line-numbered and in a PDF or locked PDF file.**
- e. Why in a PDF or Locked PDF? When it comes to the book having been assembled, no Author at any publishing house is allowed to disassemble a ready-published book at will, then hand back a destroyed ready prepared book. The work to restructure a disassembled or now unformatted book for any publishing house is very chaotic, along with valued time loss and useless productivity to the publishing house. This also includes the prevention of unwanted theft of a work product.
- f. The reason that we have these publishing procedures that the Author is supposed to go by, is to ensure the productivity and safety of the work product (manuscript/book), including its separate parts.
- g. These sections will have “7 Steps” (considered as safety nets for both parties) that the Author will be pressing into to correct, review, and validate the work prior to prepublication and post-publication on our website under “Processing Steps”.
- h. **How the Publishing Process Works:**
 - (1) **IMPORTANT:** Make sure that every manuscript you send to us is completed.
 - (2) **Note:** If we are ghostwriting or transcribing your manuscript, and you are contracted into publishing with us afterward, ghostwriting or transcribing should be completed “before” turning it over for the publishing process.
 - (3) If you decide to have a book cover designed or any other part of prepublication performed “during” a premature process of either, including adding an ISBN while ghostwriting or transcribing is still in progress, the publishing contract timeframe will run concurrently, meaning ‘at the same timeframe.’
 - (4) Otherwise, we can always update the publishing contract “after” ghostwriting or transcribing has been completed, regardless of the date it has been signed.
 - (5) Only send the manuscript copy to us in some type of Word Document format only. (a) You can send it on a CD, Flash Drive, as an attachment in an Email, or go to our website under “Processing” and press “Send My Files”.



- then upload it to us from there.
- (6) Publication Process Performance.
- (7) **When you go into our Book Processing Room on our website at www.asapublishingcorporation.com/book-processing-room** you will be going through 7 different steps to ensure that the work product (manuscript transformation into book) is correct and complete. They're very simple and easy to use on our website!
- A. Here are the Following 7 Easy Steps:**
- i. **Step 1** – Edit/Proofread Corrections Form
 - ii. **Step 2** – Editing/Proofreading Approval Form
 - iii. **Step 3** – Graphic/Illustrations Corrections Form
 - iv. **Step 4** – Graphic/Illustrations Approval Form
 - v. **Step 5** – Prepublication Corrections Form
 - vi. **Step 6** – Author Approval for Publication Form
 - vii. **Step 7** – Confirming Your Now Published Book in Circulation
- (8) Once you make the final approval of the work product sections, the manuscript will be assembled into a digital book (a Locked PDF Format) by the publisher for a final review.
- (9) When you sign-off the approval of the work, the book will receive an ISBN & Barcode and then sent into prepublication for a review with our printing and distribution house[s] to make sure that we didn't miss any steps prior to actual publication.
- (10) **Launching Your Book:**
- A. When everything is in order, and all documents are signed, given the green light to the publisher, the publisher will then make the book available to the public at a global distribution level through the online database system so that booksellers can have knowledge and access to your now published book.
 - B. Now remember again, any “Post Revising” after approval from the Author when the work went into publication for at least 7 days, the Author will be subject to a \$150 dollar post-revision fee to pull the book back out of circulation. And each time the book is pulled back, it takes longer and longer for the database system to reboot, update the publication, and its generative circulation to booksellers.
 - C. In media marketing, make sure you have the right materials like the correct book cover, synopsis, and pricing because any of the changes can affect your outcome of future sales, especially if there are constant repeated changes.
 - D. Always make sure you have at least 10-20 books physically at your disposal for free giveaways or sales, whichever is needed for promotion at the time. Book events/parties, physical or online, at least 50 books to keep on hand. In this way, you have enough to present more options in promoting and selling in a more presentational and professional manner, rather than running around with just one book in hand that you can't sell, because “it's my only book” is a pressured excuse for a positive sale. In any case, never neutralize a positive possible sale or the promotion of one.
 - E. The launch is like starting an engine – just don't stall one, it may lose its momentum in the long run. Remember, for every one book, two people are reading it.



TERMS, CONDITIONS AND DISCLAIMER

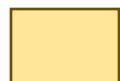
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31. OUR OPEN-DOOR POLICY TO INDEMNIFICATION AND LEGAL DISCLAIMER

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- c. Until ASA Publishing Corporation’s claim for indemnity has been fully satisfied, ASA Publishing Corporation may, at its sole discretion, cease from providing any further services, and the Author/Writer shall have no right to receive a refund of any monies paid by Author/Writer to ASA Publishing Corporation.
- d. Therefore, the Author/Writer agrees to abide by and comply with the policies promulgated by ASA Publishing Corporation with requests or complaints from third parties regarding any and all work product produced and/or set forth with, by, and through the Author/Writer.

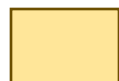
33. MUTUAL AGREEMENT OF AUTHOR/WRITER

- a. By mutual agreement within the services rendered by and through ASA Publishing Corporation, the Author/writer (YOU) is stating that the Author fully comprehends the Terms and Conditions set forth by complying and adhering to the Requirements necessary to complete the publication of the Author’s manuscript[s] with assistance in marketing within the rendered service agreement that the Author had chosen.
- b. By filling out this service contract you are stating that you have read and understood our Terms and Conditions, and that you accept the services rendered by and through ASA Publishing Corporation which is a legally binding contractual agreement between ASA Publishing Corporation and the Author (YOU).
- c. By providing ASA Publishing Corporation with the full or down payment required by returning to the website for Direct Pay, or calling and paying with a credit/debit card, or sending a check or money order, or coming into the office and presenting the payment to our receptionist, once received and filed, your service contract will be in effect within the receiving date.

34. MUTUAL AGREEMENT WITH AUTHOR’S WORK PRODUCT (MANUSCRIPT)

By becoming a CLIENT, ASA Publishing Corporation is obligated to perform FULL SCREENING of any and all Work product (manuscript) provided that the Author/writer (YOU) create for publication to determine the Work product (manuscript) being serviceable for and within the boundaries of the requirements and its prepublication.

- a. As a CLIENT, ASA Publishing Corporation is Authorized to inform the Author (YOU) about any manuscript[s] that the Author create, if there is any SUGGESTIONS AND/OR CHANGES needed to be made in order to bring forth the success of the Author/writer by agreed upon written documentations and/or verifiable reasons among the final decisions of the Publisher with mutual consent with the Author/writer. This shall protect both parties from unwarranted issues deriving

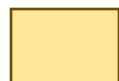


from any and all work material, manuscript[s], pre-published books, and such alike, that has not been previously screened.

- b. Any and all Work material must be provided as a copy and not the original. ASA Publishing Corporation is under no obligation to return manuscripts, pictures, diskettes, travel drives, and such alike, nor retrieve Work material from outside entities other than us. All Work material are filed and stored for record keeping during and after complete publication, including any type of discontinuance of service.

35. TERMINATION OF MEMBERSHIP

- a. Any breach of contract, default, fraudulent acts such as creating a false light to the public (an altered truth), invasion of rights and privacy, defamation/libel and slander campaign with or against another Author, including against own publishing house and such alike, printing or shipping goods under the name of ASA Publishing Corporation without Authorization, or failure to cooperate by the Author (YOU) to the Requirements and the Terms of Conditions are grounds for immediate suspension until further notice or complete termination of rendered service contract, including but not limited to the boundary and scope of discovery with the entire contractual agreement; warranting valid substantial legal issues along with burden of proof, depending upon the nature of the criteria. Any issues that need addressing should be professionally and properly resolved in-house or in a court of law. Public negative campaigns of any type of media from Author (YOU) while an Author’s (YOUR) rendered service is still active is considered sabotage and is an immediate termination due to the nature of it that causes business interference among peers and within the publishing house itself.
- b. Any and all “Personal Issues” outside of ASA Publishing Corporation should be resolved within the Author’s own personal time and not during business performances such as book events, business appointments, social banquets that the publishing house provides, and such alike. ASA Publishing Corporation will not be responsible for what goes on outside the Author’s own personal time, including making personal agreements with bookstores, business entities, etc., and shall not place blame or loss against ASA for one’s own personal marketing, whether ASA has knowledge or not of what the Client/Author transpired. Nor shall ASA Publishing Corporation be held accountable for personal loss and the Author wants ASA to readjust (make agreement alterations) printing and/or distribution post product, or processing of product. ASA Publishing Corporation will not be forced into burdening their affiliates, especially when some type of service of those outsources; business affiliates, are in motion.
- c. However, a Client from ASA Publishing Corporation should conduct themselves with the utmost professionalism when attending any ASA Publishing Corporation’s sponsored curriculum; the Author represents ASA Publishing Corporation. Any and all third-party complaints that hold validity will be investigated.
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- e. And if terminated for such claim[s] whether a breach of contract, personal scenes at prominent book events, disorderly conduct or inappropriate behavior among peers, employees, business associates, etc. that involves ASA Publishing Corporation or any affiliation, including deliberate no-shows at any book event, ASA Publishing Corporation does not warrant a refund for such termination whether immediate or towards term ending. All Authors, writers, editors, proofreaders, graphic designers, publishers, marketers, contractors, and employees within ASA Publishing Corporation will be treated without partiality or discrimination towards books, persons, businesses, etc.



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- a. Again, the Author/writer is under no obligation to stay with ASA Publishing Corporation and has the freedom to explore other avenues in the publishing industrial world while still being a Client.
- b. An Author/writer is paying for a rendered service that is tailored, designed, and packaged according to what that Author (YOU) need.
- c. If an Author had an outside service performed on their manuscript or book cover and which to have that entity recognized on the copy/title page, the Author has that right and accepts full responsibility of the work, including marketing that the entity[s] has performed, and not ASA Publishing Corporation.

37. GOVERNING LAW & JURISDICTION

- a. **PRIMARY INDIVIDUAL** - The Primary Individual is the responsible party that handles the book publishing affairs as the Author, Co-Author, or Consenter. This primary individual will be handling the payments, royalties, as well as being the main decision maker of the book’s productivity and completion. But all parties will be held responsible to the terms, conditions, and guidelines that is set forth within the contractual agreement in this publishing package that you have chosen.
- b. **Being a CONSENTER** – This does not mean that you are the Author, nor should you portray as the Author. You are the caretaker/representative of that party who has given you permission to ensure that all sales/royalties should be addressed in the name of that party. If you were not given consent, you can become liable and face civil and criminal charges.
- c. **Acceptance of SERVICE CONTRACT** - The Author/writer (YOU) accepts the TERMS AND CONDITIONS and understands that this agreement for BOOK PUBLICATION is a binding contract between you and ASA Publishing Corporation, and supersedes all prior or contemporaneous agreements, representations, warranties and/or understandings with respect to our website, brochure, advertisements, and services.
- d. **This service fee is non-refundable after 30 days** from the beginning of each new contract applied, including renewal, upgrade, termination, or ending fulfillment of service. If on a payment plan (according to publishing contract), then each monthly installment is accounted as if it had already been a part of that 30 days; automatically considered a part of the service fee, and is not refundable, during and post payment completion.
- e. **If an Author defaults in any way, shape, or form**, that produces late or no payment[s], or causes a suspension or termination, the Author (YOU) are still responsible for the remaining balance of the entire service fee.
- f. **These Terms and Conditions and the Transactions contemplated hereby** shall be governed by, and construed and interpreted in accordance with, the laws of the Great State of Michigan, United States of America, without regard to the choice-of-law principles thereof. No other outside contractual agreements other than ASA Publishing Corporation’s internally connected contractual infrastructure for the purpose of publication and sale of goods shall not apply to this agreement. Any action seeking legal or equitable relief arising out of or relating to these terms and conditions will be brought only in the courts of the Great State of Michigan or the United States District Court for the District of Michigan.
- g. **Courts** - Each Party hereby consents to the exclusive personal jurisdiction and venue of the courts, State and Federal, having jurisdiction in the Great State of Michigan.



38. RESPONSIBILITY OF PARTY

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- b. I/We understand that I/We hired ASA Publishing Corporation for their services, and that any monies owed to ASA Publishing Corporation upon termination or contractual agreement term ended for any reason other than any due fault of ASA Publishing Corporation for those services by way of payment plan, book advancement, book event no-shows, late payment charges, etc., the Author/Client (You) are still responsible to make good on that debt. Otherwise, ASA Publishing Corporation has any and all rights and legal grounds to collect any payment owed, and shall proceed with a civil procedure in a court of law for failure to make good on that debt.
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Here’s to Your Literary Success!

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First		Last	
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f. **CONSENTOR** (If Applicable) – GUARDIAN CAREGIVER

First		Last	
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g. **RESIDENCE** – SHELTER HOME GROUP HOME SENIOR CITIZEN HOME

Name of Complex <i>(If applicable)</i>			
Address			
City		Region/State	
Postal/Zip Code		Country	



h. **MAILING ADDRESS** *(If different)*

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i. **CONTACT**

Phone		Email	
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j. **FRAUD/PLAGIARISM PREVENTION, TAX PURPOSES, AUTHORIZED PERSON FOR THIS AGREEMENT**

Author/Writer ID or Driver License No.#	
Authorized Signature	

k.

Date Signed this Contractual Agreement Date	
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