

Merchandise and Other in Items Policy.

Policy #00006

The Merchandise and Other Promotional Items Policy of Ink & Fable Publishing Ltd. outlines what costs of promotional items are covered by Ink & Fable and what must be covered by the author if they so wish to have it.

1. Costs Covered by Ink & Fable Publishing

Ink & Fable Publishing Ltd. is a traditional publishing house and as such will be financially responsible for the cost of production for any product that goes into a physical or digital book including but not limited to:

- Cover art
- Editing
- Illustrations
- Maps
- Formatting
- Print cost
- Back matter
- Inner title pages

2. Costs Covered by the Author

Ink & Fable do not charge authors to produce and print their book as it is a traditional publishing house and not a vanity press. The production of merchandise, posters, banners, signs, bookmarks etc. are not something provided by Ink & Fable Publishing for their authors. Authors are under no obligation to have these items but if they wish to have them, then it is up to the author to commission and purchase these items of their own accord.

Ink & Fable Publishing will however put the author in touch with any artists (subject to availability) used to produce the book if the author wishes to commission the same artist to design merchandise or promotional material to aid the author in marketing the book.

3. Promotional Items from Ink & Fable Publishing

Ink & Fable Publishing produces bookmarks and other promotional materials for the publishing house which are to be handed out during book fairs, conventions and other events by the company, alongside the books they sell; however, these promotional items do not feature images of the individual books published by the publishing house to ensure that certain books are not marketed more than others.