

# RBR Publishing Company



1617 Kramer Road  
Kutztown, PA 19530  
Tel & Fax 610.285.6098  
RBRpublishing@roadbikerider.com

Welcome to **RBR Publishing Company**. This document outlines our publishing services for authors. RBR is the parent company of the **RoadBikeRider.com** website.

RBR specializes in publishing electronic products (eBooks and eArticles) that offer expert "how to" information to road-oriented cyclists who want to ride smarter, perform better and enjoy our sport's many benefits.

Our approach to publishing ensures quick production, quick delivery to customers and significantly larger author royalties than are traditional in the publishing industry.

We are interested in clearly written, instructive, nonfiction manuscripts that yield an eBook with a minimum of 40 pages or an eArticle of at least 5 pages. A "page" is the standard 8.5x11-inch format.

If your work is published by RBR, it will be marketed and sold through the RoadBikeRider.com website and our free newsletter that is e-mailed weekly to more than 60,000 road cycling enthusiasts. We do not accept every proposal.

In addition, each RBR author is encouraged to aggressively market his or her eBook or eArticle. No author expense goes into the actual publishing. Each sale produces a royalty payment, beginning with the first copy sold. It's smart for authors to do everything possible to drive potential customers to their work's marketing page on the RoadBikeRider.com website.

Your work is sold via simple, secure online ordering with a credit card. RBR handles transactions in full. Customers receive your eBook or eArticle almost instantly no matter what time their order is placed or where in the world they live. Our delivery system is fully automated.

## RBR eBook Program

Electronic books are the new wave. For the customer, the price is reasonable and gratification is nearly instantaneous. He (or she) can download and start reading an eBook just minutes after ordering it. The eBook is in Adobe PDF format and protected by Adobe Security. We deliver a one-use code by e-mail, then the customer downloads the eBook from our website. The eBook can be read on a PC or Mac and also printed.

If we accept your manuscript, and assuming it's correctly formatted using our clear instructions, we will publish your eBook with no out-of-pocket cost to you.

If you need professional help to produce the best-possible eBook, RBR offers a full range of services, including proofreading, formatting, light editing, line editing, and rewriting. Our rate is \$25 per hour and may be paid from initial royalties.

We price eBooks at \$12.95 or higher. Thanks to electronic delivery, the customer incurs no shipping or handling charges. Sales tax is charged only to Pennsylvania residents.

**We pay an author royalty of 50% on the selling price.** For example, this produces a royalty of \$6.48 on a \$12.95 eBook, starting with the first sale. Royalties are paid monthly if the amount is \$20 or more. Otherwise, a check is issued for the month that \$20 is reached.

**It's a hassle-free system for you. We publish your eBook without charge, we process the orders, we deliver the eBooks, we mail you royalty checks.**

Your eBook gets its own marketing page on the RoadBikeRider.com website without cost to you. You can help increase sales by pointing potential customers to your book's URL for full information and easy ordering. eBooks also are promoted in RBR's free weekly newsletter. We may publish excerpts that make people want to buy and read the entire work.

**Very important: Unlike a traditional publisher, RBR demands no rights to your work. You always own ALL rights.** This lets you remove your eBook from RBR Publishing Company and enter a relationship with any other publisher. You can do this simply by sending an e-mail to [RBRPublishing@roadbikerider.com](mailto:RBRPublishing@roadbikerider.com). Sometimes a traditional publisher, attracted by the quality of your eBook, may make you an offer contingent on the work appearing nowhere else. With RBR this won't be a problem.

eBooks can include photographs (color or black and white) and illustrations. It's best not to go overboard so that the file size and download time are reasonable. Using only essential graphics may save you various costs associated with photography, scanning and services for art and design. Think of an eBook as provid-

ing succinct, accessible, on-target information without any gratuitous bells and whistles that can bog it down and annoy readers. In fact, some eBooks may require no graphics at all. Text formatting can be used to make an eBook's pages both attractive and easy to read.

It is your responsibility to register a copyright with the Library of Congress if you want to legally protect your work. You can download the copyright form at <http://www.copyright.gov/forms>. Whether or not you choose to go through this \$30 process, you can deter literary thieves by labeling your work like this:  
Copyright © [current year, your name]

## RBR eArticle Program

An eArticle is simply a feature-length article. It will normally be written on a topic that can be covered in 5 or more 8.5x11-inch pages but isn't broad enough to reach eBook length (40 or more pages). This allows writers to have a market for their material on narrow, focused topics. It's a way for researchers, for example, to sell their findings on specific topics of interest to road cyclists.

For the customer, the price of eArticles is very reasonable and gratification is nearly instantaneous. He (or she) can download and start reading an eArticle just minutes after ordering it. The eArticle is in Adobe PDF format and protected by Adobe Security. We deliver a one-use code by e-mail, then the customer downloads the eArticle from our website. The eArticle can be read on a PC or Mac and also printed.

If we accept your manuscript, and assuming it's correctly formatted using our clear instructions, we will publish your eArticle with no out-of-pocket cost to you.

We price eArticles at \$3.99. Thanks to electronic delivery, the customer incurs no shipping or handling charges. Sales tax is charged only to Pennsylvania residents.

**We pay an author royalty of 50% on the selling price.** This gives you a royalty of \$2.00, starting with the very first sale. Royalties are paid monthly if the amount is \$20 or more. Otherwise, you receive a check for the month that \$20 is reached.

**It's a hassle-free system for you. We publish your eArticle without charge, we process the orders, we deliver the eArticles, we send you royalty checks.**

Your article will be listed on the main [eBookstore](#) marketing page on the Road-BikeRider.com website without cost to you. You can help increase sales by pointing potential customers to the page for information and easy ordering. eArticles

also are promoted in RBR's free weekly newsletter. We may publish excerpts that make people want to buy and read the entire work.

**Very important: Unlike a traditional publisher, RBR demands no rights to your work. You always own ALL rights.** This lets you sell your eArticle elsewhere or remove it from RBR Publishing Company for any reason.

eArticles can include photographs (color or black and white) and illustrations. If no graphics are needed or available, text formatting should be used to make an eArticle's pages both attractive and easy to read.

It is your responsibility to register a copyright with the Library of Congress if you want to legally protect your work. You can download the copyright form at <http://www.copyright.gov/forms>. Whether or not you choose to go through this \$30 process, you can deter literary thieves by labeling your work like this:

Copyright © [current year, your name]

## Cover Considerations

The cover of your eBook will be featured in a reduced size (100 pixel width) on the RoadBikeRider.com website. A sharp-looking cover with a title that's readable in reduced size is very important.

You may work with someone skilled in graphic design to create the cover art, typography and look you like. A low-cost option is to have a simple all-text cover without graphics or with free clip-art.

No cover is needed for an eArticle but you may choose to use one. It's fine to simply put a prominent title on the first page.

## Second Editions (and Beyond)

One great feature of eBooks and eArticles is that they never need to go "out of print." They can be revised and updated as needed to keep them current. You are welcome to provide RBR with a revision once every six months. If changes to an eBook are significant we will market it as revised and updated.

Considering the speed at which developments occur in cycling—from equipment to nutrition to training methods to leading figures—it's a huge advantage to be able to keep good material current and selling virtually forever.

## Royalties

**We pay you a 50% royalty on the selling price of your eBook or eArticle.** eBooks at RBR are priced from \$12.95 to \$39.95. Your royalty on each eBook sold at \$16.95, for example, is \$8.48. All eArticles are priced at \$3.99, yielding a royalty of \$2.00.

With author approval, the eBook or eArticle may be sold for a discounted price. If this happens, the royalty is 50% of the actual selling price.

All RBR Premium Site members automatically receive 15% off the regular price or sale price of all eBooks and eArticles. For example, their price for a \$16.95 eBook is \$14.41. In this case, the royalty is 50% of \$14.41, or \$7.21.

In the event that there are two or more authors and/or an agent, we will issue royalty checks in whatever way is stipulated in a written agreement between the parties and RBR Publishing Company.

## How to Submit Your Proposal

E-mail your eBook or eArticle proposal to [RBRPublishing@roadbikerider.com](mailto:RBRPublishing@roadbikerider.com). Be sure to include this information:

- Your e-mail address, street address and phone number
- Website URL if you have one
- Your writing and cycling background
- Whether you are submitting your work to other publishers
- Your work's target audience
- Why your work is different (and better) than what's on the market
- Table of contents (eBook)
- First chapter (eBook)
- Descriptive outline or draft (eArticle)
- Approximate number of 8.5x11 pages in the complete work
- Number of photos and/or illustrations
- Your marketing/promotional plans for your work

We'll respond within 10 business days. If we are interested in publishing your work, we'll send information about manuscript preparation so that you can see what it takes to work with RBR. Don't worry, it isn't difficult. If we agree to move ahead, you will receive a contract that spells out our working relationship. Don't worry, it isn't complicated.