

They say 'You can't read a book by its cover' but ultimately it is the cover that captures the reader's attention and draws them to a particular book or product. A professional cover is an essential part of the marketing strategy for any book or product. A great book cover needs to:

- Be eye catching
- Inform the buyer
- Increase sales

BNBS works with leading graphic designers to produce bespoke book covers. We are pleased to offer two levels of cover design service for our customers...

## 1. **Standard**

A basic entry level service using a basic pre-designed template within which the author suggests their own pictures, colours and style. The Standard Service is ideal for our authors that want to contribute their own creativity and ideas to the final design.

- Limited to 2 concepts and 4 revisions
- The author will need to provide: Book Title, Author Name, Tagline, Picture, Suitable Background and Back Cover Text
- Author receives a print ready book cover and jpegs of final artwork

At just £95 + VAT, the Standard Service offers affordable, well designed book covers that are individual but not overly flashy.

## 2. **Premium**

For our clients with more complex requirements and who wish to create a unique design from scratch, we offer our Premium Service with bespoke graphic options and enhanced image manipulation.

- Extended graphics
- More complex designs
- 4+ concepts
- Unlimited revisions
- The author will need to provide: Book Title, Author Name, Tagline and Back Cover Text
- Author receives a print ready book cover and jpegs of final artwork

At just £165 + VAT, the Premium Service offers unique, professional, totally bespoke and eye catching designs.

*Invest in design...  
Because people do read a book by its cover!*