



PHAZE

AUTHOR PROSPECTUS



At Phaze, you'll find some of the hottest, sexiest, funniest books ever to hit the romance market. Readers and writers alike have discovered the fun and friendly atmosphere, outstanding author support, and red-hot reads of this fast-growing publisher of romantic and women's erotica.

Thank you for your interest in becoming a Phaze author! We are always on the lookout for outstanding erotic romance and women's erotica. In this package you'll find a plethora of information, including our guidelines, our benchmarks for putting books into paperback, and more.

Phaze is a traditional royalty-paying publisher. We select books based on the quality of writing, heat level, and entertainment value. We welcome first-time authors as well as seasoned pros, and everyone in between.

Publisher and web geek Stacey L. King is an EPPIE Finalist author (2003), as well as a best-selling erotica author. She's also a multiple award-winning cover artist who has been in the publishing industry since 1999.

Our site features a state-of-the-art store hosted on our secure server with our own secure certificate. We don't rely on shared software, certificates, or services to run our store. All programming and maintenance is done in-house, and ebook purchases are available to customers immediately.

Phaze is an imprint of Mundania Press, which sports such authors as Piers Anthony, Elaine Corvidae, Jeff Strand, Don Callander, Anne Logston and Louise Cooper.

For questions or comments, please feel free to contact us!

Stacey L. King
Publisher, Phaze
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<http://www.phaze.com>



PHAZE

Submissions Guidelines

Phaze is open to all unsolicited manuscripts. We *do* accept multiple submissions and simultaneous submissions. Currently, we are accepting novellas and novels, categorized in the following lengths:

- HeatSheet: 5,000 - 12,000 words (short stories)
- Photon: 12,000 - 30,000 words (novella)
- Comet: 30,000 - 60,000 words (category)
- Eclipse: 60,000 - 90,000 words (novel)

We also accept anthologies of short stories from the same author, as long as the total number of words is at least 15,000. You do not need to query us first. Simply submit the anthology as you would a novel.

We will consider an anthology of short stories from a group of authors under certain circumstances. Please contact us to discuss the details.

What We Look For

- Strong, passionate, intelligent characters
- Intense sensual tension and situations
- Well-defined, well-executed romantic plot that illustrates the mutual relationship between two to four central characters (the romantic unit) and which includes plenty of opportunity for erotic exploration and variety.
- Conflict to create the tension and move the plot
- Expressive language that is explicit, yet appropriate to the story

What We Don't Want To See

- Bestiality (By 'beast' we mean any non-intelligent, non-reasoning being)
- Pedophilia. None—Period.
- Necrophilia or anything close
- Bodily waste products
- Serious injury or rape portrayed in a positive light

Overall, the work must meet our publication criteria for high standards of excellence. The author must show true talent for telling a story, and telling it in an erotic, sensual way.

Erotica Categories

If accepted, your novel will be classified into one of three categories:

- **Pulsar**—Milder language, standard sex and pairings, but still very hot
- **Nebula**—Bold language, may contain toys, sensual bondage, mild D/s, anal play
- **Nova**—Bold language, may contain threesomes, anal sex, significant bondage, serious D/s, m/m encounters.

Publishing Rights

Your submission must have electronic (eBook) and print rights (paperback) available. If any of these rights is not available, please do not submit

Formatting Your Manuscript

Please read the following formatting rules. ***Manuscripts received that do not follow this format will be rejected without review.*** That bears saying again, because we are very serious about it. ***Not following these instructions will cause your submission to be rejected without review.***

- Your manuscript must be in Microsoft Word or RTF (Rich/Revisable Text Format) document.
- WPS and other formats are NOT accepted.
- Use only Courier New or Times New Roman 10-12 point font. (Times New Roman, 11pt is preferred)
- Double space your manuscript. Use your word processor's double spacing functionality, do not add hard returns inside the paragraph and do not add extra paragraph returns between paragraphs.
- Use italics for any text that is to be italicized—NEVER use bold and italics at the same time.
- Use two dashes (--) for an em dash (—) with no space before or after.
- Use only hyphens (-) or em dashes (—), do not use en dashes (–).
- Use three dots together (...) with no spaces for ellipses. Also no spaces before or after the ellipsis.
- For a sentence that trails off, add the ellipsis at the end with no period. A question mark can be added after the ellipsis if applicable.
- Use 0.3 inch indent for each paragraph. Do not use a tab or spaces to indent.
- Margins should be 1 inch all around.
- No embedded images. Many eBook formats do not support embedded images.
- For scene breaks, insert three asterisks with spaces (* * *) on a line by itself, then begin your new paragraph on the next line.

If you have any questions about formatting that are not answered here, please write to us at submissions@phaze.com

Submitting Your Manuscript

We *only* accept electronic submissions as an email cover letter with two file attachments. ***Partial submissions will be rejected without review.*** You must send all required information to be considered for publication.

Again: Not following these instructions will cause your submission to be rejected without review.

- ***eMail Cover Letter***

The Subject Line must be marked like this: Submission--title-of-novel

The Body of your email cover letter must contain the following information:

- Your full (real) name.
- Your (good, reliable, and current) e-mail address.
- Your snail-mail address.
- Your phone number.
- The exact title of your book.
- The name you want on your book (pen name or real name).
- Approximate number of words (not number of pages).
- One short paragraph synopsis describing what the novel is about.

- ***Manuscript Attachment***

Attach the complete manuscript as a separate Microsoft Word® or RTF-format file. File name must be title-of-your-novel.rtf (or .doc). Include nothing else in the file name. On the first page of your manuscript, at the top, you must have the following information:

- Your full (real) name.
- Your (good, reliable, and current) e-mail address.
- Your snail-mail address.
- Your phone number.
- The exact title of your book.
- The name you want on the book (pen name or real name).
- Approximate number of words (not number of pages).

The information must be duplicated in the cover letter and on the manuscript as they go different directions during evaluation.

- ***Supporting Information Attachment***

Attach the following supporting material as a separate Microsoft Word® or RTF-format file.

- Synopsis describing what the novel is about (no limit, but should be concise and precise).
- Chapter-by-chapter outline. Tell us what happens in each chapter with a sentence or two.
- A short biography of you with notation of other published works, awards, etc.
- Your promotion/marketing plan for your book. We expect you to help promote your book (it is your book after all) with word of mouth, getting reviews, book signings, etc.
- Sending your website link is also helpful if you have one (not required).

Submit all of this to submissions@phaze.com

Note: We NEVER release ANY personal information to third parties. All information you provide is kept in-house for the processing of your submission.

Acknowledgement of Receipt

You will be sent an acknowledgement when your submission is received, usually within 24 to 48 hours.

Evaluation Time

The estimated time when you can expect an answer from us as to whether your novel has been accepted is usually within 120 days, however due to fluctuations in submissions, the time could be shorter or longer. If you have not heard from us after 120 days, please feel free to send an inquiry. Make sure to include your book title and other information in any queries so we can readily identify you.

Questions About Submissions

Please see our Frequently Asked Questions, Phaze FAQs, next in this document, which should answer most of your questions. Also our Sample Publishing Contract is available on our website.

Costs to Author

Phaze is a traditional publisher. There are **no** costs to the author if your manuscript is accepted; we pay all the costs for ISBN, Library of Congress registration, Books-in-Print registration, typesetting, artwork, cover design, editing, printing, production, sales, distribution, etc. You will be responsible for copyright costs (\$30 plus two copies of your book) since you hold the copyright in your name. We have the forms and instructions available to help you get your work copyrighted. It is not necessary that your work be copyrighted prior to submission, but you should get your work copyrighted prior to publication.

Advances and Royalties

We do not pay advances, but royalties are paid on the net amount of each sale concluded within each calendar quarter. The author receives a royalty statement outlining sales information, along with the royalty check.

Sample Publishing Contract

You may review our no-nonsense, author-friendly sample publishing contract online.

Questions Not Covered

Check out our FAQs on the next page. Should you have any additional questions, please contact us at submissions@phaze.com

Tips for Submitting Your Work To Phaze

(or any other publisher)

1. Follow the submission guidelines!!!!

No publisher wants to contract an author who doesn't follow directions. Submission guidelines include content and formatting. Phaze's formatting requirements are not outlandish, in fact they are very close to Standard Manuscript Format. Phaze is serious about the statement on the submissions page that "Manuscripts received that do not follow this format will be rejected without review." If you don't wish to follow the guidelines, please do not waste your time or ours.

2. Do your research!

Does what you've written fit with the type of stories published by the house to which you're planning to submit? If you don't wish to purchase books already published by the house to find out first hand (which is really the best method), at least read the synopses and reviews for the house's books. Phaze publishes romantic erotica and women's erotica. If your book is not either of these genres, we will reject it.

3. Proofread!

It's sad, sad, sad, when an editor sits down to review a manuscript and finds typos in the very first page. If your work means anything to you, proofread it.

4. Plan to promote your work.

Including a marketing plan is one of our submission requirements. We just want a general outline to show us you've given promotion some thought and do actually plan to participate in the promotion of your work. But make detailed plans for yourself. Look around to see what other authors are doing. If you don't feel you should have to put any effort into promoting your own work, please do not bother submitting to Phaze.

5. Get an author website.

Even if you have no work published, get a website anyway. A blog is fine, a website is better. If we like your manuscript, we're going to Google you. Having a presence on the web shows us you're serious about writing.



PHAZE FAQs !

Q. What genres do you accept?

A. Pretty much anything as long as it's romantic and explicitly erotic. Examples of 'pretty much anything' would be historical, futuristic, BDSM, science fiction, threesomes or more, M/M, interracial, vampire, etc., etc., etc. As long as it's well-written and falls within our guidelines, we'll read it.

Q. You say 'explicit language.' Can I use traditional obscenities in my writing?

A. Yes.

Q. My Hero's from another planet, so technically another species. Would that be considered bestiality?

A. Not as long as he's an intelligent, reasoning being.

Q. Where does Phaze draw the line between erotica and pornography?

A. By our definition, erotica is as much about the emotions, the relationship, as it is about the sex. Therefore every erotica story we publish is at its heart a romance story in some way or another. However, erotica is not necessarily bound by traditional romance roles. You may have more than two central characters, for instance. You can explore areas of sexuality not normally addressed in traditional romance.

Q. What if my story is sexually charged, but I don't feel comfortable writing about emotional stuff. I just like writing about sex.

A. Then Phaze isn't the publisher for you.

Q. My story is told in first person perspective and present tense. Why do you want me to revise it to third person past tense?

A. First person is very difficult to carry out effectively, and nearly impossible in present tense. We feel that past tense is the standard for long fiction, and third person is usually best for erotica.

Q. What is romantic erotica?

A. Romantic erotica is erotica with romance and a 'Happily Ever After' or 'Happily For Now' ending.

Q. What is women's erotica?

A. Women's erotica is erotica geared toward women. The main character is usually female. It's not romance, necessarily (or it would be classified as romantic erotica), though it can have romantic overtones, as in Robin Slick's *Three Days in New York City*. Subject matter can come from any genre: Mystery, Sci-Fi, Fantasy, Vampire, etc. It can be fast and hard or slow and sensuous. As an example, a story about a man stranded on a desert island inhabited by sex-starved women would not be women's erotica. Now if you make it a frustrated woman stranded on a desert island with a tribe of gorgeous rain dancers.... if handled well, it could be considered women's erotica. The language of women's erotica is usually more appropriate to 'chick lit' than Playboy (but of course there are exceptions).

Q. Your guidelines say two to four central characters. What does that mean? And what's a romantic unit?

A. A 'romantic unit' is the love relationship between at least two characters who remain the same throughout the story. Not one central character who indulges in a myriad of secondary characters. Or ten central characters who explore free love with no romantic unit.

Q. Do you accept gay erotica?

A. Yes. We do accept M/M erotica, so long as it adheres to our overall submission guidelines

Q. Do you accept lesbian erotica?

A. Only if there's a man involved somewhere in the core romantic unit. Your story may have lesbian scenes, or secondary lesbian characters, but as we like to say, 'We've gotta have a penis' included in the core romantic unit. Flesh and blood attached to an intelligent, reasoning, breathing male. Does that mean we have some phallic fixation? Perhaps...

Q. What are your size categories?

- HeatSheet: 5,000 – 12,000 words (short story)
- Photon: 12,000 - 30,000 words (novella)
- Comet: 30,000 - 60,000 words (category)
- Eclipse: 60,000 - 90,000 words (novel)

Q. What are your book ratings?

- Pulsar—Milder language, standard sex and pairings, but still very hot
- Nebula—Bold language, may contain toys, sensual bondage, mild D/s, anal play
- Nova—Bold language, may contain threesomes, anal sex, significant bondage, serious D/s, m/m encounters.

Q. Are there separate formatting guidelines for shorter works?

A. No. Same content, formatting, and supplemental material guidelines for all submitted manuscripts, regardless of length.

Q. I'm not sure how to format my manuscript. I've read your guidelines, but I don't know how to double-space in my writing program.

A. Utilize the help feature in your writing program to figure it out, or ask a computer professional.

Q. Is it true you only have formatting guidelines to see if authors can follow directions?

A. No and yes. We have formatting guideline because they make our job a tiny bit easier. We read everything on our screens--we do not print manuscripts to review--so we need manuscripts to be uniform and easy on the eyes. If we choose to contract a work, a properly formatted manuscript makes for more efficient editing. And yes, an improperly formatted manuscript tells us that either A) the author didn't bother to read our guidelines, or B) the author doesn't know how to use his/her word processing software. In either case, it's a huge red flag for us. As of March 2006, we are absolutely serious about rejecting improperly formatted manuscripts without review.

Submission Process

Q: How long is the review process after I submit a manuscript to Phaze?

A: Due to fluctuations in submissions, time lines for review could vary. You should receive a response from us within 45 days, but with a large influx of submissions it can take as long as 120 days. After 120 days, you are invited to send us a follow-up email inquiring about the status of your manuscript's review.

Q: What is the submission review process?

A: Your manuscript is distributed to two or more of our editors for their initial review. This usually consists of reading the first three to five chapters to get a feel for how well your book is written, how much talent you exhibit, whether the book has potential, how polished your novel is, are there point-of-view violations, active rather than passive voice, does it have a strong story hook, does it have an interesting opening, and many, many other factors. The reviewer(s) complete a critique covering all of the different aspects of your book.

After this process is completed, the Publisher reviews the critiques and makes one of the following decisions:

- Offers you a publishing contract.
- Schedules a full-read review.
- Rejects your manuscript, but invites you to make specific changes and to resubmit for further review.
- Rejects your manuscript as something we are not interested in publishing.

Phaze's acceptance rate is fairly low. We only accept the very best works as we produce only top quality books.

Scheduling a full-read review is done when we have great interest in your book and feel it needs a more personal and in-depth review. One or more editors will completely read and analyze your manuscript. How many editors that participate will depend on several factors, such as availability and the manuscript being reviewed. After the full read is completed, the reviewer(s) will again fill out a critique sheet with acceptance recommendations. Those recommendations are discussed by Phaze's Publisher and production management to decide whether to offer a publication contract, or to send a rejection. All of these decisions are part of our internal process and may not be shared with the author.

If your manuscript is accepted, we will send you a contract, ask for additional personal information, and start the publication process.

If your manuscript is not accepted for publication, you will receive an email stating that we are unable to offer you a publishing contract.

Q: Will I receive any feedback or critique information?

A: It is Phaze's decision to share, or not share, any feedback or critique information from our review process. If we share any critiques, please remember that it is only designed to help you and you should never take criticism personally. We are not rejecting you as a person. Only by understanding how and where you might improve your writing skills and polish your story will you learn to be a successful writer.

If no feedback or critique information is given, then it is usually a case where we are simply not interested in your book. Again, it is not personal rejection, it is simply a business decision.

Advances and Royalties

Q: Does Phaze pay an advance to authors?

A: Phaze does not pay advances against royalties at this time.

Q: What royalties does Phaze pay?

A: Royalties are paid on the net amount received for every sale. Royalty amounts can vary depending on the edition of the book, and whether it is sold directly from our website or through a wholesaler. As a general rule, we pay 15% royalties on the net amount received for print editions, and 50% royalties on the net amount received for electronic editions.

The royalty amount is the percentage of the actual amount Phaze receives, not necessarily the cover price. If the book is wholesaled, or sold at a discount, whatever money is actually received will be used to calculate the author's royalty. Your royalty statement will show a detailed breakdown of monies received. We have no money secrets.

Q: When are royalties paid?

A: We pay monthly royalties.

Q: Do I receive a royalty statement?

A: Yes. Monthly statements are emailed at the beginning of the following month. Checks are snail mailed at the end of the following month.

Author Fees and Costs

Q: Do I have to pay for set up fees for getting my book published?

A: Phaze does not require its authors to pay any fees or charges.

Q: Do I have to pay for editing fees?

A: Phaze does not require its authors to pay any fees or charges.

Q: Do I have to pay for the cover artwork?

A: Phaze does not require its authors to pay any fees or charges.

Q: Am I required to buy extra copies of my book?

A: Phaze does not require its authors to purchase any books. We provide you with free author's copies as specified in our publishing contract. You are never required to buy a single copy of your book.

Author Copies

Q: How many free author copies will I receive?

A: Usually 20 ebook and 5 paper (if applicable). A sample of our publishing contract is available on our website.

Q: What is my author's discount? Can I buy more copies of my book?

A: Authors may purchase any quantities of their books for a standard author discount of 40% off cover price. Royalties will not be paid on any books sold to the author at the author's discount. The Author pays exact shipping charges.

Book Design

Q: Does my book have to be edited?

A: Yes, your book will need to be edited. Phaze has a talented editing staff, with many years of combined experience. We do not change the meaning or voice of your manuscript, and Phaze will never make editing changes without the author's approval. Again, Phaze does not require authors to pay any fees or charges.

Q: What will my book's layout look like?

A: We use several standard layouts. We usually make your book 5" x 8" and use a very readable font. We are willing to work with you to design the layout to your preference.

Q: Who designs my cover?

A: We have an award winning cover artist on staff who handles most of our covers. We will send you a cover questionnaire that gets your ideas on what you want to see on your cover.

Book Availability, Promotion, and Advertisement

Q: Where will my book be available?

A: Phaze ebooks are available through the Phaze store, Fictionwise, Amazon, Powells, and other Ingrams-and-Fictionwise-authorized retailers.

All of Phaze print titles are available through Ingram's, both US and UK. Your print book will appear in Ingram's catalogs, which are distributed to 20,000 bookstores and libraries throughout the US and Canada, and is always available in the Ingram's database.

All of the online booksellers, such as Amazon.com, Borders.com, B&N.com, Alibris.com, BooksAMillion.com and many more purchase copies for resale through Ingram's. In addition, Baker & Taylor, the largest book wholesaler in the US distributes our print books.

Our print books are returnable, so they automatically qualify for ordering by any of the thousands of brick-and-mortar bookstores.

Readers can also purchase your print book directly through the Phaze website. We generally discount books purchased directly from us by about 10-20%. We reserve the right to offer any discount on any of our titles.

Q: Will my book be available on Amazon.com and B&N.com?

A: Both Amazon.com and B&N.com stock Phaze titles. There is never any guarantee that your book will appear in any bookstore, including the online ones. We make the book available through Ingram's, the main distributor in the United States, so it will be easy for bookstores to order your.

Q: Will my book be placed on bookstore shelves?

A: It is almost impossible to guarantee placement of any books on bookstore shelves. However, bookstores are able to order books for stocking directly from Phaze and through Ingram's catalogs. Books are marked as returnable so they fit the criteria needed for ordering. Amazon.com and B&N.com does stock Phaze titles so they can be shipped within 24 hours.

Q: How many copies does the average Phaze book sell?

A: How well your book sells many times is entirely up to you. Phaze will advertise on our website, send your book for review, and we may purchase advertising for your novel in Ingram's book catalogs that go to over 20,000 bookstores and libraries nationwide and in Canada.

We may also market your book in eBay auctions, yahoo auctions, Amazon Marketplace, ABEBooks, Fictionwise, eBookAds, Half.com, and many other avenues of sales opportunities. You, the author, can do much to promote your book too. Become visible, tell everyone about your book, talk on the radio, organize book signings, send copies for review, or let us know about review sites--whatever promotion you can do will help with your book sales. People won't buy your book if they don't know it exists. The author should definitely have a web site promoting their books.

Q: Will I be expected to promote and advertise my book?

A: Yes, you will be expected to actively promote and advertise your book. It is one of our benchmark requirements for putting a book into paperback. This is your book, and no one knows it better than you, or where the best place to market it will be. Phaze is also very aggressive at marketing, and we make a commitment to our authors to work with them and help promote their books. This includes aggressive Internet promotion, as well as exposure through other media. You, as the author, have a lot to do with the promotion of your book.

Once your book is published, you need to blow your own horn. Tell everyone you know. Don't be shy ... spread the word. The more people that know about your book, and read your book, the more friends they will tell about it if they like it. Get the word out! If you have no intention of promoting your work, please do not bother submitting to Phaze.

Q: Can libraries order my book?

A: Libraries may order your book directly from Phaze and receive the bookseller discount by contacting books@phaze.com or by calling 1-513-574-8902. Libraries may also order your book through Ingram's Book Catalog for Libraries.

Cover Pricing

Q: How much is the retail price of my book?

A: Phaze will set the retail price of your Trade Paperback to be competitive with other books in your genre, and the price is dependent on the book size, page count, and story content.

We go by a strict formula designed to make the book as least expensive as possible, while maintaining a proper amount to cover printing, distribution, wholesale discounts, royalties paid, and profit.

eBooks generally retail for \$6.00 and less.

Q: Who sets the price for my book?

A: Phaze sets the price for your book. It is directly related to the cost of production, size of the book, number of

pages, binding, and the general market pricing for books and eBooks. We go by a strict formula.

Copyrights and Legal Issues

Q: Once I've published my book with Phaze, who owns the rights?

A: You own the book rights. However, during the contract period, you have licensed your sales rights exclusively to us and you do not have the right to sell your book unless specifically permitted by Phaze.

As part of the publishing contract you grant Phaze the right to print, distribute, promote, and sell your book for a specific length of time, which can be extended for as long as you want. As the owner of the book rights, you will be paid royalties on the net price of every book sold.

Q: Does Phaze copyright my book for me?

A: When you wrote your book, you automatically asserted copyright ownership. Registering with the US Congress Copyright Office, which records this ownership more formally, gives you better recourse in case of an infringement question.

It is the author's responsibility to apply for the copyright of their book. Registering your book with the US Copyright Office involves providing a fee (currently \$30.00 USD) and requires you to supply two (2) copies of the best edition of your book to them. The copyright certificate will be in your name and will be sent to you.

Phaze only leases the rights to your book for a specified period, and the author always retains ownership of the copyright. Phaze can help you with the copyright process by providing you with the appropriate forms and can assist you in completing them satisfactorily, if needed.

Q: Will my book have an ISBN number?

A: Phaze will purchase an International Standard Book Number (ISBN) specifically for each edition of your book. An ISBN is required by all book sales channels and bookstores to track and order your books.

Phaze will print a machine-readable Bookland/EAN barcode, with the retail cover price embedded, on your print book's cover. This is the accepted method of tracking and pricing print books by booksellers.

Q: Can I still publish my book elsewhere?

A: No. You are granting the exclusive world-wide rights for Phaze to print, distribute, and sell your book for you. Any other printing or publication normally works to your detriment since it would have to have a different ISBN number (coming from a different publisher) and can get confusing for bookstores trying to find your book through Books-in-Print.

After the publishing contract ends, you may continue with Phaze on a month-to-month basis until you decide to publish somewhere else.

Termination of contract is outlined in the sample publishing contract available on our website.

Q: What would happen if an agent or editor saw my book and wanted to publish it?

A: Once the initial period of your publishing contract ends, you are free to enter into any other agreements at any time. However, other publishers may ask you to sever your agreement with Phaze and grant them exclusive rights. If done within the initial period of the publishing contract, other publishers may offer a quit claim buy-out to Phaze to receive the rights to your work.

Phaze will consider any such offer and always strives to achieve the maximum benefit for our authors. With each book we publish, Phaze spends a considerable amount of time and money getting it into publication, commissioning cover artwork, and getting your book into the sales system and book catalogs. A fair return on our investment is what helps Phaze to stay in business.



Print Benchmarks as of 1/03/05

All books must meet length, sales, and promotion benchmarks before they may be considered for print.

Length Benchmarks for Print Editions

-For a single-title release, a book must be a minimum of 100 5x8" formatted pages. Shorter works may be combined with other short works, either by the same or different author(s).

-For single-author anthologies, a book must be a minimum of 100 5x8" formatted pages.

-For multi-author anthologies, a book must be a minimum of 150 5x8" formatted pages.

Sales Benchmarks for Print-on-Demand Editions

In order for a book to be considered for print, it must have sold 100 ebook copies (combined in all outlets) within a period of six calendar months.

Special allowances can be made on a case-by-case basis if the author has special circumstances (like a conference). To be considered for special circumstances, the book must have sold 70 ebook copies within a period of four months (combined in all outlets) and have exceptional prospects for reaching 100 in the next two months.

Promotion Benchmark for Print Editions

The author MUST put forth effort in promoting his/her book(s). Phaze will not consider a book for print that has not been promoted as an ebook, no matter how many copies it sells. We have no formal standard for promotion, but we do pay attention to what our authors are doing (or not doing) to help sales. Print books cost much more to produce and sell than ebooks, thus we will not take on the expense of print publication unless we are sure the author will *continue* to promote the book.

These benchmarks are subject to change. Authors will be notified if changes occur.