



PREMIUM PRESS AMERICA Frequently Asked Questions

• **NOTICE:** Due to circumstances beyond our control, PREMIUM PRESS AMERICA is for the foreseeable future suspending its mass merchandise—romance and mystery—program. This is intended to be a temporary step; however, we will not be accepting new submissions in the meantime.

• **WHAT IS THE HISTORY OF PREMIUM PRESS AMERICA?**

PREMIUM PRESS AMERICA has been in the book promotions, marketing and publishing business for over twenty successful years. PPA has won numerous awards and accolades and its success continues to develop. PPA publishes gift/souvenir, inspirational, mass market and trade books. In January 2006, PPA entered the romance novel market and has experienced rapid growth. For a more detailed history of PPA please refer to the PPA Biography on the Web site, www.premiumpressamerica.com.

PPA gained recognition as a Romance Writers of America® Recognized Publisher in 2006, during their first year in the romance industry. (PPA is NOT now nor ever has been affiliated with Publish America.)

• **What topics of interest are PPA accepting submissions for the gift/souvenir, inspirational and trade markets?**

PPA markets publications that target specific audiences to inform, educate and entertain. Topics serve niche markets based on seasons, holidays, motivational and inspirational interests.

• **What are PPA's different imprints and what do they mean?**

PPA has four imprints: Jocelyn Hollow Romance for our contemporary and romantic suspense novels, Long Meadow Romance for our historical and special setting novels, Dorian Romance for our sensually sizzling stories and Paradise Romance for Christian and inspirational novels. Knob Hill Mystery is the imprint for our upcoming mystery novels. The imprints were created to help develop readership loyalty and recognition.

PPA currently has four romance imprints but accepts most romance subgenres. PPA will not accept manuscripts that disrespect or demean women or men.

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- **Why must I submit the entire manuscript before sending a query?**

For the reviewing process PPA requires the complete manuscript and a synopsis because we prefer to see how an author's talents and characters develop throughout the book. It is a disappointment if we read three great chapters and later discover that the writing skills don't hold out in the end. Providing a full manuscript also allows us to provide better critiques.

- **How do you set the word count for submissions?**

Word count is based on the actual words in the document, not on a word per page average. Romance and Mystery manuscripts should average approximately 80,000 -88,000 words but some exceptions are allowed. PPA has a standard book length and layout and we like for our books to have less white space and more words, which is why we have a suggested word count. PPA does publish manuscripts that are shorter and longer but the stories must be strong enough for PPA to deviate from the average length. The word count varies for all other genres.

- **Why must I submit an electronic and a hard copy of my manuscript?**

- Should I send a disk or is an attachment to an e-mail acceptable?**

PPA requires an electronic and a hard copy of each manuscript because it helps speed the reviewing and publication process. PPA reviewers use both forms of the manuscript during the review process and the electronic copy also acts as a backup if the hard copy should be misplaced in the mail. Electronic files may be sent on a disk or as a word file attached to an e-mail.

- **How long does the reviewing process take and what can I expect?**

On average the reviewing process takes four to six months. Authors will be notified when their manuscript arrives and may query about the reviewing status after four months. Manuscripts will be accepted, rejected, put on hold for future consideration, or offered the chance for a rewrite. When time allows critics and suggestions are provided.

- **What happens to my manuscript and files after the reviewing process?**

PPA is happy to return manuscripts and files if an author includes a self addressed stamped envelope (sase). If the author does not provide a sase, does not provide enough postage, or does not want their files returned, all files are destroyed.

- **Where are PPA romance novels distributed?**

Initially, PPA romance novels are distributed to over 6,000 CVS and Rite-Aid Pharmacy Stores nationwide, in over 2,000 airport and grocery retailers, as well as submitted to Ingram Books, the largest book wholesaler in the world, and sent to online stores such as Amazon.com, BarnesandNoble.com and Borders.com. PPA currently does business with all the major book trade chains, mass market merchants, supermarket and pharmacy chains, independent bookstores and a variety of gift books and specialty outlets.

PPA is always seeking and developing new market opportunities for distribution.

- **If books are not available in a certain area, how may my books be ordered?**

Books may be purchased directly from PPA either by phone 800-891-7323 or 615-256-8484, by fax 615-256-8624 or on the Web site, www.premiumpressamerica.com. Most books are also available for sale on Amazon.com, BarnesandNoble.com and Borders.com and through Ingram Books. Individuals cannot order books directly from Ingram Books.

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- **What type of promotions and marketing are required of the authors and what can authors expect from PPA?**

PPA encourages our authors to aggressively promote and market their books. Many of our authors send out their own press releases and schedule signings and events. PPA supplies news releases for each title and when appropriate will send copies of a book out for review, to contest venues and place limited advertisements. PPA works with our authors to help create the most effective promotions and marketing effort possible. PPA authors are also featured on the PPA Web site. A more detailed promotion package may be discussed with the publisher.

- **What is a typical publishing agreement with PPA like? Are advances and royalties paid?**

PPA's publishing agreements are in keeping with the industry standards but agreements are confidential and cannot be discussed until they are offered to an author. PPA does pay a one time advance which is subtracted from the quarterly royalty payments.

- **What if I find typos in a book?**

If you find typos in a book please note the correction and page number and send it to PREMIUM PRESS AMERICA, 2606 Eugenia Avenue, Suite C, Nashville, TN 37211. PPA keeps a record of corrections and updates for reprints.

- **What if a reader buys an incomplete or misprinted book?**

Occasionally errors occur during the printing process. If a reader finds an incomplete or misprinted book they can return it to the store or send it to PPA for a replacement. PPA will send a new book free of charge as long as the books are available. Books with error should be returned to: Premium Press America, 2606 Eugenia Avenue, Ste. C, Nashville, TN 37211.

- **How do I contact an author?**

Authors may be reached at PREMIUM PRESS AMERICA, Attn: Author's Name, 2606 Eugenia Avenue, Ste. C, Nashville, TN 37211.

- **How can I contact PREMIUM PRESS AMERICA?**

Please feel free to contact Premium Press with any questions, concerns and comments at ppawriters@premiumpressamerica.com. E-mail is the best form of communication and we strive to be available but due to the many requests received please be patient for a reply.