



New Product Submissions Guidelines

Contents

- Submitting an Independent Product..... 3
 - Where to Send It..... 3
- Review Process 3
 - Decision Notification..... 3
- Accepted Products..... 3
 - Terms 3
 - Quantity 4
 - Returns..... 4
- Marketing and Advertising Services 4
 - PPH Website Ads..... 4
 - PPH Catalog Ads..... 4
 - General Conference Video Ads..... 4
 - e-Blasts..... 4
- PUBLISHING YOUR WORK 5**
 - Word Aflame Press Publishing 5
 - Publishing Services..... 5
 - PPH Contract Publishing 5
 - PPH Distribution..... 5
 - ePublishing..... 5
 - Benefits 5
 - How to ePublish with PPH 6

Submitting an Independent Product

The Pentecostal Publishing House carries a wide variety of products to service the Apostolic community. In addition to our own published works, PPH sales a number of independent products, or items being marketed by either the author or a small publisher.

Where to Send It

If you have a product, manuscript, or book for us to review, please send it to:

New Product Committee
c/o Pentecostal Publishing House
8855 Dunn Road
Hazelwood, MO
63042-2299

Review Process

Any product not published by PPH goes through a review process by the New Product Committee. This committee meets once each month to review and make decisions about new products that are submitted for distribution.

Decision Notification

If after going through the review process a product is accepted, the author will receive a Purchase Order to acquire the initial amount of product for resale.

If after going through the review process and it is determined that the product is not a good fit for PPH, the author will receive a letter of notification about that decision.

Because of the large number of products that are submitted for review and the lengthy process of review it may take 60 days or more to receive notification of acceptance.

Accepted Products

Once a product is accepted and a Purchase Order is issued, the author or publisher will be instructed to ship the product to our warehouse in Antioch, TN.

Terms

The retail price of independent products is determined by the author or publisher. If the price is not pre-printed on the product PPH can offer suggestions for a retail price that can maximize sales.

When PPH purchases self-published products for resale we do so on a 45/55 split with authors and publishers. Products that are submitted to us for resale are purchased at a 45% discount, which means the author receives 55% of the retail price.

Quantity

The initial purchase of a new item is typically under 100 units. While this varies by the type of product authors should not expect a large initial purchase.

Returns

The PPH return policy is 90 days. If a product does not sell quickly, PPH may choose to return the product during that period.

Marketing and Advertising Services

When a self-published product is approved for distribution we will add your product to our inventory and make it available on our website, and at major events such as General Conference. Additionally, all new products appear on the new product portion of the www.pentecostalpublishing.com home page. We also offer a number of other marketing options to further facilitate the sale of independent products.

With over 3,000 products carried by Pentecostal Publishing House, some products may not get the attention they deserve. Therefore, PPH offers several ways for self-published authors to bring their product to the forefront. These services include website ads, catalog ads, video ads, and e-blasts.

PPH Website Ads

PPH has more than 15,000 visitors per month from over 100 countries visiting its website. We invite Apostolic authors and artists to purchase banner or spot advertising, or featured product placement, on the PPH home page to promote the sale of their product in this worldwide online venue.

PPH Catalog Ads

Four times a year, Pentecostal Publishing House produces a thirty-six page, full-color catalog that is direct mailed to over 30,000 households, churches, and businesses. Authors and artists can purchase full, half, or quarter page ads in this catalog to promote their book or project.

General Conference Video Ads

Each year Pentecostal Publishing House produces and displays thirty second video ads on the main screens prior to each General Conference service. A limited number of these ad spots are available for authors, artists, and service providers. You can produce your own ad or we will produce it for you with our professional in-house production capabilities.

e-Blasts

PPH also offers the opportunity for your product to be featured in weekly e-blasts. These e-blasts go out to more than 30,000 recipients. Our current experience indicates a 15% "click-through" rate, which means more than 4,000 potential buyers will visit your product page.

PUBLISHING YOUR WORK

If you are in the exploratory stages of your product we also offer a number of helps in publishing your product.

Word Aflame Press Publishing

Each year, Pentecostal Publishing House accepts a limited number of titles to publish under Word Aflame Press and its imprints—WAP Academic and WAP Children. If you have a manuscript you would like Word Aflame Press to publish, please submit it according to our Manuscript Guidelines, which can be downloaded from the PPH website.

Publishing Services

Self-publishing can be a daunting task. It requires content development, page layout, cover design, printing, warehousing, inventory control, marketing, and sales. Pentecostal Publishing House offers several opportunities to assist authors in publishing their work.

PPH Contract Publishing

Authors who intend to self-publish a new, unpublished work, can take advantage of PPH Contract Publishing. Services available to contract authors include editorial assistance, page layout, cover design, printing, inventory storage, advertising, and an initial PPH purchase.

PPH Distribution

For self-published authors already in print, we offer PPH distribution services. We will add your product to our inventory and make it available on our website, in our catalog, and at major events such as General Conference. Additionally, we offer print-on-demand services to streamline the reprinting process and eliminate inventory warehousing.

ePublishing

One of the fastest growing segments of the publishing industry is the e-book—exploding from \$11 million in U.S. quarterly sales in 2008 (Q1) to \$120 million in quarterly sales in 2010 (Q3). Now Pentecostal Publishing House is offering you the opportunity to publish your book as an e-book and have it available for the most popular e-book readers on the market!

Benefits

- Your book will be made available on Apple's iBooks® Store, Amazon's Kindle Store, and Barnes & Noble's NOOK™ Store.
- Your book will be made available on PPH's iPad and eReader apps.
- Your e-book will be promoted through the extensive marketing efforts of the Pentecostal Publishing House.
- You will receive regular sales reports and royalty payments.

How to ePublish with PPH

- Prepare Your Manuscript – we accept PDF, Microsoft Word, and Apple Pages formats
- Complete an Electronic Publisher's Agreement – request this agreement from alavoi@upci.org
- Submit your manuscript, the Electronic Publisher's Agreement, and conversion fee to Pentecostal Publishing House.