**Questionnaire on the costs of publishing a storybook**

**Introduction**

To ensure the sustainability and growth of publishing industries for early literacy across the developing world, we need to know the real costs involved in creating and publishing openly licensed content. If governments or donors want to commission openly licensed books, publishers and other content production organizations need to know exactly how much money is required to fulfil a commission. Funders need to understand that openly licensed content may be free to the user, but is not free to create or publish. Maintaining the vitality of the indigenous content creation industry is a key priority, so we must not hide or absorb publishing costs just because materials are openly licensed.

The fact that children acquire literacy most effectively in their mother tongue introduces a significant barrier to literacy development for those who live in low-income countries and speak local languages for which there is not a viable publishing industry. Even where content has been created, the supply chains that are needed to print and distribute educational materials are typically underfunded, inefficient, and often susceptible to corruption.

Neil Butcher and Associates (NBA) is collaborating with a network of experts in the field of early childhood literacy to research strategies to enhance the availability and use of children’s storybooks in underserved local languages in the global South. We are especially interested in storybooks rather than structured, decodable texts and graded readers because we want to focus on promoting a child’s love of reading outside of the classroom.

We are also committed to the proposition that indigenous publishing, both commercial and not-for-profit must be sustained. This questionnaire aims to help content creators, funders, and governments understand how much money is necessary to produce high-quality resources for early childhood literacy. The results of the survey will be compiled and prepared as a short research brief, which will be shared online, sent to all respondents, and circulated more broadly within government, founder, and other sectors. Thus, we would be very grateful if you would complete the survey to help this research. Please feel free to pass the survey to others who might want to contribute to this work.

**Instructions**

This questionnaire lists the costs involved in publishing a storybook. Please provide a cost estimate for each item, unless you do not pay for these costs (in which case, please write ‘not applicable’). There is also space to add any explanatory notes relating to the questionnaire. Please mention anything you would like us to be aware of. There is space for general notes at the end of this document.

Please state what currency you are working in. If in doubt, please use US$.

Please return this completed questionnaire to Kirsty von Gogh at kirstyvg@nba.co.za by 1 June, 2017.

**Your details**

|  |  |
| --- | --- |
| **Name:** |  |
| **Organization:** |  |
| **Country:** |  |
| **Currency:** |  |
| **Email address:** |  |
| **Type of organization (commercial publisher, NGO, etc.):** |  |

**Content creation**

|  | **Cost driver** | **Cost estimate** | **Notes** |
| --- | --- | --- | --- |
| Project management cost \*this could be the cost of employing a publisher, project manager, or consultant[[1]](#footnote-1) | Per title  |  |  |
| Writing fee \*state if royalty is paid, and if so, how much or the percentage of the royalty. | Per title |  |  |
| Permissions fee \*if you are paying to use another publisher’s content, or paying for the rights to publish another publisher’s book | Per title |  |  |
| Editorial fees | Per page |  |  |
| Translation | Per word or per title. Please indicate which cost driver you are using. |  |  |
| Translation review | Per page |  |  |
| Proofreading | Per page or per title. Please indicate which cost driver you are using. |  |  |
| Design and layout | Per book |  |  |
| Typesetting  | Per page |  |  |
| Pre-press review | Per page |  |  |

**Illustrations and photographs**

|  | **Cost driver** | **Cost estimate** | **Notes** |
| --- | --- | --- | --- |
| Full colour illustrations | 1/8 page |  |  |
| 1/4 page |  |  |
| 1/2 page |  |  |
| full page |  |  |
| Black and white illustrations | 1/8 page |  |  |
| 1/4 page |  |  |
| 1/2 page |  |  |
| full page |  |  |
| Photographs | Per photo - commissioned |  |  |
| Per photo - from stock |  |  |

**Printing**

Below is a selection of formats (sizes) and extents (number of pages) for you to supply cost estimates so that we can look at actual print costs across regions. We have made provision for larger print runs and print-on-demand costs.

| **Format and extent** | **Cost driver** | **Cost estimate** | **Cost driver** | **Cost estimate** |
| --- | --- | --- | --- | --- |
| Format: 198 x 130; extent: 8 pages | Per copy on a print run of 500 |  | Per copy on demand |  |
| Format: 198 x 130; extent: 16 pages | Per copy on a print run of 500 |  | Per copy on demand |  |
| Format: 198 x 130; extent: 32 pages | Per copy on a print run of 500 |  | Per copy on demand |  |
| Format: 240 x 168; extent: 8 pages | Per copy on a print run of 500 |  | Per copy on demand |  |
| Format: 240 x 168; extent: 16 pages | Per copy on a print run of 500 |  | Per copy on demand |  |
| Format: 240 x 168; extent: 32 pages | Per copy on a print run of 500 |  | Per copy on demand |  |

|  |
| --- |
| Do you print locally or offshore?  |
|  |

|  |
| --- |
| If you print offshore, do you incur extra costs, such as shipping?  |
|  |

|  |
| --- |
| If you print offshore, is there a significant cost saving, and what size print run makes this a viable option? |
|  |

|  |
| --- |
| Please tell us about your anticipated print runs, number of reprints or factors affecting print runs |
|  |

**Digital publishing**

|  |  |  |  |
| --- | --- | --- | --- |
|  | **Cost driver** | **Cost estimate** | **Notes** |
| Epub creation/ conversion | Per title |  |  |
| Royalty on digital title \*if different from print title | Percentage |  |  |
| Digital management | Per title |  |  |
| Digital storage | Per title |  |  |
| Digital distribution | Per title |  |  |

**Overhead costs**

|  |  |  |
| --- | --- | --- |
|  | **Yes** | **No** |
| Are your organization’s overhead costs included in the above costs?  |  |  |
| If no, what percentage of total costs should be added to cover overhead costs?  |
|  |

|  |
| --- |
| Do you have any other comments you would like to add? |
|  |

Should you have any queries, please contact Kirsty von Gogh at kirstyvg@nba.co.za

Thank you very much for your assistance in this work.

1. We realize that some NGOs have project grants, not grants to publish an individual title. Please estimate approximately how much time is necessary for project management for one individual title. We understand that this is a rough approximation. [↑](#footnote-ref-1)