



Crossroads Publishing, LLC Author Publishing Options

While the dream would be to help everyone as much as possible, that is not always feasible for a business and making decisions. Considering that and endeavoring to give authors as many options as possible with their books, all contract signing authors beginning 9/1/25 must choose one from the following three options for publishing at Crossroads Publishing, LLC. Please contact us with questions or concerns at ceo@crossroadspublishingllc.com.

Option 1: Royalty 40% Author / 60% Publisher

- Publisher pays fees for book to be published, except illustrations and cover.
- No minimum author book order, discount allowed, to be determined at time of publishing

Option 2: Royalty 50% Author / 50% Publisher

- Publisher pays fees for book to be published, except illustrations and cover.
- 50 book minimum author book order, difference enough for publisher to make at least \$3.00 on each author ordered book, discount allowed, to be determined at time of publishing

Option 3: Royalty 60% Author/ 40% Publisher

- Author pays for ISBN, editing, cover, illustrations if needed, and any other fees. This total will not be known until the book has been submitted, contract signed, and book put into preliminary layout.
 - o One ISBN - \$50.00.
 - o Editing - \$1.00 per page
 - o Covers - \$35 each. This would be for an illustrated front cover only. If you would like the back cover illustrated to match the front cover, it would be \$70 total. If you have only a front cover illustration, there would be no charge for the simple back cover information included.
 - o Illustrations would depend on the illustrator, how many are needed and what style the author would choose.

For example: 120-page book without illustrations. \$50 ISBN + \$120 editing + front cover \$35 = \$205. This fee will need to be paid before the book can start the process. Illustrations will be determined in that specific process and timeline. That process allows for half to be paid upfront to get illustrations started, and the

remaining half due upon author approval. You would be sent a detailed invoice to explain the fees.

- No minimum author book order, discount allowed, to be determined at time of publishing

Please realize, when publishing through Crossroads Publishing, LLC, the royalties are figured after Amazon takes their percentage, and after printing costs have been deducted.

For example (all prices are estimates except for Amazon 40%):

Price of book \$15.99 – Amazon 40% (\$6.40) = \$9.59

\$9.59 – Printing of each book \$5.00 = \$4.59

\$4.59 – CP 40% (\$1.84) = \$2.75 royalty per book for author

\$4.59 – CP 50% (\$2.30) = \$2.29 royalty per book for author

\$4.59 – CP 60% (\$2.75) = \$1.84 royalty per book for author

Price of book: This will be determined by current trending prices of books in the same genre and categories. The author will have say as to what they think the book should be priced at, and it will be discussed and agreed upon between the author and publisher. It will have to be enough for Amazon's cut, printing, publisher royalty and royalty for the author. Amazon has recently gone to no paperbacks being priced under \$9.99. If you are planning on a paperback, it will need to be priced at least \$9.99. If it is under \$9.99, Amazon takes 60% royalty, and that leaves nothing for the publisher or author.

Printing cost of each book: This amount per book will not be known until the book is uploaded into KDP for printing. It is different for every book depending on pages, colors needed, size, etc.

With these options in mind, Crossroads Publishing, LLC may not fit in any particular category or type of publisher. There are many choices for the author at Crossroads Publishing, LLC, and their publishing option is just the start. Please see below on the reasoning behind publishing options at Crossroads.

To indicate which option you would like to go with for your book, please see near the end of the Submission Form. The Submission Form can be found under the Submissions Guidelines tab on the website.

Thank you.

More Information on Publishing Options

In response to Crossroads Publishing, LLC being a possible Vanity Press with Option 3 included:

 Author

Crossroads Publishing, LLC

Thank you for your comment. I appreciate you taking the time. There are three options with Crossroads for publishing given on the Publishing Options form on the Submissions Guidelines tab. This information is found on the company website at www.crossroadspublishingllc.com. The author has a choice of which option they would like to consider or go with. This is in no way a vanity press, nor will it ever be that. The author has many choices along the way with Crossroads starting with their publishing option. If illustrations or a cover is needed, the author chooses their illustrator from those available. If the first rough draft sketch is not liked, we go to the next illustrator. The author sees the illustrations five at a time through the process. The author receives the edited copy of the manuscript to approve or deny the edits suggested. The author sees the final PDF of the book and has as many times as it takes until the author is satisfied with the book and any changes needed. There are free educational sessions offered on Zoom for Crossroads authors on a variety of topics including Book Signing Events, creating an author Facebook page, creating the Amazon author page, how to make a book ad for social media, and the list goes on. All of the Marketing calls and emails that are provided for the author are free. As I have been a Marketing Director for many years, there could also be an outlandish marketing package fee. Authors receive royalties quarterly with a details spreadsheet and figures on their earnings. The focus of this company is not money. It is and always will be the author and seeing their dreams come to life in print with them. However, there has to be options for the company to at least break even. While the author is the focus, business decisions have to be made. The options are based on royalty amounts, and even the option with the lowest royalty amount to authors, still leaves a higher royalty amount for the authors than the average across the board these days. Please look at all three options available if you are interested in publishing with Crossroads. I have been an author myself for many years, and I know the importance of the author having choices along the way in the process. I can be reached at ceo@crossroadspublishingllc.com for further discussion. Thank you again for your comment and any time considering all of the options given.

 Author

Crossroads Publishing, LLC

As a side note, I was charged a flat fee of just under \$2,000 for my very first book to be published. Considering the owners of that company were arrested for embezzlement, I received nothing in return. That is not at all what Crossroads is about.

Current Royalty Averages:

Taken from search asking the question what are the average royalty rates to authors from publishers in 2025.

Traditional publishing

- **Hardcover:** 10–15% of the retail price
- **Trade paperback:** 7.5% of the retail price

Vanity Press royalties to authors are running between 0% and 10%.

As can be seen, even the lowest royalty option available at 40% is well above the current average across the board. Crossroads Publishing, LLC prefers to give the authors choices of what will work better for them. That is where the options list has come from, making sure authors have choices in regard to their books.