



## **Overview of Hallowfield Publishing Deal**

### **Royalties**

#### **Printed Case Files (Paperback Books)**

- 20% of Net Receipts

“Net Receipts” refers to the actual amount of money a publisher receives from retailers and distributors after discounts, returns, and taxes are deducted.

If your printed Case Files (books) earn \$500 in profit after discounts, returns, and taxes, you would receive 20%, which in this example would be \$100.

#### **If your Case File (book) is purchased in any of Ron Knight Entertainment stores (rick-and-Mortar Stores.)**

- 30% of Net Receipts!

#### **Digital Case Files (eBooks)**

- 50% of Net Receipts

Note: Most publishers usually offer only 25% Net Receipts for digital books.

### **Merchandise**

Hallowfield will at minimum manufacture glossy magnets and coasters based on your Case File (book). Other possible merchandise will include T-shirts, mugs, tumblers, posters, prints, tote bags, and card games.

- 50% of Net Receipts

### **TV/Film Rights**

If an offer is received for an option to sell the AV (Audio/Visual) rights including film, television, or video, Hallowfield Publishing **and the** Author will negotiate terms of the sale.

Options will not automatically be given to the Publisher without written consent from the Author and options will not be given to the Author without written consent from the Publisher. The Publisher and Author will each receive 50% of the net earnings of any AV sales.



### **Term Length of Contract**

- 5 Years

Rights return to author if:

- Book goes out of print.

### **Payment Terms**

- Royalties (Net Receipts) are paid once a month.
- We offer clear reporting statements and transparent accounting.

### **Author Responsibilities**

Authors are expected to:

- Participate in marketing (social media, To-Do list provided by Hallowfield).
- Promote the Middle Room Café (To increase higher net receipts on your sales.)
- **Option:** Purchase other authors Case Files (books), once every two months.

Authors are not expected to:

- Pay for publishing.
- Fund their own book.

### **Hallowfield Publishing is owned by Ron Knight Entertainment.**

What does this mean? Here are other companies under RKE that you'll have access, all working together to increase revenue:

- Vortex 9 Films (Movies and Plays)
- Rose Water Games (Board Games and Card Games)
- R. Knight Media (Merchandise)
- Middle Room Haunted Experience (Haunted Products/Sales)
- Middle Room Café (Haunted Eatery, Themed Drinks/Coffee, Gift Shop)