

# LLEWELLYN

WORLDWIDE, LTD.

Llewellyn • Midnight Ink • Llewellyn Español • Flux

## Deck Submission Guidelines Information Package

### ABOUT LLEWELLYN PUBLICATIONS

Thank you for your interest in Llewellyn Publications. We always welcome new artists/creators in what we consider the most fascinating and rewarding area of publishing: The New Age. Llewellyn is the oldest and one of the largest publishers specializing in the New Age Sciences.

To save you time and effort, we have prepared these Guidelines. They explain both what we are looking for in a tarot or divination deck and the information we need to consider a deck for publication. Please read the Guidelines carefully before submitting any material.

### WHAT LLEWELLYN PUBLISHES

Our emphasis is always on the practical: how it works and how to do it. In order to fulfill our mission statement of personal growth and development, decks published by Llewellyn must be working decks. We particularly seek decks with a strong foundation in the standard tarot structure and interpretation based on a 78-card deck. Our interest, though, is not limited to these types of decks; variations are welcome as long as the variations are explained and are appropriate for the internal system of the deck. Although we seek to publish beautiful and artistic decks, we do not publish “collectable” or “art” decks.

### PREPARING YOUR DECK FOR SUBMISSION

Seeing your deck in print is every artist's dream, the reward for a long, arduous creative effort. We understand and respect that. But we ask that you keep in mind that publishing is a business, and artists/creators should regard potential publishers as they would any other professional contact. That is, be prepared, well informed, and realistic. We encourage you to use your library and any good bookstore for “How to Get Published” guides. The Writer's Market, updated annually, also has excellent general guidelines on preparing a submission, and there are some good FAQ (frequently asked questions) sites in the Internet (key search words: getting published).

Llewellyn accepts entire decks or proposals (see below) for submission. In either case, we ask you to observe some simple submission rules. In general:

- Inform us if this is a multiple submission, and include the number of current submissions.
- We welcome unagented artists/creators (and actually prefer to work directly with artists/creators), but if you do have an agent, provide the agent's name, address, and phone number.
- Date and sign all materials, including correspondence, manuscript, and title page.
- Complete and include the Artist/Creator Questionnaire and Biographical Data & Deck Info Form included with these Guidelines. These forms are essential for our acquisitions, production, marketing, and publicity departments, and your submission will not be reviewed without them.
- At this point, do not send original artwork, send only high quality color copies of your work or jpeg files. Keep copies of all correspondence for reference.

Send your submission to: Acquisitions Department  
Llewellyn Worldwide  
2143 Wooddale Drive  
Woodbury, MN 55125

**Proposals.** If you wish to send a proposal rather than copies of the entire deck, please include the following: cover letter, outline of system, Artist/Creator Questionnaire, Biographical Data & Deck Info form, and sample cards. For tarot decks, samples should include 2-3 Major Arcana, a court card, and one pip card from each suit.

**Permissions.** If your deck includes artwork from other published sources, you are responsible for determining fair use or public domain status and for obtaining, in writing, all required permission grants. Photographs of museum pieces, even very old and famous ones, are not “public domain,” as there is an issue of photographic and property rights involved. Photographs of people also require releases. Photographs of buildings (private or commercial) or

public sculpture may require property releases. You must include all signed art releases or grants with your submission package, as our decision to contract may rest on the available artwork.

Start your permissions process as soon as possible, and be prepared to pursue your applications. Response times from publishers vary greatly, you may be refused permission, the paper trail might be longer than expected, etc.

## ARTWORK

**Size:** Although we can scale down artwork of any size, the process is easier if your artwork fits the proportions of a standard deck. Our standard card trim size is 70 mm x 117 mm, which includes any border area. Your art should be created to fit this proportion, taking into account whether or not there is a border, and whether there is text within that border, either above and/or below the art. If you do not envision a border and the art is intended to be a full bleed image, be sure to consider that the image will either need a graphic element to hold text, or will be cropped to accommodate text. Art should include ¼" or 6 mm bleed beyond the final image. If you desire your deck to be produced in a different size, please include this in your cover letter along with your reasons why.

**Design:** We prefer to design the cards in house, working with the artwork supplied by the artist/creator, which has been created in proportion to 70 mm x 117 mm, including border space.

**Borders:** On the Deck Information Form, note whether or not you are providing borders for your cards and whether all cards will have the same border. If a border is part of the design, it may be created once, with the understanding that the actual art will be dropped into a "window area" inside this border.

**Text:** Do not incorporate text within the artwork. Text is most easily incorporated in-house at Llewellyn when the deck is for printing the deck.

**Card back:** We prefer that the backs of cards have no orientation (both left/right and up/down).

**Electronic files:** If your deck is created electronically, please note that our preferred platform is Macintosh, although we can convert PC files if necessary. We also prefer Photoshop files. We have had problems converting files created in CorelDraw. If you are using that program, please send a high resolution sample file with your original submission so we can check for problems. Final files should be saved at 300 dpi (or higher), as CMYK, uncompressed, TIF or EPS files. Final files may be sent on CDs or DVDs or posted to our ftp site.

## PLEASE NOTE:

Include postage and packaging if you would like your submission materials returned. We accept no responsibility for lost materials and are not responsible for the return of materials not accompanied by postage and packaging.

## PROMOTING AND MARKETING YOUR DECK

Publishing involves much more than merely printing a deck and waiting for orders. The success of any deck's sales involves publicity and promotion, and it is vital that you work with us in this regard.

Trade catalogs profiling new releases are produced three times a year to match the buying and promotional patterns of the book industry. These are used by booksellers, wholesalers and distributors, and a variety of other industry sources.

Our own New Worlds publication for consumers is also an opportunity to promote you and your deck. As an artist and/or creator, you may be asked to provide short articles about your deck or you may respond to readers' questions and letters (which we solicit and forward to you). This all helps expand interest in and the sales of your deck. Our Marketing Department will contact you and send guidelines for New Worlds as appropriate.

When it is advantageous, we arrange artist/creator interviews and advertise appropriately. We also regularly use other marketing and media outlets. If you give lectures, workshops, and book signings, or participate in conferences, please let us know as soon as possible, so that we can coordinate sales and promotions.

Our sales program is international, with distributors in Africa, Australia, Britain, Canada, Mexico, Latin America, Continental Europe, India, New Zealand, and elsewhere. We have arrangements with French, German, Italian and Spanish language publishers who market foreign language editions of many of our publications.

The following Artist/Creator Questionnaire and the Artist/Creator Biographical Data & Deck Information Form ask for information essential to our Marketing and Publicity Departments, for writing catalogue and back-cover copy, developing press kits, and scheduling publicity events. Both forms must be completed and included with your submission. Your submission will not be reviewed by Acquisitions without them.

## ARTIST/CREATOR QUESTIONNAIRE

**About the artist/creator.** This information will be used for publicity and promotional tools, as well as in the front matter of your book. Please do not provide any information you would not like to see in print! In 100-250 words, tell us about yourself:

- Who are you and what is interesting about you?
- What are your credentials?
- What is your best publicity medium (i.e., where and how do you feel you would best represent your work)?
- What strengths do you possess that we can use in promoting your deck? Experience in media interviews? Lectures and workshop programs? Acknowledged expertise in divination and/or tarot? Willingness to travel? Please list the following specifics.
- Membership in any significant organizations or associations, including offices held and dates, that may be help us develop promotional material or establish your “value” to the media.
- Any significant periodicals in which your work (especially work related to divination or tarot) has been published.
- Media or broadcast interview programs (or types of programs) that you believe will be particularly interested in this deck (including names of personal contacts).
- Have you appeared on media shows or in print? Do you have copies of the interview(s)? Do you have contact names and numbers?
- Organizations (or even types of organizations) you believe will want to use this deck (in bulk purchases) as program resource material (with names of contacts if known).
- Bookstores or other pertinent sales organizations where you are known and that may be responsive to personal promotional opportunities (lectures, workshops).
- Do you have a professional photograph that can be used on the back cover of your deck box?

**About the deck.** In 300-500 words tell us “Why You (the consumer) Should Use This Deck.” In answering, consider:

- What will this deck do for the reader in practical, immediate terms?
- What makes this product unique?
- Are you aware of any similar decks?

Also list the major points of value about this deck. Think in terms of the points you wish us to emphasize in developing advertising and promotional copy, including back cover copy.

- What do you believe distinguishes this deck from comparable titles?
- Develop some advertising blurbs. You are the artist/creator; you know the deck better than anyone else. How will the deck be sold? What will motivate people to buy it?
- Describe the audience, including age group, to whom this deck is directed, and why you believe this audience will be responsive to your deck.
- Other than through trade or specialty bookstores, how do you believe this audience can best be reached?

Finally, tell us about your other publications or works-in-progress.

- List any previously published works, sequentially, with title, publisher, year.
- List any works that are forthcoming, with title, publisher, and anticipated publication year.
- List any works you are now working on or planning.

**ARTIST/CREATOR BIOGRAPHICAL DATA & DECK INFORMATION FORM**

Information you supply on this form is required for the Library of Congress "Cataloging in Publication (CIP)" program, for inclusion on your deck's copyright application. Our Acquisitions, Production, Publicity, and Marketing Departments also all use this information. Please fill out the form completely, and PLEASE PRINT CAREFULLY.

Legal name as used in contract (last, first, middle):

Name as it should appear on the deck's title card (first, middle, last), preferred styling, pen name, etc.:

Note: Remember that if buyers have difficulty pronouncing or spelling your pen name, they may not buy your deck.

Legal address as used in contracts:

Preferred mailing address if different from above:

Phone number(s): Day: (     ) \_\_\_\_\_ Evening: (     ) \_\_\_\_\_

Fax: (     ) \_\_\_\_\_ E-mail: \_\_\_\_\_

Home page: \_\_\_\_\_

Current legal citizenship: \_\_\_\_ United States \_\_\_\_ Other: \_\_\_\_\_

Social Security or Tax ID Number: \_\_\_\_\_

Birth date and time : \_\_\_\_\_ Birthplace: \_\_\_\_\_

Current occupation/profession:

Title of Deck:

Subtitle:

Size of deck: (# of cards)\_\_\_\_\_ Original art work size: \_\_\_\_\_Medium: \_\_\_\_\_Borders:\_\_\_\_\_

Primary audience for whom this deck is intended:

Brief description of the concept and structure of the deck:

**PERMISSIONS REQUEST**

Date:

To:

From:

I am writing to request permission to reproduce the following:

Title: \_\_\_\_\_

Artist/Creator: \_\_\_\_\_

Edition and year of publication: \_\_\_\_\_

Portions, as indicated on the attached page(s): \_\_\_\_\_

For use in my work:

Tentative Title: \_\_\_\_\_

Author: \_\_\_\_\_

Publisher: Llewellyn Worldwide, Ltd.

Est. Print Run: 20,000

Est. Retail Price: TBD

Rights Requested: Worldwide, nonexclusive

Will you kindly give the author permission to reproduce the material indicated above in all editions and reprints of the work and any and all derivations thereof? Full credit will be given in whatever form you specify.

For your convenience, a release form is provided below. In signing, you warrant that you are the sole owner of the rights granted herein, and that the work does not infringe upon the copyright or other rights of anyone.

---

IRREVOCABLE PERMISSION IS HEREBY GRANTED FOR USE OF THE MATERIAL AS STIPULATED.

Form of copyright acknowledgment:

Authorized signature: \_\_\_\_\_ Date: \_\_\_\_\_