



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 Haunted Experience locations. (To increase higher net receipts on your sales.)
- **Optional:** 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)
- Five Publishing Houses



Author Levels

This business model is successful because of “Activity.” The more active you and the other authors along with Hallowfield Publishing are, the more Levels you can achieve.

Hallowfield Publishing will reward those who are doing well, so when you reach a Level, you’ll receive added benefits.

Once again, this is just an incentive. You don’t have to do anything if that’s your choice. Levels were created to keep track of your success and add some extra benefits for those who work hard on their writing career.

Level 1 Total Net Revenue: \$10 (This is the total amount of net sales you earned.)

After reaching Level 1, you receive a bonus.

Bonus: You will be promoted on the Middle Room Haunted Experience Facebook page.

Level 2 Total Net Revenue: \$25

Bonus: Your book will be placed in the top spot of the Case File page on the website so customers can see you first. (As other authors gain levels, your book will slowly move down on the page, giving others a chance to be seen by customers.) In addition, you will be promoted on the Middle Room Haunted Experience Facebook page.

Level 3: \$50

Bonus: Your book will be featured with a group of four authors in the Middle Room Haunted Experience Newsletter. Your book will be placed in the top spot of the Case File page on the website so customers can see you first. In addition, your book will be promoted on Middle Room Haunted Experience Facebook page.

Level 4: \$100

Bonus: You’ll receive a JPEG badge “Hallowfield’s Top Paranormal Author” to use for your marketing and website. Your book will be placed in the top 5 of the Case File page so customers can see you first. In addition, your book will be promoted on Middle Room Haunted Experience Facebook page.



Level 5: \$250

Bonus: Middle Room Haunted Experience will promote your 10% Discount Coupon to customers in the Middle Room Haunted Experience Facebook page. In addition, your book will also be placed in the top 5 of the Case File page so customers can see you first.

Level 6: \$500

Bonus: Special Middle Room Haunted Experience blog will be written about you, including your 10% Discount Coupon and shared on Middle Room Haunted Experience Facebook page. In addition, your book will also be placed in the top 5 of the Case File page so customers can see you first.

Level 7: \$1,000

Bonus: Hallowfield Publishing will purchase Facebook ad's to promote your book for a week. In addition, your book will also be placed in the top 5 of the Case File page so customers can see you first.

Level 8: \$2,000

Bonus: Hallowfield Publishing will purchase Facebook ad's to promote your book for two weeks. Special Middle Room Haunted Experience blog will be written about you, including your 10% Discount Coupon and shared on Middle Room Haunted Experience Facebook page. In addition, your book will also be placed in the top 5 of the Case File page so customers can see you first.

Level 9: \$3,000

Bonus: Hallowfield Publishing will purchase Facebook ad's to promote your book for three weeks. Special Middle Room Haunted Experience blog will be written about you, including your 10% Discount Coupon and shared on Middle Room Haunted Experience Facebook page. In addition, your book will also be placed in the top 5 of the Case File page so customers can see you first.



Elite Status

Conduit Level: \$5,000

Bonus: Video interview with you posted on YouTube along with the Middle Room Haunted Experience blog including your 10% Discount Coupon. You'll be featured in Middle Room Haunted Experience Newsletter. Your book will be featured on the Home page of the Middle Room Haunted Experience website. Hallowfield Publishing will purchase Facebook ad's to promote your book for four weeks. In addition, your book will also be placed in the top 5 of the Case File page so customers can see you first. Twenty glossy paranormal magnets mailed to you for free giveaways.

Medium Level: \$10,000

Bonus: One paid Influencers to talk about your book. You'll be featured in Middle Room Haunted Experience Newsletter including your 10% Discount Coupon. Your book will be featured on the Home page of the Middle Room Haunted Experience website. Hallowfield Publishing will purchase Facebook ad's to promote your book for four weeks. In addition, your book will also be placed in the top 5 of the Case File page so customers can see you first. Ten books and twenty glossy paranormal magnets mailed to you for free giveaways.

Oracle Level: \$20,000

Bonus: Two paid Influencers to talk about your book. You'll be featured in Middle Room Haunted Experience Newsletter including your 10% Discount Coupon. Your book will be featured on the Home page of the Middle Room Haunted Experience website. Hallowfield Publishing will purchase Facebook ad's to promote your book for four weeks. In addition, your book will also be placed in the top 5 of the Case File page so customers can see you first. Twenty books and forty glossy paranormal magnets mailed to you for free giveaways.



Chief Archivist Level: \$30,000

Bonus: Three paid Influencers to talk about your book. Google Ads purchased for your book. You'll be featured in Middle Room Haunted Experience Newsletter including your 10% Discount Coupon. Your book will be featured on the Home page of the Middle Room Haunted Experience website. Hallowfield Publishing will purchase Facebook ad's to promote your book for four weeks. In addition, your book will also be placed in the top 5 of the Case File page so customers can see you first. Twenty books, twenty glossy coasters, and forty glossy paranormal magnets mailed to you for free giveaways.