



THE UNIVERSITY OF NEW MEXICO PRESS

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Mr. Tim Seldes
Russell & Volkening Inc.
50 West 29th Street
New York, New York 10001

Dear Mr. Seldes,

As per our phone conversation yesterday, I am writing to you about Eliot Porter's book on Mexican churches which we are interested in publishing.

Enclosed is a blank form of our standard contract, as you requested.

Our offer on royalties is this: 10% of net receipts on all clothbound copies sold and 7½% of net receipts on all paperbound copies. We are thinking about a print run of 4,000 copies, 1,000 cloth and 3,000 paper, although we may increase this to 5,000 copies. We would like to keep the price affordable and are thinking at this time of a \$35 list price for the cloth (preferably no higher) and around \$19.95 for the paper. Another possibility is doing all cloth and pricing them around \$25. Based on a print run of 4,000 and an average trade discount of 40%, I figure the royalties would amount to a little over \$4,500 (this on the split run of cloth and paper).

Arriving at a fee for Eleanor Caponigro's design work is somewhat difficult for us as we normally use our in-house designers and seldom pay outside freelancers. But we did use a well-regarded New York designer for our book on Carleton Watkins, and the fee we paid was \$2,000. We could offer her the same, though we would have to discuss with her exactly how much she wants to do on this book.

Our next faculty committee meeting will be in July, after which time we will be able to send you a firm contractual offer. Meanwhile, please do let me know if you have any questions or need further information.

Sincere regards,

Dana Asbury
Editor

pc: Eliot Porter