



**House of Sanctuary.com**  
LLC

314-852-1569  
2976 Kincaid Ave  
St. Louis, MO 63114

P.O. Box 142804  
St. Louis, MO 63114

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# Publisher Direct Pricing Book Advertising

Introduction

Publisher Direct Sales  
Pre-Print and Standard Pricing

Book Advertising Program

Presented Book

Sample Content

House of Sanctuary opens it's doors to offer the small to medium sized bookstores an advantage over the retail and distribution giants.



**Welcome** to information on Publisher Direct Sales and Pre-Print Advertising

This is the age of the entrepreneur and for changes in how businesses operate. House of Sanctuary is one of the innovated businesses that have embraced doing things a little different to offer higher profits for everyone. We pride ourselves on publishing books that have excellent potential, good mass-market sales, and to those that can be best sellers in niche markets.

## Publisher Direct Sales

Publisher Direct Sales are distributors prices. Yes, now any business can purchase directly from us. House of Sanctuary (HOS) offers low cost direct distribution prices to the distributors *and* to bookstores. Now, individual retailers can purchase at the same price that we sell to distributors.

It is difficult for anyone, but the giants, to purchase at fabulous prices. Distributors are the industry's middlemen adding commissions, royalties and discounts. House of Sanctuary will only work directly with Distributors that are interested in Publisher Direct Sales, purchasing under the same contract as the individual retailer.

## Pre-Print Publisher Direct Sales

You may elect to make a Pre-Print Purchase to insure that you are one of the first to receive your books. Pre-Print orders always receive priority and will be filled prior to Standard After Print orders. When the numbers of Pre-Print orders exceed our anticipation, House of Sanctuary will attempt to contract a better print price. When possible these savings may be passed to Pre-Print Publisher Direct Sales Orders but shall not alter the After Print pricing.

# Book Advertising Programs

We have created a way for both of us to take full advantage of our newest release. Introducing another ingenious concept, HOS allows advertising in the Presented Book. A maximum of ten printed pages shall be allowed in the final five pages of the book mentioned. Full page and half page ads are offered on a first come – first served basis.

No matter who your clientele are you can take full advantage of our Book Advertising Programs. Each Presented Book may have different pricing depending on the book, the author, and the size of your advertisement, the number of pre-print books purchased, and the size of the print run. Of course, a second print run of a title will be more since the book would be a proven seller. Pricing schedules that differ from those listed in the included contract shall be offered under separate cover at a later date.

## Pre-Print Book Advertising Programs



### Finished Book

Size: 5 ½” by 8 ½”

Paperback

Perfect Bind

Text – B&W

Full Color Gloss Cover

No interior graphics other than chapter titles and advertising

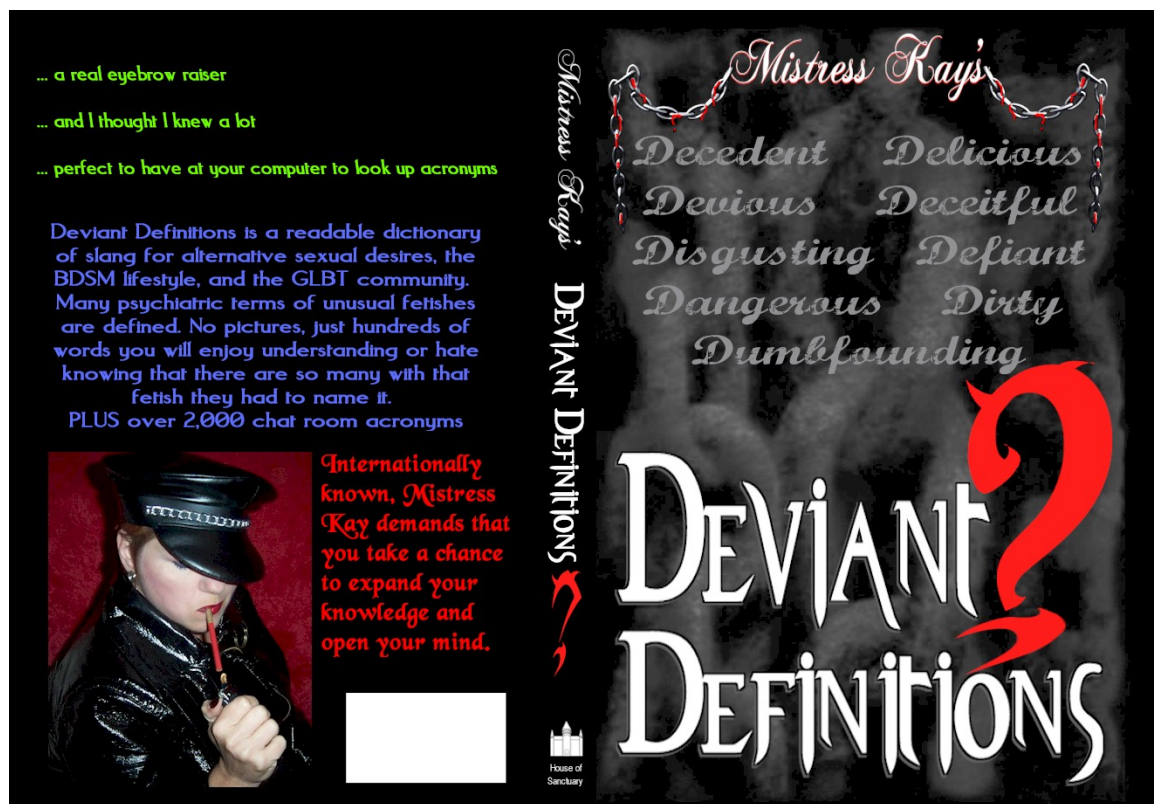
All advertising copy must be submitted in black and white.

½ Page Advertising	Size 4”x4”	\$225.00
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Full Page Advertising	4” wide by 8” tall	\$400.00
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Please apply a fifty dollar (\$50.00) advertising discount with your Pre-Print Publisher Direct order of fifty-one (51) or more books.

House of Sanctuary is proud to offer this Presented Book



## Non-Fiction

**Title:** Deviant Definitions

**Author:** 'Mistress Kay'

**Page Count:** 209 *not including advertising pages*

**First Run Print Date:** July 30, 2007

## Description:

List of over 2,000 Internet chat room acronyms  
Dictionary of ...

Unusual phobias, manias, and fetishes

Slang and Words for sexual activities

Slang and Words used in the homosexual lifestyle

Slang and Words used in the BDSM Lifestyle

## Subjects:

Computers & Internet  
Computer Slang  
Acronyms  
Cyber Café  
Internet Chat Room  
Obscure Words  
Gay & Lesbian  
BDSM  
Fetishes

## Narrative:

With over two thousand chat room acronyms, this is a must have for anyone who loves Internet Chat Rooms and socializing in game sites. It is great to understand what people are talking about! Internationally known, Mistress Kay presents a readable dictionary of slang for alternative sexual desires, the BDSM lifestyle, and the GLBT community. Many psychiatric terms of unusual fetishes are defined. No pictures, just hundreds of words you will enjoy understanding or hate knowing that there are so many with that fetish they had to name it. This is just the first of several books by Mistress Kay.

## Author Information:

- Published articles and on-line articles for sale: BDSM Safety- Emotional and Physical, BDSM: Fantasy to Reality, Gynarchic Principals, Figging, slave Aptitude Test, submissive contract, The slave Heart, Fifty slave Commandments
- Past Lectures include: BDSM Spirituality, Pro-Domme Subliminal Messages, BDSM atmosphere and colors, BDSM Safety, BDSM Energy, Herbal Knowledge for BDSM Play, and The Beast Within
- A BDSM lifestyle Mistress since eighteen years old
- An empowered Matriarch

## Book Signing:

Mistress Kay, the author shall be available for book signings and events in 2008. A tour shall be scheduled and requires those interested to contact us as soon as possible. Book signings may include additional books by the author.

## Lecture - Presenter:

In addition to book signings Mistress Kay is available for presentations and lectures.

# Deviant Definitions - Dictionary styled sample content

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**DM – Dungeon Monitor** – At a play party the DM makes sure the rules are followed to assure general safety. This is a very important person and even rules over the Dom of a scene. If you are attending to play heavy, be sure to ask the DM. This way the DM also knows that you are playing hard and may not interrupt the scene for anything in excess

**Docking** – One partner places his foreskin over the glans of another

**Dog Training** – Role– play where the sub/bottom is trained and treated like a dog.– wearing a collar and lead, eating and drinking from a bowl on the floor, made to beg and bark, staying in a cage and so on.

Besides dog masks, the puppy needs to wear kneepads and hand mitts

**Dogging** – Watching people having sex in parked cars

**Doggy Style** – Intercourse where the receiver is on all fours and received penetration from behind

**Dolcett** – From Toronto Canada, an artist depicting fantasy cannibalism

**Doleros** – Algophilia – Abnormal enjoyment and/or arousal from receiving or inflicting pain

**Dom** –Shortened name for dominant person

**Domestic Partnership** – An unmarried couple who live together in a committed relationship

**Domina** – A Dominatrix / Domme

**Dominance** – To control, rule, guide, impose leadership over another influence basically it means that a submissive person has given control to the Dom and thusly the Dom assumes the responsibility for the sub

**Dominant**, Dom, Dominant –The person in charge Goddess, Queen, Mistress, Lady, DOM, Master, King, or Top, Domme, Domina or Dominatrix

**Dominatrix** – Domme – Domina – a Pro– Dom – Professional Dominate – She is an experienced dominate female who allows Her subjects to give her gifts and tributes. Domimatrixes demand no sexual indications with no nudity from the Pro– Domme. For people wondering if they are interested in the lifestyle it can be a great way to find out. However just as with everything – it depends on the Domme you serve

**Domme** – Domina – A Mistress, Female Dominant, Female

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**Leather Butt** – If someone has a leather butt it means that his or her butt is tough skinned. Perhaps this person just doesn't have much feeling or has played for years and the result is that the butt is less sensitive

**Leather Lifestylers** – Usually Old Guard – and please don't wear pleather (fake leather) around the lifestylers . They will know Leather Cheerio – Anus

**Left– Right Concept** – This is a known system of BDSMers and symbology in using the Hanky code. The left side indicates the Dominate or top in a sexual activity. So the right is opposite indicating a passive

**Leg Binder** – Like a short sleeping bag the legs are inserted then the laces drawn tight

**Leg cuffs** – Wide cuffs the restrict movement of the ankles

**Leg Irons** – Usually they are made of iron so that is the reason they are called leg irons. These were designed for prisoners and slaves. They are metal ankle cuffs that are locked to the ankles. There is a length of chain between then to restrict movement, allowing the person to walk but not run. An additional chain may be fasted in the middle of the leg iron chain to attach to wrist cuffs

**Leg Restraints** – Anything that restricts the legs

**Leg Spreader** – A bar that spreads the legs apart and has a way to attach the legs at the thighs or ankles

**Lesbian** – A woman who is homosexual

**Levirate Marriage** – Many religions and cultures have a law that states that if a woman is widowed when the couple had no male children, to carry on the family name, the next of kin to the deceased must then marry the widow

**Pain Threshold** – There is a limit to pleasurable pain, once this point has been passed the pain threshold has passed

**Panderer** – 1) To get someone sex (like a pimp) 2) To indulge someone's desires, even if they may be odd or unsafe

**Panic Snap** – A specific type of carabineer/clasp designed so that it will still open even if there is considerable weight pulling down on it

**Pansexual** – Open-minded... Various groups – any gender – any sexual preference – any race – anyone

**Pansy** – Male homosexual

**Pantophobia** – Fear of almost everything

**Panty Boys** – Biological male or boys that like to wear female panties

**Paphian**– Pertaining to the city of Paphos that's sacred to Aphrodite, thusly anything to do with Aphrodite

**Papilla** – Projection, bump, nipple

**Parachute Ball Stretcher** – Resembling a parachute from which weights can be suspended in ball torture scenes or to stretch the skin of the scrotum

**Paraphallus** – Penis – Dildo

**Paraphilia** – A mental disorder of obsession to the point of disturbing one's life or an extreme need for something for gratification

**Pareunia** – Sexual intercourse

**Parthenolatry** – The worship of virgins

**Parthenophagy** – Cannibalism of young girls

**Parthenophilia** – Fetish relating to virgins

**Parthenos** – Virgin – Maiden

**Passivism** – Being passive – Submissive

**Pathicus** –Passive male recipient

**Patona** – Vagina

**PC Muscle** – See Kegel

**PE** – Power Exchange

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**Strip Poker** – Know the rules before you play – Some sort of poker with the goals to get others to remove articles of clothing when they lose a hand

**Strip Search** – "Take everything off and I am going to search everywhere"

**Stripper – Stripping** – Exotic dancer – Somebody who dances and takes his or her clothes

**Stud** – Male who is handsome and/or has many sex partners

**Stuffing** – Inserting objects

**Stupration** – The breaking of chastity

**Stygiophobia** – Fear of hell

**sub** – submissive – subbie

**Subincision** – Cutting the underside of the glans to the urethra

**Subliminal** – Messages given without words that you can hear such as body signals or words so softly you really can't hear them

**Submission** –Submit

**Subspace** – A sub can reach a state of euphoria from a scene due to the chemical reaction in the body and mind

**Succubus** – Female spirit who seduces

**Suck Face** – Kissing, heavy petting , making out

**Suck Off** – Oral sex

**Sugar Daddy** – A man who financially supports a person

**Support Groups** – Groups of people that can get together to share information and to feel safe in talking with someone

**Surface Piercing** – Temporary piercing through the skin's surface – like needle play

**Suspension** – Using ropes, chains, cuffs, webbing, or chain in order to completely get a person off of the ground

**Suspension Bar** – Not always used for suspension that is off the ground at full body weight, it is more like a spreader bar that has an attachment from each end that meeting the center to be attached to a suspension hook

## Over 2,000 Internet Chat Room Acronyms - samples

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DIM _____	Do It Myself	YNK _____	You Never Know
DINK _____	Double Income, No Kids	YOYO _____	You're On Your Own
DITR _____	Dancing In The Rain	YR _____	Yeah Right
DITYID _____	Did I Tell You I'm Depressed	YSS _____	You Suck Severely
DIY _____	Do It Yourself	YSYD _____	Yeah, Sure You Do
DK _____	Don't Know	YT _____	Yours Truly
DKDC _____	Don't Know - Don't Care	YTRNW _____	Yeah That's Right, Now What?
DKF _____	Dreaded Koosh Flogger	YTTT _____	You Telling The Truth
DKU _____	Drop Kick Ugly	YUPPIES _____	Young Urban Professionals
DL _____	Dead link	YW _____	You're Welcome
DL _____	DownLoad	YWHOL _____	Yelling "WooHoo" Out Loud
DLG _____	Devilish Little Grin	YWIA _____	You're Welcome In Advance
DLTBBB _____	Don't Let The Bed Bugs Bite	YWSYLS _____	You Win Some You Lose Some
DLTM _____	Don't Lie To Me	YYSSW _____	Yeah Yeah Sure Sure Whatever
DMI _____	Don't Mention It		
DMQ _____	Do-Me Queen		
DNA _____	Did Not Answer		
DNC _____	Does Not Compute		
DNDK _____	Don't Know, Don't Care		
DNO _____	Do Not Open		
DNPM _____	Damn Near Pissed Myself		
DOA _____	Dead On Arrival		
DOB _____	Date Of Birth		
DOC _____	Drug Of Choice		
DOE _____	Depends On Experience		
DOE _____	Depends On Expense		
DOM _____	Dirty Old Man		
NG _____	New Game		
NG _____	News Group		
NHOH _____	Never Heard Of Her/Him		
NIAA _____	No Idea At All		
NICBDAT _____	Nothing Is Certain But Death And Taxes		
NIDWTC _____	No I Don't Want To Chat		



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## **Advertising Agreement**

1. This is a two page Advertising Contract between House of Sanctuary, LLC hereafter referred to as HOS and the 'Advertiser', as defined below.
2. If a court of competent jurisdiction deems any portion of this agreement unenforceable it shall not affect the enforceability of the other portions of the agreement.
3. Advertiser will submit black and white camera-ready copy for inclusion. Advertisement may be placed in exact form or altered in part by HOS. Due to the nature of this publication adult references are acceptable however nudity, realistic nor implied, or prejudiced commentary ads are not allowed. HOS reserves the right to reject any advertisement, at any time, for any reason. HOS assumes no responsibility for typographical errors. Advertising materials will not be returned.
4. Advertiser shall **submit advertising copy no later than 1:00pm, July 13, 2007.**
5. This is a pre-print advertising contract to include advertising in a published book named **Deviant Definitions by Mistress Kay** with **first run printing date of July 27, 2007**
6. When paying for the Pre-Print Publisher Direct ordering fifty-one (51) or more copies of said book at the same time as your Pre-Print Advertising you may reduce the advertising fee by fifty dollars (\$50.00).
7. Full Page Advertising for \$400.00 shall be defined as 4" wide by 8" tall. Half Page Advertising for \$225.00 shall be defined as a 4"x 4" space.
8. HOS retains the right to alter, add, or delete advertising space(s).
9. Inclusion in this first printing run includes advertising only in this print run as noted above. In the event of another print run, the Advertiser shall be notified and offered the option of a new advertising consideration.
10. HOS shall not be liable for any damages for failure to fulfill an order for any reason whatsoever, including but not limited to labor disputes, strike, war, riot, insurrection, civil commotion, fire, flood, accident, storm, acts of God, or any other circumstances.
11. HOS reserves the right to cancel this Agreement at any time.
12. Advertiser shall indemnify HOS and hold HOS harmless from any and all loss, cost, expense and damages on account of any and all manner of claims, demands, actions and proceedings that may be instituted against HOS on grounds alleging that any advertisement submitted hereunder by or on behalf of Advertiser violates any copyright or any proprietary right of any person, or that it contains any matter that is libelous or scandalous, or invades any person's right to privacy or other personal rights.
13. The Advertiser insures and states that in submitting an ad copy that all materials included shall be the sole property of the Advertiser who accepts direct and full liability for any infringement of copyright and trademark ownership. Advertiser agrees at Advertiser's own expense, to promptly defend and continue the defense of any such claim, demand, action or preceding that may be brought against HOS.

- 14. The Advertiser shall reimburse HOS for any amount paid by HOS in settlement of claims or in satisfaction of judgments obtained by reason of publication of such advertising copy, together with all expenses incurred in connection therewith, including but not limited to, reasonable attorney's fees and court costs
- 15. In the event of a dispute between HOS and Advertiser regarding the terms, construction or performance of this Agreement, such dispute shall be settled by binding arbitration in St. Louis, Missouri, according to the rules of the American Arbitration Association for the settlement of commercial disputes, then in effect. The award or decision resulting there from shall be subject to immediate enforcement in a Missouri court of competent jurisdiction. Company and Artist hereby submit to the jurisdiction of the courts of Missouri for the enforcement of this Agreement or any arbitration award or decision arising here from. In the event that a party is forced to obtain an attorney to enforce the terms of this Agreement, the party prevailing in such action of enforcement shall be entitled to the recovery of attorney's fees incurred in such action. Any notices or delivery required herein shall be deemed completed when hand-delivered, delivered by agent, or placed in the U.S. Mail, postage prepaid, to the parties at the addresses listed herein.
- 16. This writing contains the entire Agreement of the Parties. No representations were made or relied upon by either party, other than those expressly set forth in this Agreement. No agent, employee or other representative of either party is empowered to alter any of the terms hereof, unless done in writing and signed by a duly authorized officer, employee or other representative of the respective parties.

Company Name – Ship to Address \_\_\_\_\_

Address \_\_\_\_\_

Corporate Name \_\_\_\_\_

Address \_\_\_\_\_

Phone: \_\_\_\_\_ Website: \_\_\_\_\_

Authorized Person: \_\_\_\_\_ Title: \_\_\_\_\_

\_\_\_\_\_ Date: \_\_\_\_\_

Signature of Agreement



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## Publisher Direct Book Sales Agreement

1. This is a Sales Agreement between House of Sanctuary, LLC hereafter referred to as HOS and the 'Buyer', as defined below.
2. The Buyer understands that all purchases are made under the conditions of this two page Agreement. If a court of competent jurisdiction deems any portion of this agreement unenforceable it shall not affect the enforceability of the other portions of the agreement.
3. All prices are noted in United States Currency. All purchase made must be paid in US Dollar Currency.
4. Your own country's Customs may impose an import duty of which you will have to pay. A full street address and telephone number is required for shipping outside of the U.S. Any and all costs above the standard shipping rate shall be the responsibility of the Buyer.
5. Buyer accepts the responsibility to inspect shipment before acceptance and to deal directly with the shipper if there is damage of any sort.
6. We use a third party credit card transaction processor, PayPal. Pre-Payment may also be made with a bank cashiers check payable to House of Sanctuary. The buyer agrees to pay in full without recourse to neither cancel nor charge back on any credit card transaction.
7. We offer Publisher Direct sales only. There are no further discounts. No royalties or commissions are involved. All sales are made on a direct sale pre-pay basis as defined in this Agreement.
8. In paying for your Pre-Printed purchase, HOS guarantees delivery of the quantity of books ordered. Distributors, wholesalers, Internet stores, and retailers may purchase for the same Publisher Direct pricing. The majority of our sales are 500 copies per title or less. Prices are indicated below as determined by the number purchased per order. High volume pricing is available.
9. Standard cost is reflected as 'After Print' pricing
10. Pre-Paid Basis for Direct Purchase of runs per title fewer than 10,000 copies. No commissions, discounts, percentages, royalties. Runs over 10,001 per title shall be discounted further at our discretion.

# of books	1 -5	6-15	16-25	26-50	51-100	101-300	301+
Pre-Print SRP\$15.99	5.10	4.90	4.75	4.50	4.25	4.00	3.80
After Print SRP\$15.99	6.30	6.25	6.20	6.00	5.70	5.25	4.80
Pre- Print SRP\$17.99	5.15	5.00	4.80	4.50	4.20	3.25	3.15
After Print SRP\$17.99	6.80	6.80	6.50	6.20	5.90	5.45	5.00
Max Return	0	0	25% FOB	25% FOB	25%	25%	25%
Limited return time	N/A	N/A	60 Days	60 Days	30 Days	30 Days	30 Days

# Publisher Direct Book Sales Agreement

11. It is with the greatest effort we try to maintain a stock of at least one thousand books per title.
12. Dependent on the volume purchased per order, the acceptable number of books that may be returned are indicated in a percentage. The number of days begins from the date of order
13. All returned books must be in good to excellent condition. Books not in an acceptable condition will be denied. We are not responsible for returns without an RMA # or if it was sent to us uninsured. Goods are NOT shipped 'upon approval'. UNAUTHORIZED RETURNS WILL BE REFUSED.
14. Books shall be shipped at a book rate. Shipping will be either by United Parcel Service or United States Postal System. We reserve the right to cancel, suspend or delay delivery of an order without being liable for any loss or damage if the supply of the goods is prevented or delayed for circumstances beyond our control. We are not responsible for "act of God", weather, or technology failures that may interrupt us providing prompt delivery of your items. We endeavor to ship as soon as possible.
15. In the event of a dispute between HOS and Advertiser regarding the terms, construction or performance of this Agreement, such dispute shall be settled by binding arbitration in St. Louis, Missouri, according to the rules of the American Arbitration Association for the settlement of commercial disputes, then in effect. The award or decision resulting there from shall be subject to immediate enforcement in a Missouri court of competent jurisdiction. Company and Artist hereby submit to the jurisdiction of the courts of Missouri for the enforcement of this Agreement or any arbitration award or decision arising here from. In the event that a party is forced to obtain an attorney to enforce the terms of this Agreement, the party prevailing in such action of enforcement shall be entitled to the recovery of attorney's fees incurred in such action. Any notices or delivery required herein shall be deemed completed when hand-delivered, delivered by agent, or placed in the U.S. Mail, postage prepaid, to the parties at the addresses listed herein.
16. This writing contains the entire Agreement of the Parties. No representations were made or relied upon by either party, other than those expressly set forth in this Agreement. No agent, employee or other representative of either party is empowered to alter any of the terms hereof, unless done in writing and signed by a duly authorized officer, employee or other representative of the respective parties.

Company Name – Ship to Address \_\_\_\_\_

Address \_\_\_\_\_

Corporate Name \_\_\_\_\_

Address \_\_\_\_\_

Phone: \_\_\_\_\_ Website: \_\_\_\_\_

Authorized Person: \_\_\_\_\_ Title: \_\_\_\_\_

\_\_\_\_\_  
Signature of Agreement Date: \_\_\_\_\_