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## AUTHOR CODE OF ETHICAL CONDUCT OVERVIEW

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*At PDMI we believe in creating Ethical Behavior standards for our Staff as well as our Authors. We have implemented both an Employee and Author Code of Ethical Conduct Policy to give you an overall understanding of our business practices.*

**COMPANY FORMATION HISTORY:** PDMI was officially established in June 2011 as a Freelance Publisher. PDMI later formed itself as a Limited Liability Company (LLC) and changed its current freelance operations to a full Independent Traditional Press in August of 2013 currently holds an A+ rating with the BBB.

**HOURS OF OPERATION:** Monday through Friday 10AM to 5:00 PM.

**OUR MISSION:**

*Approved on the 4th day April 2014 via Board Meeting, Ethics Committee & Editorial*

Our Mission is to turn the gears of perception into a design of reality through trust and commitment. To fulfill that mission our PDMI Staff Team provides high quality, and exceptional design and management services with innovation and artistic expertise. In all parts of the publishing process we work toward collaboration between ourselves and our authors.

The Author's needs are always given priority. We focus on helping each and every author reach their goal of an excellent, marketable product. We do everything possible to combine the author's vision with the demands of the marketplace. Time is valuable in any business, and we work hard to preserve that value with each author relationship we build. Consequently, any issues shall be taken care of quickly, effectively and in a professional manner. In this manner we build value beyond the author's expectations.

Business is business, but PDMI does everything in its power to have fun and enjoy the journey we undertake with each author. We are always seeking the tools to run a clean, organized and efficient operation. Our staff strives to adhere to the highest standards of integrity and ethical business practices and to improve in all areas of our expertise, developing and implementing new ideas, strategies and services that will benefit our authors, the reading public, and our fellow publishers.

### PRIOR INVESTIGATION

*Prior to accepting a book for publication, PDMI investigates its potential author and manuscript. Due to many acts of plagiarism, PDMI actively pursues and acquires information regarding the author and their work through our approved council.*

*Our search includes hours of research and thorough background checks.*

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## UNDERSTANDING THE AUTHOR CODE OF ETHICAL CONDUCT

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Our ethical principles are the values that set the ground rules for all our Authors at PDMI Publishing, LLC. As we seek to achieve the responsible commercial success of all our Authors at PDMI, we will be challenged to balance these principles against each other, being always mindful of our promise to adhere to the code of ethics outlined below and our mission statement. Failure to abide by this code of ethics and/or mission statement could result in suspension and/or possible termination as an Author of PDMI Publishing, LLC and/or its affiliates, imprints or divisions.

Our reputation for integrity is critical to the Author's and Company's success. There is no more important issue than the lawful and

ethical conduct of our employees and Authors in their relationships with each other and the Company.

This brief manual summarizes the business ethics policies and the code of conduct which the Company expects all its Authors to follow. Read this manual carefully and understand it fully.

If you have any questions regarding the Author Code of Ethics then you may contact PDMI in writing at [info@pdmipublishing.com](mailto:info@pdmipublishing.com) at any time regarding your concerns.

- *As an Author you also understand and acknowledge that by conducting business with the Company and using its website you agree to adhere to the terms and conditions set forth. Should you contract with the Company you will be required to sign a copy of the Author Code of Ethical Conduct.*
- *Failure to sign the Author Code of Ethical Conduct will result in the termination of your agreement with PDMI and or its affiliates and imprints.*

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## A NOTE FROM THE FOUNDERS

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A single Author's conduct can do much to damage a hard-earned reputation. In addition, Authors who violate these policies are subject to appropriate disciplinary action by the Company, including possible termination of their contract without reimbursement. If you are an Author, your responsibilities include ensuring that you fully acknowledge, understand and follow these ethics, code of conduct and policies as outlined in this Author Code of Ethical Conduct provided by PDMI Publishing, LLC its Imprints and Divisions.

Publishing is by no means free. There will always be manufacturing cost, distribution fees, illustration and editorial fees, marketing and company overhead to consider when publishing someone's work.

To help put things in a bit more in perspective, let's look at this from a real world point of view, from our business operations at PDMI. PDMI is an Independent, Traditional Publisher which requires no investment from the Author. Rather, PDMI invest in that Author, taking the responsibility to manage the production of a book which take from numerous hours to even full months of work to polish a manuscript.

PDMI typically invest an average \$2,500 - \$5,000 for each book it produces. This includes but is not limited to book cover design, interior layout, illustrations, marketing, ISBN and UPC purchases, database keeping, and enrollment in programs, gathering reviews and publishing of multiple formats.

Our illustrators and editors make a cut from a percentage of royalties which helps shape the production of the title. They work on your book, believing that you will be proud of your title and you will help promote it and hopefully generate sales. This ensures to keep our team more productive. They have worked their fingers to the bone to sculpt your voice and vision into print.

We need your commitment that you will do everything in your power to promote your work. Even buying one book from PDMI helps by keeping these little doors open. We know that some of you are working really hard and we realize why some things are not promoted, due to family issues and such but there are some of you that receive their book and we never hear from. If you are proud of it. You need to share your work

Have you done your part to make a return on the publisher's investment? Whether or not your sales are many, PDMI is thankful that you even try. We work hard so that you can be proud, stand for your work and promote it to the billions that live here on planet earth. Someone out there is bound to love your work and is looking at you to approach them.

What are you doing to make a difference in the industry?

TC McKinney - Owner / Founder

Nessa Arcamenel – Owner / Co-Founder

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## AUTHOR CODE OF ETHICAL CONDUCT

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**AUTHOR MISSION:** The Mission of the PDMI Authors is to provide support of other listed Authors by maintaining the highest integrity, honor and friendship. It is also the responsibility of the Author to help market their own work, keep their contact information up-to-date and provide a high resolution appropriate Author photo for marketing purposes.

- *No promotion of another PDMI Author is requested of you though we do encourage sharing of other likeminded Authors and their Genre. It is up to the Author whether they wish to promote another PDMI Author on their networking platforms as we know some people cannot attend to their social networks regularly.*
- *Marketing can be defined by social media interaction including shout outs, pages, or post. It can also be defined as blogging, events, book signings or promotion of your book in any form. No marketing on the Authors part will be viewed as non-compliant to your publishing agreement and will result in suspension, or termination of your agreement with PDMI. If terminated, PDMI reserves the right to invoice the Author accordingly for the preparation, time and effort of putting your book to print and market. All invoices will be due within thirty (30) days upon receipt of invoice.*
- *Please note, that all books are based on the Publisher's un-recovered investment and are subject to a minimum of \$1,500.00. Please be sure to adhere to the minimal promotion guidelines. The Publisher's un-recovered investment is for the creation of your book including, but not limited to: Cover Art, Interior Format, Editing, Illustrations, Metadata, Press Releases, Marketing, Distribution, ISBN and Barcode Assignment.*

**MINIMAL PROMOTION GUIDELINES:** Minimal Promotion can be defined as: Posting at least two (2) times per week via social media accounts, blogging, or one (1) book signing every two-three months.

- *We understand that there will be some times which you will not be able to attend to your marketing strategy due to unforeseen events. There are exceptions such as family issues, fire, theft, flooding, moving to a new location, and dire emergencies etc. that are beyond the control of the Author.*

**AUTHOR RESPONSIBILITY:** It is the Author's responsibility to notify the Publisher in a timely manner of any change of address, telephone number, name change, payment information and/or email preference. The Author is also responsible for reporting any income from independent sales to the IRS as required by law.

### Possible Complications

- Failure to update your residential address when you move could result royalties being forwarded to your previous residence, in which PDMI Publishing, LLC is not responsible.
- Failure to update your telephone number and/or email address could result in lost communication concerning your book and its progress.
- Failure to update your name change could result in the possibility of not being able to get your royalty checks cashed.

### Possible Results

- If no communication method is valid, PDMI may at its sole discretion, take the book off the market and/or terminate your existing agreements.

**SOCIAL MEDIA REQUEST:** Any request to PDMI or its staff must be addressed in support ticket to the appropriate department. Failure to comply with this policy will result in a no-answer. Contact by any social media platform is not appropriate to address your concerns. To address PDMI or its staff members on any social media platform, publicly or privately is prohibited by company policy. To report a misuse, please contact the mediation department at [mediation@pdmipublishing.com](mailto:mediation@pdmipublishing.com).

### Staff

The use of personal email accounts from our staff to our authors, is strictly prohibited, unless otherwise directed and/or approved by the Home Office. The reason is simple. To use a personal email address to talk about company affairs leaves no tracking record. Failure to use our company accounts and using personal, unless otherwise approved by the home office is grounds for immediate termination. \* Please note, if given permission all emails must be copied or forwarded to the following: [info@pdmipublishing.com](mailto:info@pdmipublishing.com), [nessa@pdmipublishing.com](mailto:nessa@pdmipublishing.com) and [tcmackinmey@pdmipublishing.com](mailto:tcmackinmey@pdmipublishing.com).

**ACCOUNT LOGIN:** Login information to check the status of your book is provided by PDMI using your associated email address for your username and your assigned Author ID as the password. \* *Please Note, your assigned Author ID is assigned on the code of ethics page of your publishing agreement.*

- Company Login: <https://pdmipublishing.com/author/clientarea.php>
- Username or Email Address: Email associated with your publishing agreement.
- Password: Assigned Author ID with your publishing agreement.

**FREE OF JUDGEMENT:** At PDMI we shall maintain a clean and healthy environment with our Authors in which they shall have the right to feel safe from discrimination, jealousy, slander or judgment from another Author or Employee of PDMI. If you feel you have been discriminated against, slandered or judged please contact us right away by writing the grievance and mediation department at [mediation@pdmipublishing.com](mailto:mediation@pdmipublishing.com) and we will make every effort to address your concern within seven (7) to fourteen (14) business days.

**QUESTIONS AND ASSUMPTIONS:** At PDMI we wish to maintain an open and honest relationship with our Authors and we wish to provide them with the means to ask us questions about any of their concerns regarding PDMI and/or its business practices. If you have a question concerning the way PDMI operates then please feel free to leave us a message via support ticket, with Business Operations. It is our commitment to respond to your question within seven (7) to fourteen (14) business days.

*\* If at any time PDMI feels that you are causing initial loss of sales, damaging PDMI's reputation or that of its Authors, or making 'off the wall' assumptions that could be damaging to PDMI without first consulting the Home Office ([info@pdmipublishing.com](mailto:info@pdmipublishing.com)) then PDMI may freely remove your listing as an Author of PDMI.*

**AUTHOR CRITICISM:** At PDMI we encourage constructive criticism, opinions and advice when it comes to sharing books with other Authors of PDMI. Authors under contract with PDMI shall not, verbally or in writing, state something that is slanderous, vulgar, negative or degrading. Consequences for impacting another Author in such a manner, whether made public or shared directly with another PDMI Author will be subject to investigation. This investigation and its decisions shall be under the control of the council, which includes all department managers (Head Committee), Grievance and Mediation Department, Home Office and/or Ethics Committee.

**AUTHOR REVIEWS:** If you wish to leave a review that is hateful, disrespectful, degrading, vulgar or slanderous to another Author with PDMI or not, you will immediately be terminated from your agreement and banned from any and all of PDMI's platforms. Honesty is appreciated and we do not expect all Authors to supply 5-star ratings to every book. However, if you feel you cannot honestly provide a reasonably supportive review, then please refrain from providing any review at all.

**DRAMA IN-DRAMA OUT:** Any and all drama pertaining to PDMI, its Authors or Employees will not be tolerated. If any accusations are made against or by Authors, Employees or related parties, PDMI will take any appropriate action to investigate the situation. All decisions made by PDMI regarding the offending party are final and not subject to appeal.

**HONESTY:** Authors shall always maintain honesty in their work with PDMI and other Authors and will never deliberately mislead them. We welcome our Authors to openly and freely share information, as appropriate to the relationship, but shall never reveal the confidential information of another Author of PDMI, the Publisher or its imprints, divisions or partner companies. To reveal confidential information of another Author or PDMI Publishing, LLC and/or its staff is grounds for immediate termination.

**AUTHOR RESPECT:** All Authors are required to respect another Author's Work. This is to say that every Author of PDMI must not cause harm to another Author in any shape, form or fashion. Every Author is unique and distinct in character and personality. If you feel that you cannot get along with another Author, PDMI advises you not to slander, bash or in any way harm the other Author. You shall be permanently barred from publishing under PDMI, its imprints or divisions.

**COMPANY CONFIDENTIALITY:** As a PDMI Author you understand that you shall not give away the company's information, its imprints, divisions or partnership companies and/or ideas to another person and/or establishment without the consent of the Home Office. Please forward and questions or concerns to PDMI's Home Office at [info@pdmipublishing.com](mailto:info@pdmipublishing.com) or open a support ticket.

**COMMITMENTS:** We will go to great lengths to keep our commitments. As an Author of PDMI, you understand that you will not make promises on behalf of the Company or its Staff unless you have the authority from the Home Office to do so.

**AUTHOR ISSUES:** All issues shall be taken care of in a timely and professional manner within seven (7) to fourteen (14) business days.

**CATALOGING:** PDMI holds an extensive online third-party catalog of print and out of print titles. Once your book is listed with PDMI's online third-party cataloging service, it shall remain in our system indefinitely. Please feel rest assured that no orders can be placed with our Out of Print titles. <https://www.librarything.com/catalog/PDMIPublishing>.

#### ORDER PLACEMENTS:

- A) As part of PDMI's Ethical Conduct Procedures, we strongly advise that if an Author has concerns regarding the order placement and whereabouts of any books through PDMI, its Imprints or Divisions to contact PDMI at [salesdept@pdmipublishing.com](mailto:salesdept@pdmipublishing.com). PDMI shall respond within seven (7) business days.
- B) If any concern regarding Order Placements, or whereabouts of any books through PDMI, its Imprints or Divisions are forwarded directly to another Author, the Author has the absolute right to not respond to such inquiries. It is deemed a matter for PDMI only and is not the responsibility of the Author to ask another Author.
- C) The Author also holds the absolute right to forward such inquiries to the Publisher at [info@pdmipublishing.com](mailto:info@pdmipublishing.com) or via support ticket if deemed necessary, and should report the communication to PDMI. PDMI will take the appropriate action necessary to stop any further unauthorized communications to the Author.

**AUTHOR NEEDS:** The Author's needs always come before PDMI and we shall always strive to give them the best possible customer service satisfaction in every detail by providing customer service that meets or exceeds the Author's expectations. Time is very valuable and is an important factor in customer relations. PDMI shall remember to always take care of the Author diligently and with attention to detail, in order to create and support customer satisfaction.

**ROYALTIES:** Royalty statements will be sent on a quarterly basis by the 1st or 15th of every three months by the Publisher to the Author via email, company hosted cloud, standard mail and/or certified mail. Royalty Statement fan be viewed by logging into the Publisher's Secure Virtual Private Server at [www.mycloud.pdmipublishing.com](http://www.mycloud.pdmipublishing.com). You will need your email and Author ID associated with your account to login.

A) It is the Author's responsibility to contact PDMI in the event they do not receive their statement via email, support ticket and/or certified mail in a timely manner.

B) It is the Author's responsibility to notify PDMI of any change in their email/ home address, name, telephone or payment methods.

C) The Royalty earnings period listed on the statement is always up to three months behind the royalty processing date if royalties exceed fifty dollars \$50.00 USD (example: Royalties earned from January book sales will be paid on the statement sent to the Author in April) which may have an additional lag time that could be up to thirty days. If royalties do not exceed the minimum of fifty dollars \$50.00 USD, the Author understands and acknowledges that the accumulated royalties will not be sent until the sales have generated over the minimum royalty guideline of fifty dollars \$50.00 USD.

*\* Royalties are commonly paid by check. There are a few exceptions that royalties shall be forwarded through Paypal.*

**EDITORIAL:** If the Author of PDMI chooses to have one of our Editorial Staff Members edit their work then you understand and acknowledge that you shall in no way hinder the editorial staff with a lot of changes to make after said Manuscript/s have been submitted to the editorial staff. All Editorial questions and matters pertaining to your edits can be addressed to [submissions@pdmipublishing.com](mailto:submissions@pdmipublishing.com) or via support ticket.

*\* The Author understands that PDMI only accepts Full Manuscripts at the time when editorial services are requested. Any additional changes to your manuscript once submitted and assigned to an editor, who is in the state of working on the manuscript will be subject to additional Editorial Fees and pricing as set by our PDMI Editors with an additional \$75.00 re-submission fee.*

**REPRINTS:** Reprints request by the Author of any submitted manuscript after publication by the Publisher may be subject and charged an additional fee up to \$150.00 per re-submission.

*\*This re-submission fee applies to the Author after signing the Client Sign-off Proof Approval Form.*

**DISTRIBUTION FEES:** Distribution fees are subject to be taken from the Authors royalties during

**PROMO SALES:** No Royalties are given to the Author during the Promo Sales period. Promo Sales Periods shall be mutually addressed and confirmed by the Author and Publisher. Royalties will not be paid on copies provided free of charge or sold to you. No royalties shall be paid for copies distributed for review, advertising, publicity, promotional purposes, samples or other similar purposes.

**PUBLISHER SALES:** Publisher sales can be defined as a raised or lowered price during promotional periods such as holidays and/or other observances to drive the market to buy an Author's book. The Publisher has the absolute right to raise or lower the price of an Authors Book at such given times in order to promote the Author to their fullest extent.

**REMAINDERS & RETURNS:** Remainders can be defined as a title or titles that have been ordered and shipped back to the Publisher from a distributor, wholesaler, organization, school, or bookstore etc. Remainder copies can be sold or forwarded to other distributors at the Publishers discretion to recoup the Publishers investment.

*\* Once a book is returned, the Publisher may choose to inform the Author. If informed, the Author has the absolute right to purchase the remainders at a discounted price. All returns shipped to the Publisher may be visually marked on the top or bottom of the book with a black stripe across the page's trim. All returns to the publisher, unless sold may go against the Author's future royalties.*

*\* The Publisher also reserves the right to order and sell fifteen hundred to two thousand (1,500-2,000) copies through any of its publisher accounts, listings, affiliates, third-party partners, vendors, wholesalers, or distributors to recover the investment in its entirety if you or the publisher terminates its agreement.*

**AUTHOR PROOF COPY:** The Publisher will issue one (1) physical printed proof for each of the Work/s and one PDF (Ebook) Versions for approval before submission to the printer. Additional physical proof copies are solely the responsibility of the Author.

**PRIOR PHYSICAL PUBLICATION:** The Author understands that the book will first be published as an e-book and/or Kindle Format before publication of the physical copies. All formats (Ebook and Physical) are subject to a three (3) to six (6) month pre-order status before initial release.

**LIMITED INTERIOR APPROVAL:** Author is limited to three (3) Ebook interior proof approval versions and may thereafter be subject to Publisher's additional pricing and/or fees for the reformatting and continued production of the Work.

**AUTHOR PROOF APPROVAL:** Upon the Author's completion of PDMI's 'Proof Approval Form' the Author is authorizing that the Work is acceptable. Any changes or corrections thereafter will be subjected to PDMI's post-production submission guidelines and may conclude to additional pricing and/or fees associated with working Title/s for publication and may cause additional time delays for the physical production of the Works/Titles beyond this agreement

**AUTHOR MINIMUM SALES:** At PDMI we cannot control the amount of books you will sale as an Author. We do not offer or guarantee to any of our Authors a minimum number of sales arising from the Publication of their book with PDMI.

**AUTHOR BOOKSIGNINGS:** While PDMI commences trying to give its Authors more exposure, we DO NOT Guarantee Author Book Signings or publication within any Newspaper, Magazine, Radio and/or TV, or other Media means of exposure.

*\* Please note, that if our marketing team approaches a bookstore or event for you and gets "no" for an answer, then please refrain from any further contact with the bookstore or event. Our marketing team will be happy to touch base with the event or bookstore in the near future. Please note also, that if you contact an event or bookstore on your own and you get a "no" then our marketing team will not be able to assist you. The best advice is to have our professional marketing team to work for you.*

*\* Also be aware that if you cancel your event or book signing, that it must only be for emergencies. If you cancel more than 2-3 events per year, then our marketing team will not be able to assist you further for six months to one full year.*

**AUTHOR APPEARANCE:** The Author's appearance is an important factor in business relations. It is a key element of professionalism. We recommend, when engaging in events such as book signings you dress casual yet professional.

#### Example

- Men can wear a nice set of jeans and a button up shirt.
- Women can wear a nice set of jeans, slacks, skirt or a dress.

**ADDITIONAL SERVICES:** Any additional services to be performed by the Publisher will be governed by the invoices on which the Author has paid and shall have their own specific terms and conditions and must be agreed to separately by the Author in writing, which may include mail, e-mail, and/or electronic signature or by recorded phone consultation. All services and products provided by the Publisher under this Agreement are provided on an "as-is" basis. The Publisher does not warrant that the service or product provided will be uninterrupted or error free.

**ADVANCES:** At this time, PDMI does not offer an advance on royalties.

**PRINTING COST:** Printing cost are subject to its specified printer. Printing cost are subject to change at any time and for any reason with or without due notification to the Author. It is standard policy of PDMI to charge a \$2.75 - \$3.00 flat fee rate per book (Handling) after printing cost to recover the publisher's investment and associated fees.

**PRODUCTION COST:** Production Cost is how fast a title is to be printed. Production cost is the responsibility of the Author.

Production Level

Economy Service: 5-7 Business Days

Express Service: 2-3 Business Days

Rush Service: 1-2 Business Days

**SHIPPING COST:** Shipping cost is how fast a title will begin to ship. Shipping cost is the responsibility of the Author.

Shipping Level

Basic: Non-Trackable

Residential Ground

Commercial Ground

Residential 2<sup>nd</sup> Day

Commercial 2<sup>nd</sup> Day

Residential Next Day

Commercial Next Day

**AUTHOR CONFIDENTIALITY:** Author Confidentiality is the most important factor in the business of PDMI. We want to be sure that all of our Authors and their information are safe and secure. To be able to assist an Author, we will need your name, client ID number and email address associated with the account to correctly identify you and to answer questions pertaining to your account. Confidential Information includes the following and pertains to anything specified within an Author's account including but not limited to: Name, Email Address, Physical Address, Phone Number, Client ID Number, Book ID Number, Credit Card Information, SSN etc.

**FUTURE UPDATES:** Code of Ethics is subject to change with or without due notice at any time and for any reason, without prior notice. Any future updates will be sent to the Author's email.

Commenced on the 1<sup>st</sup> July 2012 – Revised on the 1<sup>st</sup> January 2016

Todd C. McKinney – Owner/Founder

Lisa M. McKinney – Owner/Co-Founder

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