

ANALYSIS OF SOME PRINT ON DEMAND PUBLISHING COMPANIES

There are costs associated with printing a book, but there are also mark ups the publisher can add before you get your royalty. Ways you can make money in the POD world: 1) buy your book from the POD company and sell it, 2) get author royalties from websites and resellers on print and ebooks. All POD companies use Lightning Source to print their books. The standard rate is \$0.015 per page and \$0.90 per cover (large companies probably get a better rate). So a 200-page book, for example, costs at most \$3.90 to print. If a company says anymore, they are marking up their costs and taking your money.

For comparison, here are what some numbers from POD publishers for a 200-page 6x9" book, b/w interior retailing at \$14.95 (Remember, it will cost the publisher about \$3.90 to print it). For the ebook, let's assume that it sells for retail price of \$2.99

Author Solution companies include Abbott Press, Archway Publishing, AuthorHouse, Balboa Press, CrossBooks, iUniverse, Trafford, WestBow Press, and Xlibris. Levine says they are all predatory and use high pressure tactics

PUBLISHER	STATED PRINT COST ¹	AUTHOR PURCHASE PRICE ²	RETAIL PRICE ³	ROYALTY FROM PUBLISHER'S WEBSITE	ROYALTY FROM 3rd PARTY LIKE AMAZON	ROYALTY FROM PUBLISHER'S WEBSITE ON \$2.99 EBOOK	ROYALTY FROM AMAZON ON \$2.99 EBOOK
AuthorHouse	unknown	\$11.86	\$16.95	\$2.10	unknown	\$1.50	\$1.05
BookLocker	unknown	\$9.72	\$14.95	\$5.23	\$2.24	\$1.50	\$1.15
CreateSpace	\$3.25	\$3.25	\$14.95	\$8.71	\$2.73-\$5.72	see KDP	see KDP
Dog Ear Publishing	\$5.28	\$5.28	\$14.95	\$6.92	\$1.45	not applicable	\$1.67
Infinity Publishing	unknown	\$8.37	\$13.95	\$4.19	\$0.94	\$2.09	\$1.46
iUniverse	\$5.98	\$10.46	\$14.95	\$1.50	\$0.75	\$1.50	\$1.05
Lulu	\$5.50	\$7.75	\$14.95	\$1.58	unknown	\$2.69	
PublishAmerica	unknown	\$11.96	unknown	unknown	unknown	unknown	unknown
Trafford	unknown	\$10.46	\$14.95	\$2.99	\$1.35	\$1.50	\$1.05
Xlibris	unknown	\$13.99	\$19.95	\$5.00	\$2.00	\$1.50	\$1.05
Xulon Press	\$3.99	\$10.84	\$15.95	\$6.82	\$3.07		
KDP (Amazon's ebook publisher)						\$2.09	\$2.09

NOTES:

¹Anything more than \$3.90 is a markup by the company. Some companies won't share their printing costs, thus muddying your royalty calculations

²Anything more than \$3.90 is a markup by the company

³Some companies require a higher retail price

Bottomline, Levine says, is to get terms written, get a copy of the contract prior to your providing your contact information. Dishonest companies ask you to pay fees upfront without a signed agreement; if they praise your book without ever seeing it, you are being played. If you need help with the publishing, they will sell you a package. Quality publishing packages should include: high-quality, custom-designed cover, professional layout of interior, registration with Ingram or Baker&Taylor, listings on Amazon and other online retailers, a page on publisher's website, ability to purchase your own books, a contract you can cancel, a returns program, and the return of the original production files