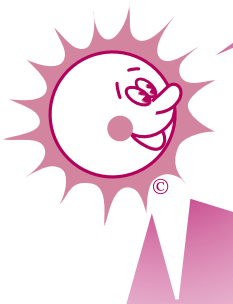


ALL Publications

"Making You Shine"



Jennifer Omner

503-690-2438

jennifer@ALLPublications.com

www.ALLPublications.com

Printing Your Book

Offset Printing vs. Digital Printing

Offset printing is the traditional method of printing books. It can simply be described as ink on paper. Generally, this method is most cost-effective for 1000 copies or more.

Digital printing is a newer, cost-effective method for printing fewer books. It is basically toner on paper. If you want 1–500 copies, this method deserves serious consideration.

Offset Printing

Pros:

- Higher quality
- Photos appear crisper than digital printing
- Easy, I do the legwork for you

Cons:

- Longer processing time
- Higher price for lower quantities
- Distribution is your responsibility
- Storing books (inventory)
- Must know how many books you can sell

Digital Printing with Lightning Source

Pros:

- Distribution channel in place
(Amazon.com, BarnesandNoble.com, etc.)
- Shorter processing time
- Most cost-effective for lower quantities
- Model is “sell one, print one”
- Low to no inventory (your choice)
- Not wasting resources by printing too many books

Cons:

- Quality improving, but still inferior to offset
- Pictures appear “grainier” than offset
- Lightning Source requires the author to do the paperwork and set up an account