

POD Cost Comparison / Pros & Cons
CreateSpace vs. IngramSpark

CreateSpace

<https://www.createspace.com/Products/Book/#content5>

With CreateSpace you can be the publisher, or you can designate CS as the publisher.

- No set-up fee, if you supply your own interior and cover layouts (2 PDF files)
- No annual fee
- Author can provide own ISBN and imprint
- Does NOT offer hardcover option
- Author may buy copies of book for the cost of printing
- Expanded distribution (beyond Amazon) through Lightning Source; price discounted by 60%
- Does not allow returns

Fixed Charges (base price, no quantity discounts)

- Paperback book, 110-828 pages \$0.85 per book, plus \$0.012 per page
- Total, 250-page book \$3.85**

Sales revenue (it is NOT a royalty if you are the publisher):

- Trade paperback, \$17.95 retail price
- | | | | |
|-----------------|----------------|---------------|-----------------------|
| | eStore | Amazon | Expanded Distribution |
| You get: | \$10.51 | \$6.92 | \$2.43 |

CreateSpace shipping costs are markedly lower than IngramSpark; CS charges sales tax whether you have a resale certificate or not.

Optional services:

- editing — \$0.012/word (75,000 words = \$900)
- cover design
 - support \$ 99 (to make file meet submission requirements)
 - custom \$399
 - premier \$599
- interior design
 - support \$149 (to make file meet submission requirements)
 - simple \$199
 - custom \$349
- Kindle file conversion
 - basic \$ 79
 - complex \$139
 - kids' book \$149

(Note: prices as of January 2016)

IngramSpark (Lightning Source)<https://www.ingramspark.com>

With IngramSpark, *you are the publisher*. You own all the rights, you keep 100% of the profit. IngramSpark (Lightning Source affiliate) is owned by Ingram Book Company, the powerhouse book wholesaler, and the book is immediately available to retailers worldwide. (Lightning Source also offers offset printing for large orders.) Compared to CreateSpace, it offers much less hand-holding and customer service has longer response times.

IngramSpark only offers printing and distribution (no editing or design services); publisher must provide:

- Print-ready cover and interior layouts
- ISBN

Fees and printing charges:

- Setup: \$49 (for each edition, softcover/hardcover; revisions = \$25 per file)
- Annual: \$12

Fixed Charges (base price, quantity discounts available)

- Paperback book (6x9) \$1.72 per book, plus \$0.0165 per page
- Total, 250 pages \$4.85 per book (discount for large orders)

- Casebound (6x9) \$6.50 per book, plus \$0.0165 per page
- Total, 250 pages \$10.64 per book (discount for large orders)

- Cloth bound w/dust jacket (6x9) \$8.31 per book, plus \$0.0165 per page
- Total, 250 pages \$12.45 per book (discount for large orders)

Sales revenue = 100% of net receipts (55% wholesale discount to retailers):

- Trade paperback, \$17.95 retail price (250 pages)
You get: \$3.23
- Casebound, \$28.95 retail price
You get: \$2.39
- Cloth cover w/dust jacket, \$29.95 retail price
You get: \$1.28

Print layout requires the page count to be a multiple of 2; remember to include pages for title, copyright, acknowledgments, dedication, etc. These figures do not include handling or shipping fees, or sales tax.

IngramSpark sometimes has a special offer: free setup w/order of 50 or more books

Optional services: Ebook conversion contact for pricing

(Note: prices as of January 2016)

ROI comparison, Create Space versus IngramSpark

This comparison assumes the project is DIY (do it yourself) for a 250-page trade paperback book, trim size 6x9, retail price: \$17.95:

Books sold by Amazon (90% or more of your sales are likely to be through Amazon)

	<u>Setup Fee</u>	<u>Annual Fee</u>	<u>Cost/Bk</u>	<u>You get</u>
Create Space	\$00	\$00	\$3.85	\$6.92
IngramSpark	\$49	\$12	\$4.85	\$3.23 (minus % of fees)

Books sold on open market

	<u>Setup Fee</u>	<u>Annual Fee</u>	<u>Cost/Bk</u>	<u>You get</u>
Create Space	\$0.00	\$00	\$3.85	\$2.93
IngramSpark	\$49	\$12	\$4.85	\$3.23 (minus % of fees)

Advantages of CreateSpace

- Distribution directly to Amazon at 40% off list price
- No set-up fee (if you provide your own interior and cover layouts)
- No annual fee
- Printing and shipping costs lower than IngramSpark
- Significantly higher sales revenue for books sold through Amazon
- Customer service markedly better than IngramSpark

Advantages of IngramSpark

- Distribution through Ingram; opens market to virtually all bookstores and libraries
- Printing quality better than Amazon (subjective judgment)
- Offers hardcover books (CS does not)
- Offers more trim (physical size) options than CS
- Direct access to Espresso Book Machine

Bottom Line

For the newbie book publisher, begin with CreateSpace and use the Extended Distribution option. If you want a hardback edition or better broad-market distribution, add IngramSpark. You can use both of them simultaneously, same ISBN for paperback; separate ISBN for hardback. I do not recommend any other independent POD publishing services.

To learn more, or for a cost estimate on preparing/managing your book for publication, contact:

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