

# Lightning Source & Lulu Online Print-on-Demand/eBook Publishers (Overview & Comparison)



Ray Uzwyshyn, Ph.D. MBA MLIS  
Director, Collection and Digital Services  
Texas State University Libraries

# Lulu and Lightning Source

## What are they?

Online Print on Demand Publishers, Print Distributors,  
e-Book supply chain infrastructure & Author Support  
Services



<https://www1.lightningsource.com/>



<https://www.lulu.com/>

# Lightning Source

- Lightning Source Divides Print-on-Demand Services into Two Different Market Segments

- Medium and Large Publishers



- Small Independent Publishers

[Video Introduction](#) [Introduction Link](#) [Reviews](#)



# Ingram Spark Strengths



## 1) Print-on-Demand

Receive orders, print, deliver, ship, customized labels with press name” etc. Various book types, sizes, color choices and binding options, [Print Options](#), [Video Pricing PDF File Checklist](#) [File Creation Guide](#) [Shipping Costs & Publisher Compensation](#),  
Set-Up Cost: **49.00\$**, **12.00 Market Access/Year**, ISBNs \$ 395.00

## 2) E-Book Distribution

(Amazon, Kindle, Apple iBooks, Kobo: Administrative Consolidated Sales Dashboard)

## 3) Color Printing

[Various Options](#)

## 4) Global Reach

[Online Ebook Distribution \(Multiple Partners\)](#),  
[Print Distribution Multiple Partners](#)

Title Set-Up Fees	U.S	U.K.	AU	EU	CAD
Print & E-Book (set up simultaneously)	\$49	£29	\$53	€36	\$53
Print Only	\$49	£29	\$53	€36	\$53
E-Book Only	\$25	£15	\$27	€19	\$27
Market Access Fee (To Ingram distribution channels)	\$12	£7	\$13	€9	\$13

# Ingram Spark Workflow



- Account Set-up
- ISBN Purchase [Bowker](#) (10 ISBNs \$395.00)
- Add Book Metadata
- Upload PDF (Print Ready PDF – Specification)
- **Credit Card Payment Required** for Set-Up
- **Bank Account Set-Up Required** for Retail Sales Compensation

[Dashboard](#)[Account](#)[Titles](#)[Reports](#)[Orders](#)**ACCOUNT**[Account Information](#)[Credit Cards](#)[Publisher Compensation](#)[Tax Information](#)[Paperwork](#)[Messages](#)**ACCOUNT INFORMATION**Account Login ID: **RUZWYSHYN@TXSTATE.EDU**

Account Number: 9011404

Business or Legal Name: Texas State University, Alkek Library

Form of Business: Universities

**BUSINESS OR LEGAL ADDRESS**

Texas State University, Alkek Library  
Ray Uzwyshyn  
601 University Dr.  
213A Alkek Library  
SAN MARCOS, TX 78666  
United States

# Tax Information

## ACCOUNT

Account Information

Credit Cards

Publisher Compensation

Tax Information

Paperwork

Messages

## TAX INFORMATION

Entering tax information for: [United States](#) ▼ (click to select another country)

\* Federal Taxpayer ID: 

(include hyphens)

\* What is this number?:

Social Security Number

Employer Identification Number

Individual Taxpayer Identification Number for Resident Aliens

\* State Of Incorporation: 



Based on the information entered above, we will generate for you a digitally signed copy of IRS Form W9. This form is required so that we can report our direct purchases of consumer goods for resale to the IRS. These purchases are reported annually on IRS form 1099-Misc.

\* Signature

\* Title

By electronically signing your name you hereby agree to accept the terms and conditions specified in the agreement and the provisions concerning the use of electronic signatures.

HAVE COMPLETED  
TAX DOCUMENTS?

Upload Tax Document

# Paperwork: License Agreements

- **Ingram Spark**

A) IngramSpark Print on Demand Agreement

B) IngramSpark Ebook Agreement

## **External Distribution (Optional)**

C) Amazon/Ebook/Kindle Distribution Agreement

D) Apple/iTunes Distribution Agreement



# Ingram Spark Publisher Compensation

- When books are sold through Ingram's distribution network, Local Publisher is paid:

**Printed (POD) Title** -- Dependent upon wholesale discount, Choice of **45%** or **60%** of **List Price** minus print costs

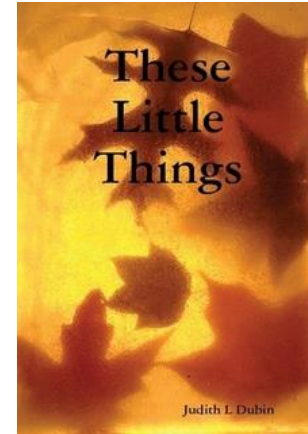
(ex. \$20.00 list, 5.30 Print costs, large BW/Paperback)

$\$20.00 * .45 = \$9.00 - \$5.30 = \$3.70$  local publisher (**standard** retail trade)

$\$20.00 * .6 = \$12.00 - \$5.30 = \$6.70$  local publisher (academic discount)

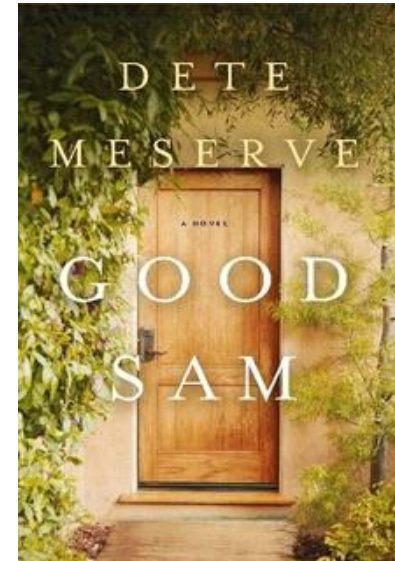
- **E-book Title -- 40% of List and Agency Price**
- $\$20.00 * .40 = \$8.00$  local publisher
- [Compensation and Shipping Costs Calculator](#)

- Distribution Platform
- Print on Demand Platform
- eBook Platform
- Publishing Services – Proofreading, cover design etc.
- Marketing Services (Publicity, Professional Reviews/Events, Author Website, video)



# Lulu Print Process

- [Process Outline](#)
- Choose Book size, Paper Binding (Many Choices)
- Title/author name
- Upload Formatted Book File
- Create Book Cover
- Publish



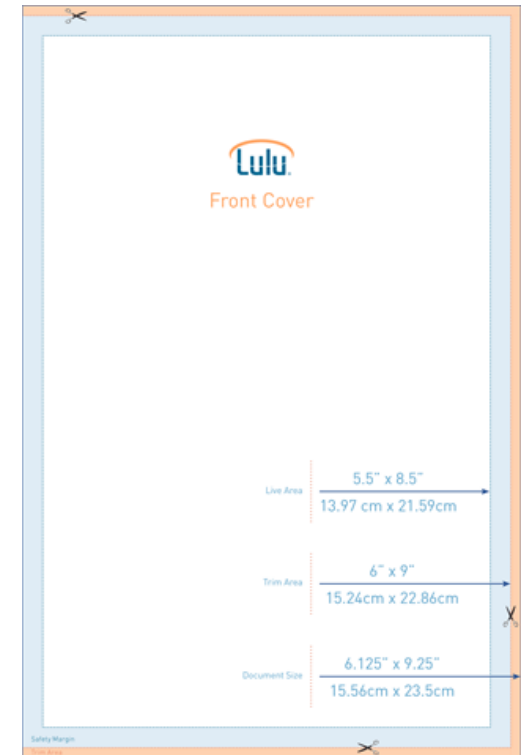
# Various Templates Based on Choices

## Cover Image Templates

The Orange area (Bleed) will be trimmed from the cover. Book cover graphics should extend through this area. Text and important images should NOT extend into this area.

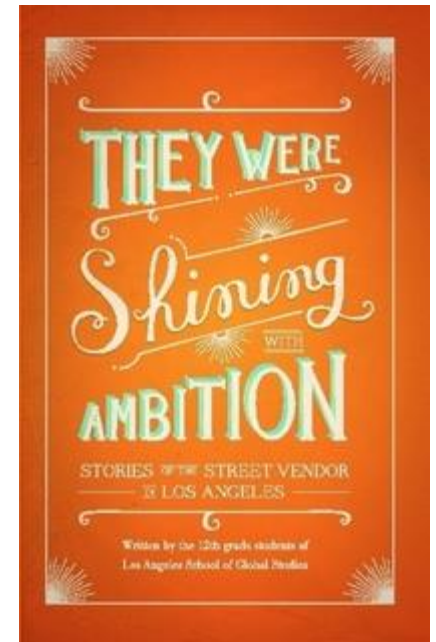
The Blue area (Margin) is outside of the safe zone. Make sure text (title, author, description, ISBN) does not extend into this area. It could be trimmed from the cover during the printing process.

The White, center area is the safe zone. Place what you want here and be confident it will display, in its entirety, when your book prints.



# Lulu Notes

- Many Binding, Print Size and Paper Choice Combinations
- Volume Discounts [Cover Wizard](#) (Seems not Overly Customizable)
- Many Standardized [Book Distribution Requirements](#)
- License Agreements on Website





# Lulu – Publishing Ebooks

- Separate Process from Print Publication
- 1) [Lulu eBook Creator Guide](#)
- 2) Lulu Creates eBooks in ePub Formats
- 3) Manuscript must be separately formatted
- 4) Lulu offers many help options: manuscript conversion (\$99.00) for [ebook format](#); (\$149.00) ePub conversion and 6x9 paperback version; [Print Book Help](#) \$119.00





# Print Publishing Services - Lulu

- Many [Author Services](#): Bundled By Price
- Various Book Quality Product Lines:
  - **Value**: Perfect bound paperbacks, no retail distribution at this time.
  - **Standard**: Bookstore quality paperbacks, multiple binding options, distribution-eligible formats are designated by the green distribution symbol.
  - **Premium**: Hardcover, dust jackets, photo books and calendars, distribution-eligible formats are designated by the green distribution symbol



# Lulu B/W Paperback Revenue Example

(6x9 200 pages)

Retailers	Your Revenue										
<input checked="" type="checkbox"/> 	\$7.76										
	<table><tr><td>List Price</td><td>\$14.95</td></tr><tr><td>Base Price:</td><td>-\$5.25 ?</td></tr><tr><td>Lulu Share</td><td>-\$1.94 ?</td></tr><tr><td><b>You Make</b></td><td><b>\$7.76</b></td></tr></table>	List Price	\$14.95	Base Price:	-\$5.25 ?	Lulu Share	-\$1.94 ?	<b>You Make</b>	<b>\$7.76</b>		
List Price	\$14.95										
Base Price:	-\$5.25 ?										
Lulu Share	-\$1.94 ?										
<b>You Make</b>	<b>\$7.76</b>										
<input checked="" type="checkbox"/>   	\$1.58										
	<table><tr><td>Price</td><td>\$14.95</td></tr><tr><td>Base Price:</td><td>-\$5.50 ?</td></tr><tr><td>Distribution Fees</td><td>-\$7.48 ?</td></tr><tr><td>Lulu Share</td><td>-\$0.40 ?</td></tr><tr><td><b>You Make</b></td><td><b>\$1.58</b></td></tr></table>	Price	\$14.95	Base Price:	-\$5.50 ?	Distribution Fees	-\$7.48 ?	Lulu Share	-\$0.40 ?	<b>You Make</b>	<b>\$1.58</b>
Price	\$14.95										
Base Price:	-\$5.50 ?										
Distribution Fees	-\$7.48 ?										
Lulu Share	-\$0.40 ?										
<b>You Make</b>	<b>\$1.58</b>										

Base Price = Printing Costs  
Lulu's Share = 20% of net profit



# Major Differences – Lulu and Ingram Spark

- Ingram Spark is more of a strictly DIY Print on Demand/Distribution Company. Does not offer marketing, proofreading, editing, typesetting or Design, [FAQ](#)
- Lulu is more of a Author Services Company with a variety of Pay For Fee/Package Options



# Lulu Premier Services vs Ingram Spark

## Low Range Pricing Model #1

Service	Ingram Sparc	Lulu
<b>Classic Package</b>		\$999.00
Set-up Fee	\$49.00	
Market Access	\$12.00	
Local Cover Design *	200.00	
Book Design (250 Pages)*	\$200.00	
ISBN's (10)	\$395.00	
<b>Total</b>	<b>\$856.00</b>	<b>\$999.00</b>
Links		<a href="#">Lulu Option Prices</a>

\*Based on \$25.00/hr and 8 hours work for a cover and 8 hours work for print Design.

# Lulu Premier Services vs Ingram Spark/Outsourcing

## High Range Pricing Model 2

Service	Ingram Sparc	Lulu
<b>Deluxe Package</b>		\$2,999.00
Set-up Fee	\$49.00	
Market Access	\$12.00	
Custom Cover Soro Design	\$1,600.00	
Book Design (250 Pages)	\$1,750.00	
ISBN's (10)	\$395.00	
<b>Total</b>	<b>\$3,806.00</b>	<b>\$2,999.00</b>
Links	<a href="#">Soro Pricing</a>	<a href="#">Lulu Option Prices</a>
	<a href="#">Soro Portfolio</a>	

# Lulu vs Ingram Spark Summary

Company and Publishing Model	Pricing
Ingram Spark w/(Local Cover/Book Design)	<b>\$856.00</b>
Lulu with Classic Author Services Package	<b>\$999.00</b>
Lulu with Deluxe Author Services Package	<b>\$2999.00</b>
Ingram Spark w/(Higher End Cover/Book Design)	<b>\$3806.00</b>
\$1000.00 Contingency/Book Expenses	

# Preliminary Conclusions



- If you are to outsource cover and publication design, Ingram Spark is a solid choice for Print on Demand and Distribution. Tied to Larger Networks and Solid Reputation
- If you wish to encapsulate Author Services, design or ever need more marketing & other options, Lulu.com as a pay for Service Model Seems a Solid Secondary Choice

Comments/Questions?