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**e-books**

1. *Will save some costs with short run projects*
2. *Quality can be as good.*
3. *Can save time.*
4. *Some cost elements:*
  - *book design*
  - *editing*
  - *typesetting*
  - *proofing*
  - *indexing*
  - *file prep*
5. *How will you sell or market? -- How will you distribute?*
6. *Will you be able to generate significant revenues?*
7. *Discussion of costs can get very complicated. However, you should remember that:*
  - *if it takes \$20,000.00 to produce 3,000 copies of a book, and another \$10,000.00 for sales, promotion, and marketing -- with the expectation of selling 2,000 to 2,500 copies @\$35.00/copy which might generate \$35-\$50,000 in revenue, for a profit on the project of \$5,000.00- \$20,000.00.*
  - *internet publishing might reduce the manufacturing cost by \$10,500.00 and if you can do away with the marketing cost, you would still have an investment of \$9,500.00. We have seen no example of significant revenue for non-journal e-publishing.*

## PRINT ON DEMAND

1. *Will save costs with short run projects*
2. *Quality will **NOT** be as good.*
3. *Can save time.*
4. *Some cost elements:*
  - *book design*
  - *editing*
  - *cover design and prep*
  - *typesetting*
  - *proofing*
  - *indexing*
  - *file prep*
5. *Discussion of costs can get very complicated. However, you should remember that:*
  - *if it takes \$20,000.00 to produce 3,000 copies of a book, and another \$10,000.00 for sales, promotion, and marketing -- with the expectation of selling 2,000 to 2,500 copies @\$35.00/copy which might generate \$35-\$50,000 in revenue, for a profit on the project of \$5,000.00- \$20,000.00.*
  - *50 copies of print on demand might reduce the manufacturing cost by \$8,000.00 and if you can do away with the marketing cost, you would still have an investment of \$12,000.00 and your maximum revenues, assuming you got 100% of retail for the whole run would be \$1,750.00 for a loss of more than \$10,250.00.*

**REMEMBER A BASIC PRINCIPAL OF PUBLISHING  
-- ALL THE COST IS IN THE FIRST BOOK.**