

# Publishing Method Comparison

Excerpt from *Release Your Writing*, 10/2007 © Helen Gallagher

Feature	Traditional Publisher	Self-publishing	Print -on-demand
Control publishing process	No	Yes	Yes, through POD firm
Cost, excluding time	None	High	Low
Distribution	Yes	At your expense	Not wide distribution
Inventory management and storage	None	Full	None
ISBN in publisher's name	Yes	No	Yes
Life of book	May go out of print quickly	Can reprint at your expense	Stays in print forever
Marketing support	Little	Author	Author
Need a book proposal	Yes	No	No
Need agent representation	Yes	No	No
Need attorney to review contract	Yes	No	No
Need offer from publisher	Yes	No	No
Processing orders	Publisher's sales channel	You	POD firm, online retailers
Publisher's advance	Likely	No	No
Royalties	Small, after advance earned back	None. You keep profit after expenses	Yes, 20-50 percent from first sale
Sales potential	Higher, through national distribution	Lower, with you bearing all expense	High or low, depends on your effort
Timeframe	18 to 24 months	4 months	1-2 Months
Unsold inventory	Returned for credit	Your burden	No unsold inventory

<b>Ten POD firms (data verified at vendor sites)</b>	<b>Rates</b>	<b>Author discount</b>	<b>Royalties</b>
AuthorHouse authorhouse.com Pays 60 days after quarter	\$698+	40%	5-50% direct, 5-15% external
Booklocker booklocker.com Wants ebook exclusive Pays royalty monthly	\$299+	35% and up	35% direct sales, 15%
BookSurge (owned by Amazon) booksurge.com Ala carte pricing	\$499+	30%	25% list thru their channels, 10% other
Infinity Publishing infinitypublishing.com Check rights upon termination	\$499+	40-50% based on quantity	30% list 15% dist
iUniverse, Inc. (owned by Author House) iuniverse.com They set retail price	\$599+	30-35%	20-35% net
Llumina Press llumina.com Pays 60 days after quarter	\$799	45%	30% list 10% dist
Outskirts Press outskirtspress.com No sales thru their site	\$200-1000/ varies	author decides	author decides
Virtual Bookworm virtualbookworm.com Pays royalty monthly	\$360+ varies	30-50% based on quantity	50% net
Wheatmark wheatmark.com Layout included in price	\$799+	40-50%	40% direct, 20% external
Xlibris Corporation (owned by Author House), xlibris.com Custom templates	\$499-1000	30%	25% soft, 10% dist