

Offset Printing vs. POD Digital Printing

	MCRL Offset Printing	IngramSpark	Kindle Direct Press
Quality	Highest quality construction, illustrations and shipping	Less consistent print quality than offset printing	Less consistent print quality than offset printing
Personal Service & Review of Files	YES "Human" quality inspection VP Production reviews files before printing	LIMITED Printed the way you upload it, even if you made mistakes	NO Printed the way you upload it, even if you made mistakes
Customization	YES Hardcover, softcover & board books (enviro-friendly options, decorating, gilding, glow-in-dark ink, unique features)	LIMITED (cannot print board books)	LIMITED (limited experience printing board and hardcover books)
Pricing	Low cost-per-book for 500+ copies Higher profit per book. Physical proof included + an "all-in" quote (no surprises)	High print costs for hardcover and full-color illustration books Low MOQs but high cost/book Additional fee for proof and changes to files	Competitive cost-per-book pricing but limited options/features A printed proof can be requested but you pay for shipping
Marketing & Distribution	NO (bookstores prefer offset printed books)	Automatically puts sales tracking for your book on BookScan	Offers marketplace for digital and print book sales

Prepared in consultation with Sheri Fink, a successful children's book author

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