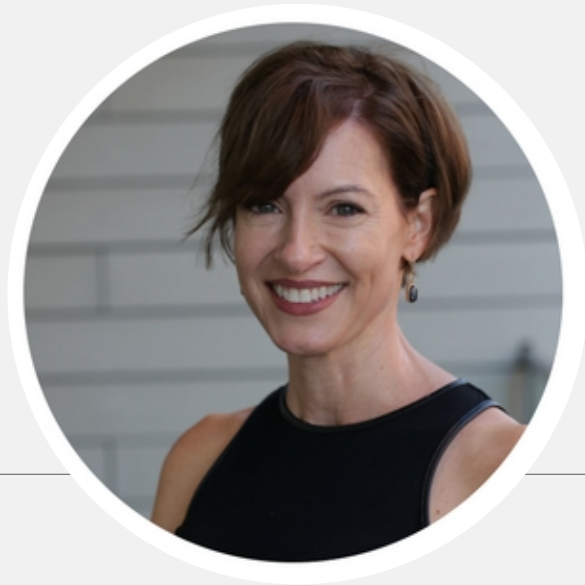

A printer's guide to offset printing your children's book

We're happy to be here & meet **YOU.**



Lori McKnight

*Director of Marketing
MCRL Overseas Group*



Carol Popper

*Vice President, Print Production
MCRL Overseas Group*



QUICK HOUSEKEEPING

- We'll provide a link to **DOWNLOAD** the slides
 - Enter your questions in the **Q&A BOX** as we go!
 - Still Have Questions? Our Info Booth is tomorrow at **NOON**
-

WHAT WE'LL COVER

- 1 Advantages of Offset & POD printing
 - 2 3 Questions to Ask Yourself
 - 3 Cost Comparison of Offset & POD
 - 4 Unique Offset Printing Features
 - 5 How to Evaluate Offset Printing Quotes
-

Offset Printing

QUICK EXPLAINER: Print 300+ copies of your book. Bulk Printing.

KEY ADVANTAGES

+

MANY custom options; non-std trim sizes, eco-paper, & ink, more cover material options, unique decorating ideas, custom features, add-ons, PMS matching & color consistency

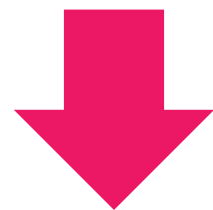
+

Lower printing costs per book when you print in bulk

+

More marketing versatility as you hold the inventory so on hand for book fair, selling on your own website, etc.

POD Printing



Benefits of one can also be drawbacks to the other!!

No upfront investment or inventory with POD but then you don't have books on-hand for your own website and sales opps - which can be more lucrative than selling through an Amazon or other platform that takes a cut.

QUICK EXPLAINER: Digital printing so can print on demand
Minimum Order = 1

KEY ADVANTAGES

- + Can be very good quality too but fewer trim size, paper, ink, decorating and feature options
- + No need to store inventory
- + No upfront investment in a print run

IS OFFSET RIGHT FOR ME?

*Both are good options - just depends on the vision for your book & goals
Here are 3 questions to ask yourself!*

1. What kind of book do I want to produce?

Do you envision a book with unique features to create a more tactile reading experience?

Are you printing a board book?

Is PMS color matching important?

Are eco-friendly materials important to you?

2. Am I printing primarily for myself or is my book intended to generate a profit?

How many books do you expect to sell?

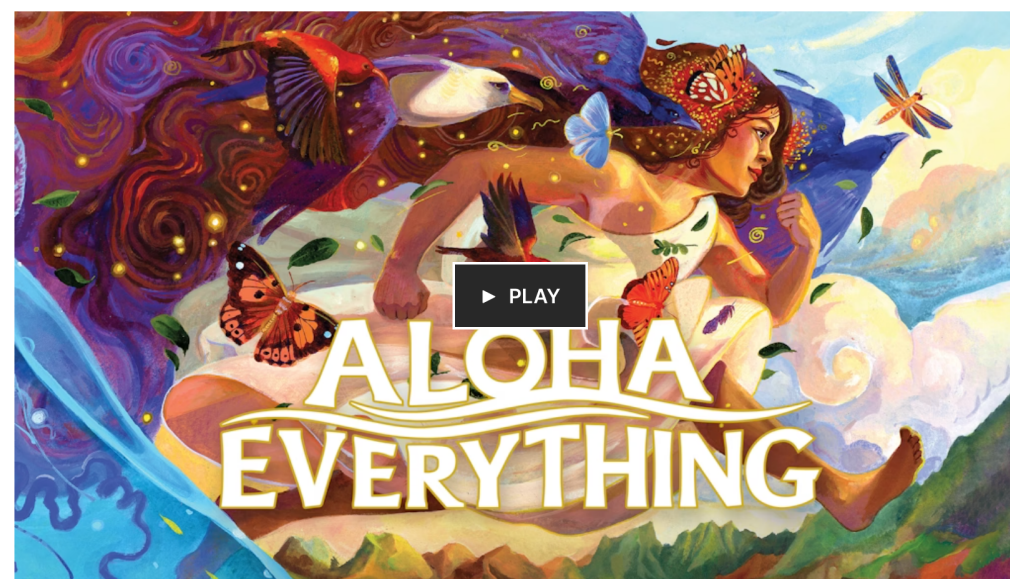
Have your past books sold more than 200 copies? This is a good indicator that you can sell 300+

Will you be selling books on your own website, at book fairs, etc.?

3. Do I have the funds to invest upfront?



Can you take advantage of economies of scale to make a higher profit margin on each book you sell?

IF not, some Kickstarter campaigns use offset printing to fund a print all or a portion of the print run. Collect \$ upfront BEFORE printing. People who pledged are sent your printed books FIRST!



COST COMPARISON of Offset & POD

Hardcover children's book example
Paperback children's book example

| | SOFT COVER PAPERBACK BOOK | | | | | | PRINTING SPECIFICATIONS: <ul style="list-style-type: none"> • 10 x 8" page/finished size • 24 pages + cover • Perfect sewn binding • Cover - 12 pt. gloss c1s, 4/0 + gloss lam • Pages - 80 lb. gloss coated, 4/4 |
|--|--|---------------------------|----------------------------|--|-----------------------|----------------------|---|
| | OFFSET by MCRL (printing, shipping, duties, taxes included) | | | POD by INGRAMSPARK | | | |
| NUMBER OF BOOKS PRINTED | MOQ 300 | 500 | 1000 | MOQ 1 | 300 | 1000 | |
| TOTAL PRINTING COST/BOOK | \$6.25/ Book ALL IN | \$4.95/ Book ALL IN | \$3.20 / Book ALL IN | \$5.10 + tax /Book (+\$3.49 ship fee per order) | \$5.10 + tax /Book | \$5.10+ tax /Book | ASSUMPTIONS: <ul style="list-style-type: none"> • Quoted in US \$\$ • Offset based on MCRL's February 2024 prices and sea shipping to 1 New York address • POD Cost is based on March 1 IngramSpark calculator |
| US Dollars | | | | | | | |
| ASSUME RETAIL PRICE per Book | \$10.00 US | | | | | | |
| PROFIT MARGIN PER BOOK calculated as Sell Price - Print Cost | \$3.75/ BOOK | \$5.05/ BOOK | \$6.80/ BOOK | \$4.90/ BOOK | \$4.90 / BOOK | \$4.90/ BOOK | With offset, as quantity  the price  Print 2000 and price drops to \$1.75!! With POD, the price per book stays the same, regardless of qty |

| | HARD COVER BOOK | | | | | | PRINTING SPECIFICATIONS <ul style="list-style-type: none"> • Hardcover book • 10 x 8" trim size • 24 pages • Smyth sewn binding • Cover - 80 lb. gloss mounted with gloss lam • Internal Pages - 80 lb. gloss coated, 4/4 color |
|--|--|-------------------------------|-------------------------------|--------------------------|--------------------------|--------------------------|--|
| | OFFSET by MCRL (printing, shipping, duties, taxes included) | | | POD by INGRAMSPARK | | | |
| #BOOKS printed | MOQ = 300 | 500 | 1000 | MOQ = 1 | 500 | 1000 | |
| PRINTING COST PER BOOK US \$ | \$9.95 ALL IN to your door | \$6.95 ALL IN to your door | \$3.95 ALL IN to your door | \$8.65 /book + tax | \$8.30/ book + tax | \$8.04/ book + tax | |
| ASSUME RETAIL PRICE/BOOK | \$21.00 US | | | | | | |
| PROFIT MARGIN/BOOK calculated as Retail Price - Print Cost | \$11.05 | \$14.05 | \$17.05 | \$12.35 | \$12.70 | \$12.96 | |

- ASSUMPTIONS:**
- OFFSET based on February 2024 prices and sea shipping to 1 NY address
 - POD Costs as of March 2024

 price
 quantity

With offset... quantity
ie: Print 2000 and printing price drops to \$2.50/book!!

With POD the price/book stays roughly the same regardless of quantity

COOL TOOLS

CALCULATE YOUR PROFIT MARGIN

stepbystepbusiness.com/margin-calculator/

IngramSpark POD Calculator

<https://myaccount.ingramspark.com/Portal/Tools/ShippingCalculator>

MCRL Offset Pricing REQUEST A QUOTE

www.mcrlprinting.com

with

OFFSET PRINTING

let your creativity run wild!

Custom Features Are Endless *with offset printing*



CUSTOM MAILER BOX



GOLD FOIL ON COVER



The Possibilities Are Endless with Offset Printing



FLOCK AND GOLD FOIL
EMBOSS ON OUTSIDE COVER

INSIDE COVER DESIGN POSSIBILITIES

BRANDED BELLY BANDS

So Many Possibilities with Offset Printing



COLOR TABS WITH GOLD FOIL TEXT



STICKER SHEETS



BRANDED BOOK BOX

METAL CORNER
PROTECTORS

Endless Customization with Offset Printing

SNAP IN BOOKMARK



SNAP IN WHITEBOARDS &
MARKER

INSIDE BRANDED POCKET



The jellyfish is a symbol of love. In addition to love, some of the common meanings associated with jellyfish are faith, intuition, sensitivity, acceptance and balance.

Client Story



WE HAVE A SOFT SPOT FOR ANGELEAH...

When her book launched, Angeleah sent Carol a necklace, as a token of gratitude and symbol of her appreciation!

It was an honor to print this beautiful book and work with Angeleah, an incredibly talented and imaginative author.



ANGELEAH DONAHUE
@questforbrightland

QUEST FOR BRIGHTLAND, BOOK 1:
The Blessing Ball

1



2



3



All 56 pages are accented in glitter!

Every page has a unique glitter treatment to reflect the characters' distinct attributes.

It's a large book at 11" x 14"
(the average children's book is 7" x 10").

Angeleah intentionally designed an oversized book so the entire family can cuddle up and feel part of the story.



There are "easter eggs" hidden on pages with numbers in the story.



Glow-in-the-Dark Ink!!??

Glow-in-the-Dark ink is a tricky offset printing technique that involves applying a neon coating on top of the ink.

It was our first time printing with glow-in-the-dark ink... it took a little longer to produce but the result is pretty spooktacular!!

See video
IG & FB@mcr1print



BEST DESIGNED BOOK FOR CHILDREN

Flip and Flow Board Book
a great example of what you can
accomplish with offset printing

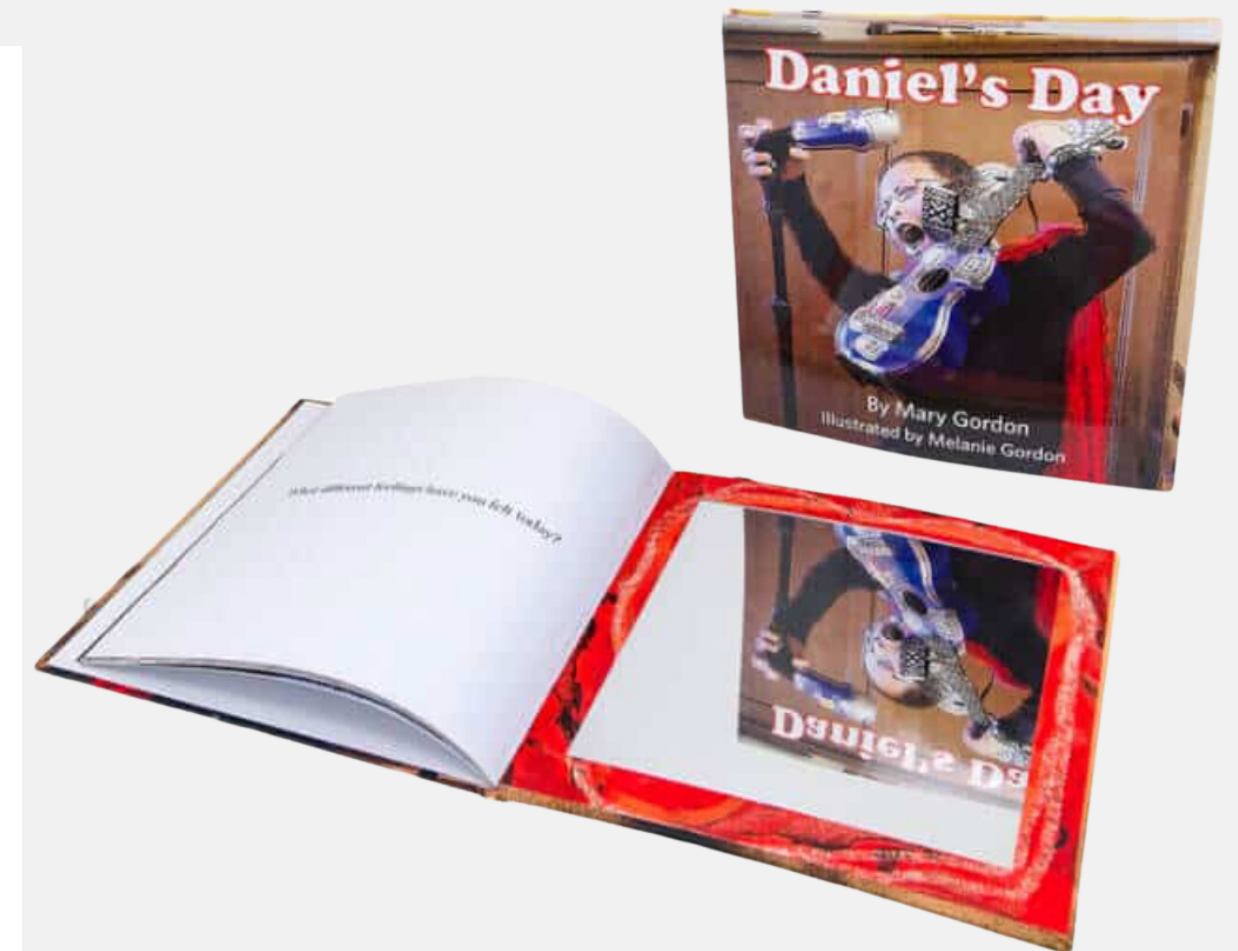
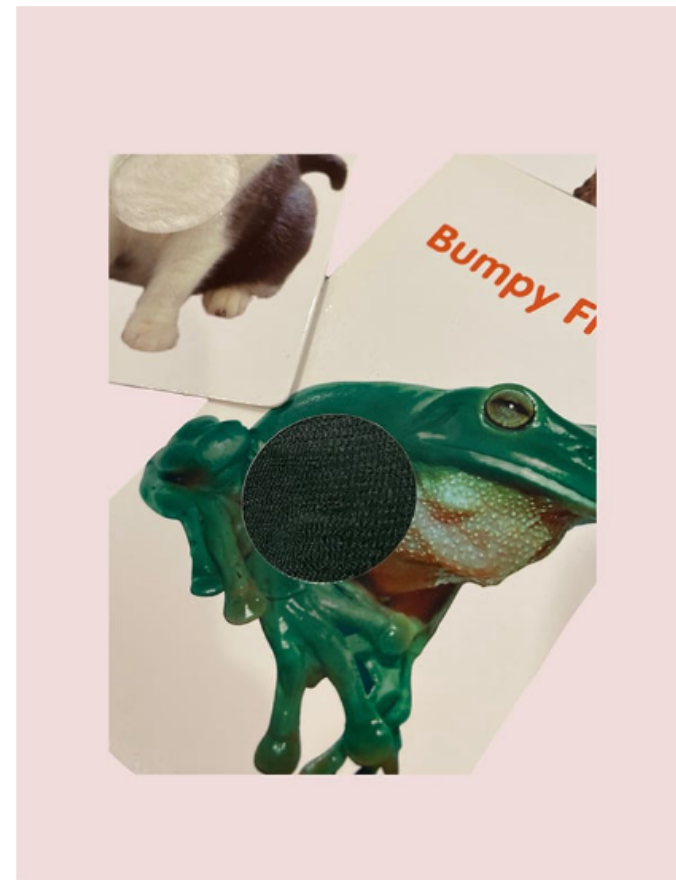
- **UNIQUE BOARD BOOK DESIGN**
- **INTERACTIVE CARDS BOUND BY WIRE-O BINDING**
- **GOLD FOIL DECORATING**
- **CUSTOM GIFT SLEEVE**

@flip_and_flow



Popular Children's Book Features *with offset printing*

- *Mirror pages are a hit with babies*
- *Board Books are great for tiny hands*
- *Card Sets with cut outs and textures add interactivity*



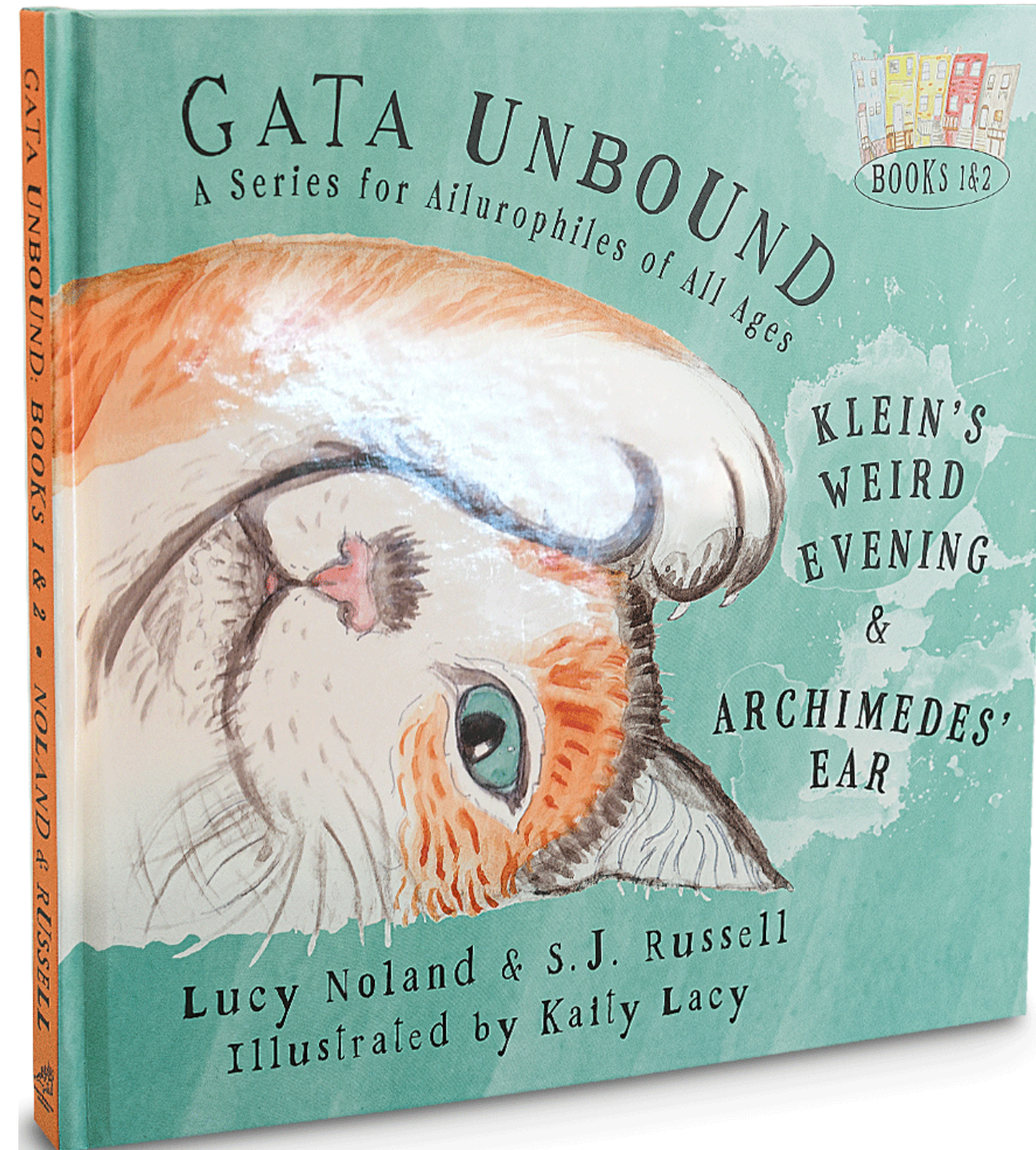
unique decorating options ...

- *Flock and sensory fabrics create interactive play for young kids*
- *Foil stamping makes a book sparkle and shine*
- *UV spot gloss accents add a lovely dimension*
- *Embossed & debossed covers are popular with yearbooks*
- *Metallic and flat finish gilding is a luxe look*
- *Glitter on inside pages and cover get noticed!*

many offset printers are overseas

- *Less expensive to have “kitting” done at the factory*
 - *board games with multiple pieces*
 - *stuffed animals and book characters*
 - *educational kits with pieces from different suppliers*

Eco-Friendly Options with Offset Printing



Pages
100lb Bamboo

Ink:
Soy

Cover:
Eska® board
matte lamination with
spot gloss gloss UV

OFFSET PRINTING

More Client Examples and Offset Printing Footage



@mcr1print

NOT ALL OVERSEAS
PRINTERS ARE THE SAME

SO GET 2-3 QUOTES

Compare Apples to Apples by ensuring these drivers are included in your overseas offset printing quotes

5 DRIVERS OF COST & QUALITY

- 1 Customs Fees
 - 2 Delivery to Door vs Port
 - 3 Customization Itemized
 - 4 Material Descriptions
 - 5 One Physical Proof
-

With Overseas Vendors - Don't Just Look At Price

“When you are new to printing, you don't know what you don't know”.

Trust your gut...be wary if a printer's price is much much lower than others as it can be a red flag. ie fees in fine print or not handing the customs & duty paperwork

A printer who handles the shipping logistics can save you time, improve your lead time and provide peace of mind

Think about other factors important to you...

First book? A printing expert you can speak with might be a lifesaver

Communicating in English? Small thing but printing is fussy business so communication is HUGE

A repeat book run? Color matching might be your #1 concern

INSIDER TIP #1

Connect with vendors personally before making a decision

- Call or send vendor a question related to your quote
 - Their responsiveness and quality of answer is a good indication of customer service
-

INSIDER TIP #2

Find a book designer early on. A professional layout and formatting will help sales PLUS save you time, money and frustration

- Many wonderful professionals in the WIP community
-

INSIDER TIP #3

Get your printer's template

- **Brainstorm ideas, what's possible and best practices**
 - **Ask for their TEMPLATE**
 - **Provide template to your designer**
-

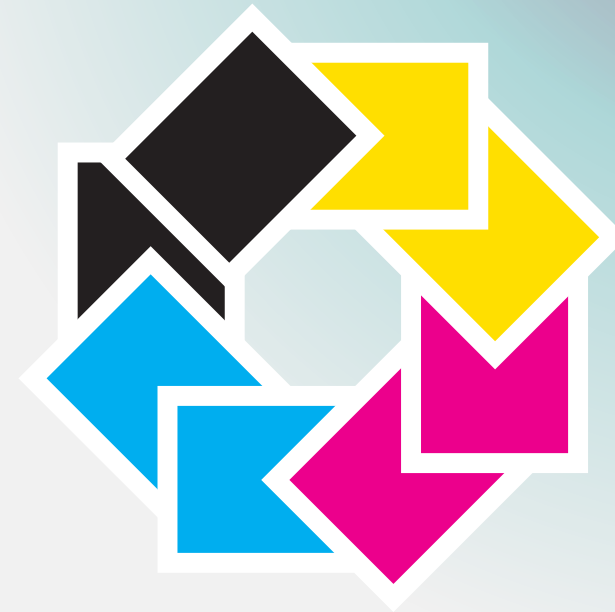
IF OFFSET is
right for you

Our guidance is to...

- 1 Find an experienced designer/formatter
 - 2 ID your print specifications and desired features
 - 3 Request 2-3 print quotes
 - 4 Evaluate & choose your printer
 - 5 Ask printer for a template
-

ABOUT US

A little bit about



MCRL
OVERSEAS GROUP

If you can think it. We can print it.

Our Customer Care Team is in North America AND Offset Printing is Overseas

- + **We personally answer your questions & manage logistics**
- + **We print overseas = competitive pricing**
- + **We are really proud of our work - check out our Google Reviews & Testimonials**

FOR YOUR EYES ONLY!

VISIT: www.mcrlprinting.com/wps/



- DOWNLOAD OUR PRESENTATION SLIDES
- GET OUR 101 GUIDE TO OFFSET PRINTING YOUR BOOK
- GET \$100 OFF YOUR ORDER
- ENTER TO WIN a custom printed carry-on to promote your book or business

FOR YOUR EYES ONLY!

\$100 OFF an order

1. **REQUEST A QUOTE** at www.mcr1printing.com
 2. Enter **ALEXA** in the comments section
-

3 lucky winners!

EXCLUSIVE. WIP ONLY. GIVEAWAY.

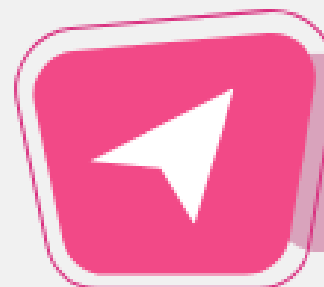
To enter, simply follow 3 steps:



FOLLOW
@MY_LUGGY



COMMENT
LET'S GO WIP

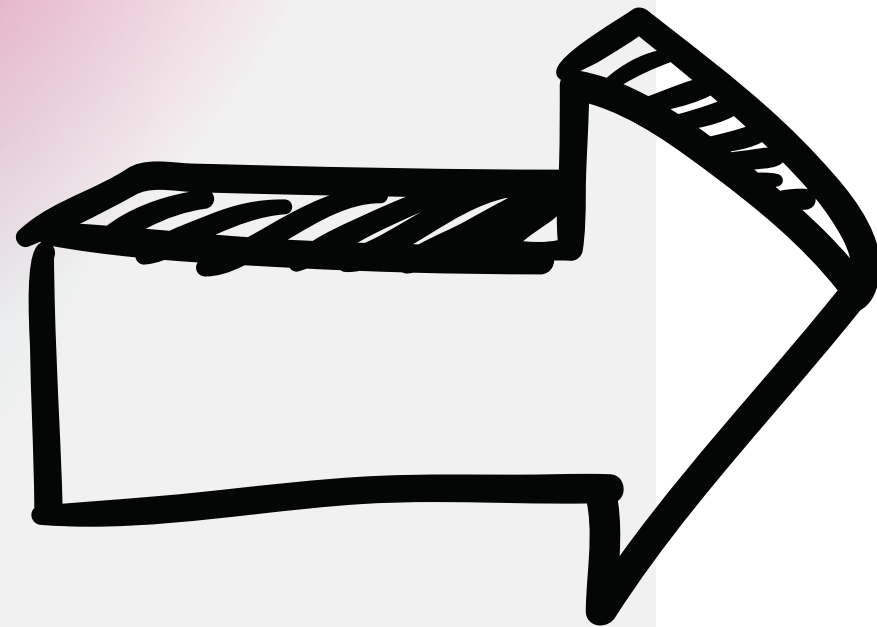


TAG
3 FRIENDS

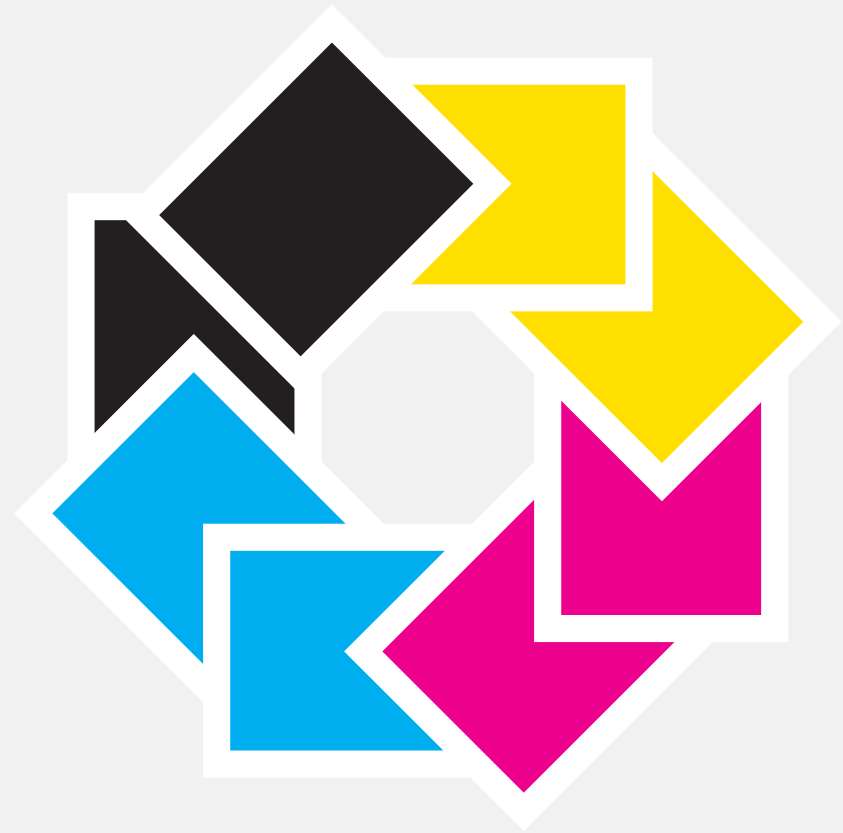
WIN your own branded luggage!!



BEAR
OUR ADORABLE MASCOT!



ASK US
ANYTHING



MCRL
OVERSEAS GROUP