

# THE SELF-PUBLISHER'S DILEMMA

## What's right for your printed product?



POD OR OFFSET?

# WHY THIS CONVERSATION MATTERS?

Choosing between POD and Offset printing affects:

- How to format and export your **pre-press files**
- How you plan to market and **sell your book**
- How much money you make per book - your **profit margin**

**Goal:** Help you understand options so you make informed decisions **early in the process** that's right for your project.

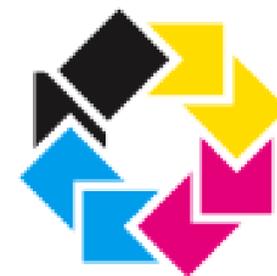
# TODAY'S LEARNING OBJECTIVE!

Authors, designers, publishers and publishing pros will better understand:

1. Differences between **POD** and **Offset** (+/-)
2. **Cost of** POD vs Offset Printing hardcover, paperback & planner
3. **What's possible** with Offset Printing
4. What you need to **request a quote**
5. **Typical turnaround times**

# A little bit about **WHAT WE DO**

- **North American based overseas offset printer**
- **We're celebrating our 20<sup>th</sup> anniversary this Spring!**
- **Print globally, support you locally**
  - your language
  - your time zone
  - extension of your team



**MCRL**  
OVERSEAS GROUP



# A little bit about us

## **WHO WE SERVE**

- Authors, designers and small-to-midsize publishers
- Professionals ready to move beyond print-on-demand, meaning print run of 300+ units

# WHAT WE PRINT

## Wide range of products



Planners



Journals



Books

(art books, cook books, paperbacks, year books etc)

# WHAT WE PRINT

## Wide range of products



Children's Books



Board Books



Card Sets & Games

# WHAT WE PRINT

## Wide range of products



Gift Boxes & Packaging



Custom Projects

(complex features, sourcing and kitting multiple components, retail labelling)

Why we're here today...

# THE PUBLISHER'S DILEMMA

## Core Question:

👉 Print-on-Demand or Offset Print?

## Reality:

- The right answer depends on YOUR goals
  - your vision, your business, and budget

# CHEAT SHEET

## FACTOR

## POD (ON DEMAND)

## OFFSET (BULK)

PRICE PER UNIT

HIGH

LOW

QUALITY

GOOD

PREMIUM

CUSTOMIZATION

LIMITED

EXTENSIVE

INVENTORY

NONE

REQUIRED

OFTEN USED BECAUSE...

TESTING MARKET  
MINIMAL UPFRONT INVESTMENT  
GLOBAL DISTRIBUTION CHANNELS

HIGH COLOR IMAGES, COLOR MATCHING  
ECO-OPTIONS, STANDOUT FEATURES  
MAXIMIZE PROFIT/BOOK  
DISTRIBUTION OPPORTUNITIES

# Offset and Digital (POD) Printing

# PROS TO BOTH



## Offset Printing (MCRL)

## Digital POD ( IngramSpark, KDP)

### Considerations

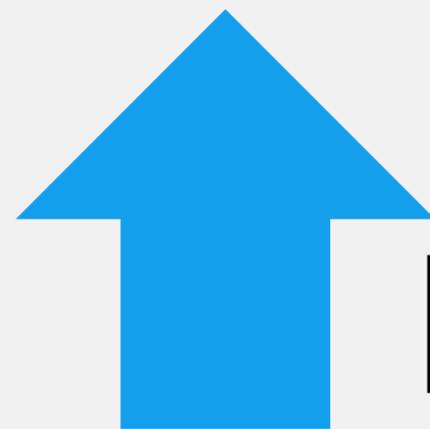
- Real person to review files & support you
- Less \$ / Book
- MOQ 300+
- Longer Lead Times
- Unlimited Customization
- Need to Store Your Books

- Automated - no one reviewing files
- More \$\$\$/Book
- Low MOQs
- Fast Delivery
- Limited Customization
- Print as You Need Books

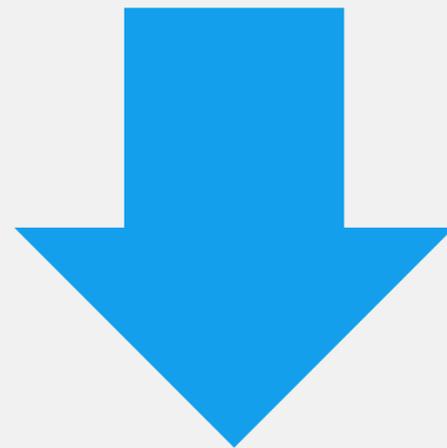
*The **benefits** of one are the **drawbacks** of the other!*



**BIG BENEFIT with OFFSET,**



**PRINT**



**COST/unit**

with POD, quantity doesn't affect price as much

# REAL COST COMPARISON: PICTURE BOOK

8" x 10" Hardcover gloss laminate | 28 pages | 80lb paper | 80 pt cover | 4/4 premium color pages



**POD QUOTE**  
(INGRAMSPARK\*)  
1 author copy = \$15.29/book

300 =	\$11.63
500 =	\$11.03
1000 =	\$10.05

**\*INCLUDES tax & shipping**  
**No physical proof**



**OFFSET QUOTE**  
(MCRL Overseas\*)  
includes endsheets

300 =	\$7.90
500 =	\$5.25
1000 =	\$3.65

**\*INCLUDES all taxes,**  
**tariffs & duties, physical**  
**proof + shipping to door**

**Delivery:** New York postal code



PRICING AS OF MARCH 2026  
PRICING CAN CHANGE

# REAL COST COMPARISON: GRAPHIC NOVEL

6.6" x 10.2" | 10 pt color cover | 44 pages | 70lb gloss paper | Full color interior pages | Saddle stitch



**POD QUOTE**  
(INGRAMSPARK\*)

300	=	\$5.29
500	=	\$5.02
1000	=	\$4.74
2000	=	\$4.46

**Taxes + shipping included**  
**EXCLUDES bound proof**



**OFFSET QUOTE**  
(MCRL Overseas\*)

300	=	\$4.05
500	=	\$2.75
1000	=	\$1.70
2000	=	\$1.15

**\*INCLUDES all taxes, tariffs & duties, physical proof + sea shipping DDP**

**Delivery:** US major city

SPECIAL WINTER OFFER PRICING UNTIL APRIL 2026



# REAL COST COMPARISON: CUSTOM PLANNER

6" x 9" Hardcover Full Color Cover | 140 pages | 80lb paper | 120 pt lay flat cover | B&W interior pages



**POD QUOTE**

1 =	
100-499 =	\$10.86
500-999 =	\$10.32
1000+ =	\$9.77
	\$9.23

**\*INCLUDES tax & shipping**  
**No physical proof**



**OFFSET QUOTE**  
(MCRL Overseas\*)

300 =	\$11.75
500 =	\$7.95
1000 =	\$4.80
2000 =	\$3.45

**\*INCLUDES all taxes, tariffs & duties, physical proof + sea shipping DDP**

**Delivery: US major city**



PRICING AS OF FEB 2026  
PRICING CAN CHANGE

authors & publishing pros

**YOU DON'T HAVE TO CHOOSE...**

**Good News!**

***You can use POD (ie Amazon, IngramSpark, LULU)  
and OFFSET together***

*Many of our clients...*

**Offset Print Their Main Print Run:**

Order in bulk to maximize profit margin and distribution opportunities

**List on POD for Exposure:**

Publish on Amazon or IngramSpark to reach a global audience

\*NOTE: If you print with both, be sure to go with a trim size that both offer

# Hybrid Fulfillment Options...



- **Fulfilled by Merchant (that's you)**
  - You can list your book on Amazon & fulfill orders from your inventory
- **Fulfilled by AMAZON**
  - You have books shipped to AMAZON (split ship possible)
- **3rd Party Storage & Fulfillment (we  Logistech Solutions)**
  - *Want to focus on growing your business vs going to the post office?*
  - We can send your order direct to a 3rd party warehouse
  - They store, pick and ship your Amazon and website orders
  - Manage & track your inventory

Don't have the funds to invest upfront?

# **CROWDFUNDING**

**Many of our clients have funded the cost of  
printing books through  
successful crowdfunding campaigns**

# CLIENT SUCCESS STORY

## Author Challenge:

Kaylin Melia George and Mae Wait didn't have the funds to print their story: a folklore of the Hawaiian people told through Ano, who comes to understand the true meaning of Aloha

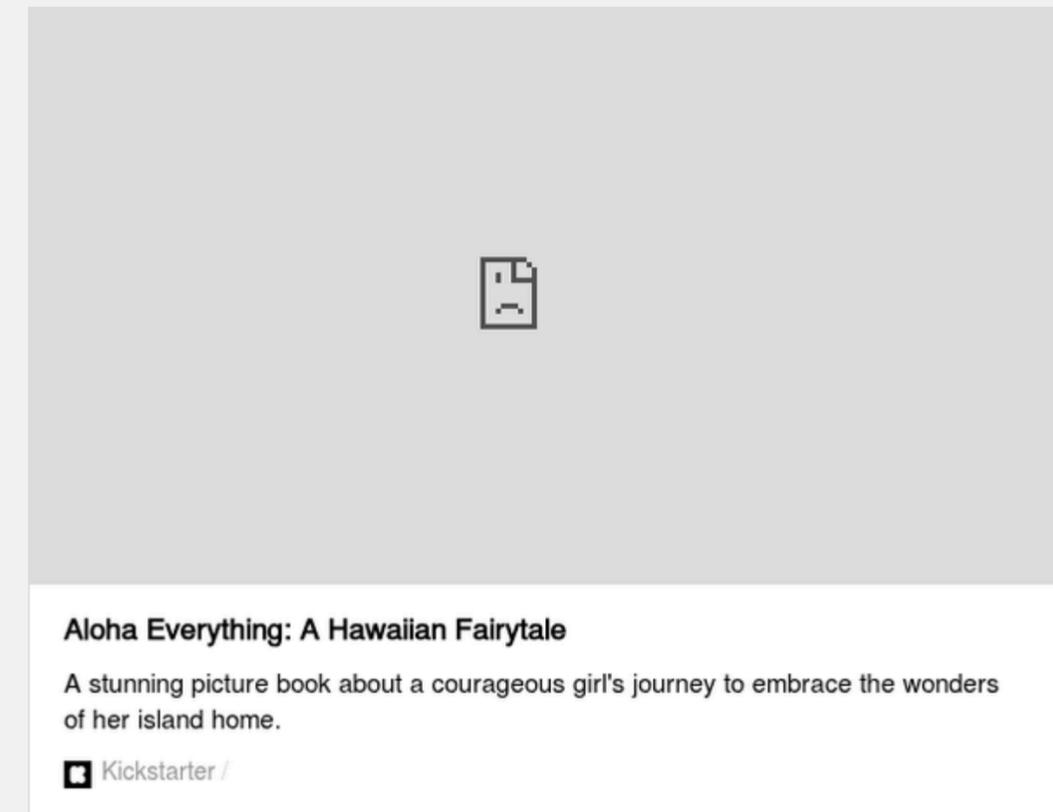
## Solution:

Launched a Kickstarter campaign

## Happy Ending:

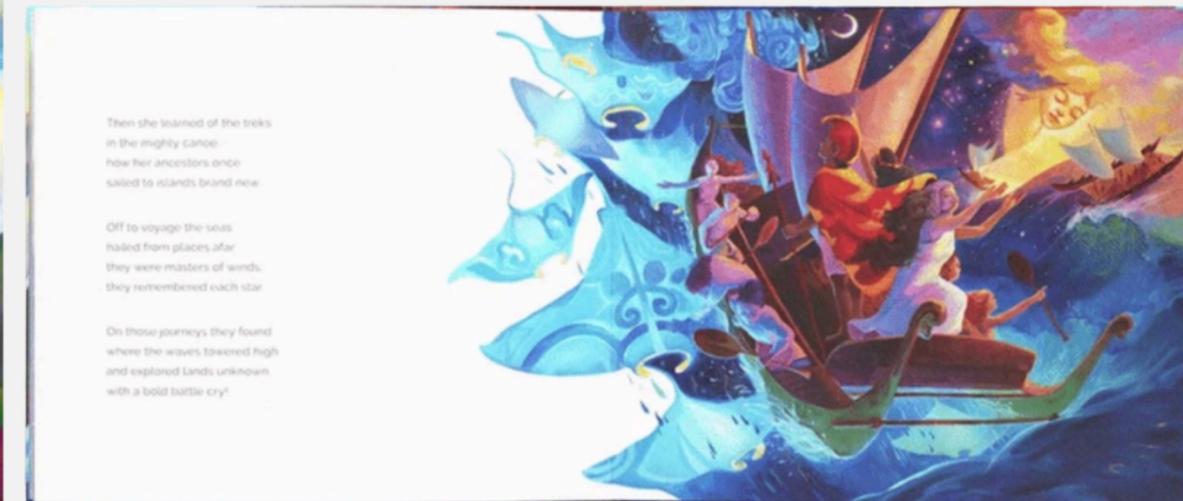
Kickstarter exceeded goal raising over \$64,000!!!

- Able to add custom features to enhance the design and sellability of book
  - foil stamping throughout book
  - custom designed branded mailer box





CUSTOM MAILER BOX



GOLD FOIL ON COVER

- Winner of the Asian/Pacific American Award for Literature
- Winner of the Hawai'i Keiki Book Award
- An ALA Notable Children's Book
- ★ "A stunning tribute to Hawaiian culture and identity."  
–starred review, Kirkus
- New York Public Library Top Ten Best Kid's Book of 2024
- A Center for the Study of Multicultural Literature Best Book of 2024
- A 2025 Notable Book for a Global Society  
- International Literacy Association

# KIRKUS



"This **brehtaking** picture book depicts the beauty and indomitable history of the islands of Hawai'i and the Polynesian people through the storytelling vehicle of hula."

- *Foreword Reviews*, starred review



# KAYLIN HAD BOOKS ON-HAND for her **MARKETING INITIATIVES**

- Book Awards/Book Fairs/Trade Shows
- Media Outreach & Influencer Campaigns
- Bookstore Orders
- Website Orders
- Distribution Opportunities (Etsy, Libraries, Wholesalers, etc.)

**CREATE A STANDOUT  
PREMIUM PRINTED PRODUCT!**

*Let Your Creativity Run Wild!*

# LANDSCAPE BOOKS



SPINE PRINTING &  
LIBRARY BINDING

# COVER DESIGNS TO DIFFERENTIATE YOUR BOOK

- Linen
- Vegan leather
- Cork
- Bamboo
- Padded covers
- UV Spot
- Gold Foil
- Emboss/Deboss text or images



VERY POPULAR FINISH:  
UV SPOT ON LAMINATED COVER

# PRINTED ENDSHEETS (only with offset)



FULL COLOR  
END SHEETS

**The Blessing Ball**  
**Angeleah Donahue**  
**Non Standard Trim Sizes: 11 X 17**





# GLITTER on pages, cover and dust jacket!



Please consider supporting our small business by buying from us directly. The link below will take you to checkout with our distributor Pathways Books.

**BUY HARDCOVER - \$35**

Also available from these major retailers:





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

Whimsical Worlds  
READ · INSPIRE · REPEAT

 **MCRL**  
OVERSEAS GROUP

# CUSTOM EDGING

# PATTERNED GILDING



PLUMLEAF PRESS



# SCOOP IT CHOP IT COOK IT



EASY FAMILY FE  
YOUR MEDITERR

Tara Brennan PHOTOGRAPHY

## Two Olives Pizza



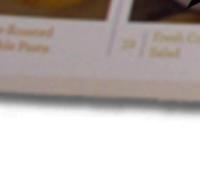
1. Slice artichokes and olives into halves.
2. Place rolled-out pizza dough on a cutting board, baking sheet, or parchment paper and drizzle with olive oil.
3. Use a spoon to spread an evenly layer of sauce over the dough.
4. Arrange olives, artichokes, and cheese on top of the sauce.
5. Bake in a preheated oven at 400°F for 12 to 15 minutes.

**TIP**  
for extra Mediterranean flavor, serve this pizza with a side of hummus.



FOLD OUTS

## Mediterranean Bar Favorites

 28 Mediterranean Salad	 30 Baked Brochettes	 32 Baked Chickpeas	 34 Spiced Meatballs
 36 Double-Baked Vegetable Potatoes	 38 Smoky Corn Brochettes	 40 Spiced Beans in Sausage	 42 Spiced Meatballs
 44 Bacon Grinders	 46 Two Olives Pizza	 48 Crispy Artichoke Chips	 50 Chicken Baked with Olives and Artichokes

## SCOOP IT CHOP IT COOK IT

### MY COOKING HOUSE RULES

- 1. Each Recipe Should Take No More than 15 Minutes of Prep Time
- 2. Each Recipe Should Take No More than 15 Minutes of Cooking Time
- 3. Each Recipe Should Have 7 or Fewer Ingredients
- 4. Each Recipe Should Have 7 or Fewer Steps



RIBBON CHARM  
CUSTOM PACKAGING



BRANDED BELLY BANDS



FLOCK  
FOIL EMBOSS



PREMIUM DETAILS



# PRINTABLES

BOOKMARKS



NOTEPADS



STICKERS

COLOR TABS  
WITH GOLD FOIL TEXT

METAL CORNER  
PROTECTORS



SNAP-IN BOOKMARK



SNAP-IN WHITEBOARDS &  
MARKER

INSIDE BRANDED POCKET



BOOK BOXES

BOOK SLEEVES



MAGNETIC CLOSURE



CUSTOM MAILERS



TELESCOPIC BOXES

FLIP N FLOW : BOARD BOOK, BOARD GAME AND CARD SET ALL IN ONE

# DESIGN OUTSIDE THE BOX

CUSTOM BOOK BOX



UNIQUE BINDING

INNOVATIVE  
AWARD-WINNING DESIGNS



**Junior**  
**DESIGN**  
**AWARDS** 2022  
junior magazine.co.uk  
**BRONZE**

# ECO-FRIENDLY MATERIAL CHOICES



OVER  
**44,572**  
Trees Funded



As a MCRL client, you are welcome to promote TREES FOR THE FUTURE in your socials and online product description.

For example: "Our printing partner is planting trees and changing lives by financially supporting the amazing work of [TREES FOR THE FUTURE](#) (@treesforthe future).



**Paper:**  
100lb Bamboo



**Ink:**  
Soy



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



# IBPA 2025 COFFEE TABLE BOOK OF THE YEAR!

I wanted to take a moment to tell you how much I appreciate you and your team - MCRL has completely spoiled me for any other printers.

I say this, because my new client wants to print in the USA, despite the enormous price difference.

I cannot even tell you how shocked I was after talking to printer after printer here in the States. Of the three I talked with, none of them are FSC certified. Unbelievable and incredibly sad. Their house paperstock pales in comparison to MCRL's. They don't provide physical proof copies as you do. Delivery is not included. The list goes on. ...

The bottom line, I am convinced more than ever that MCRL is the best printer around, There's no comparison.

- Lucy Nolan, Archemedes Print Shoppe, March 2026



Follow @mcr1print

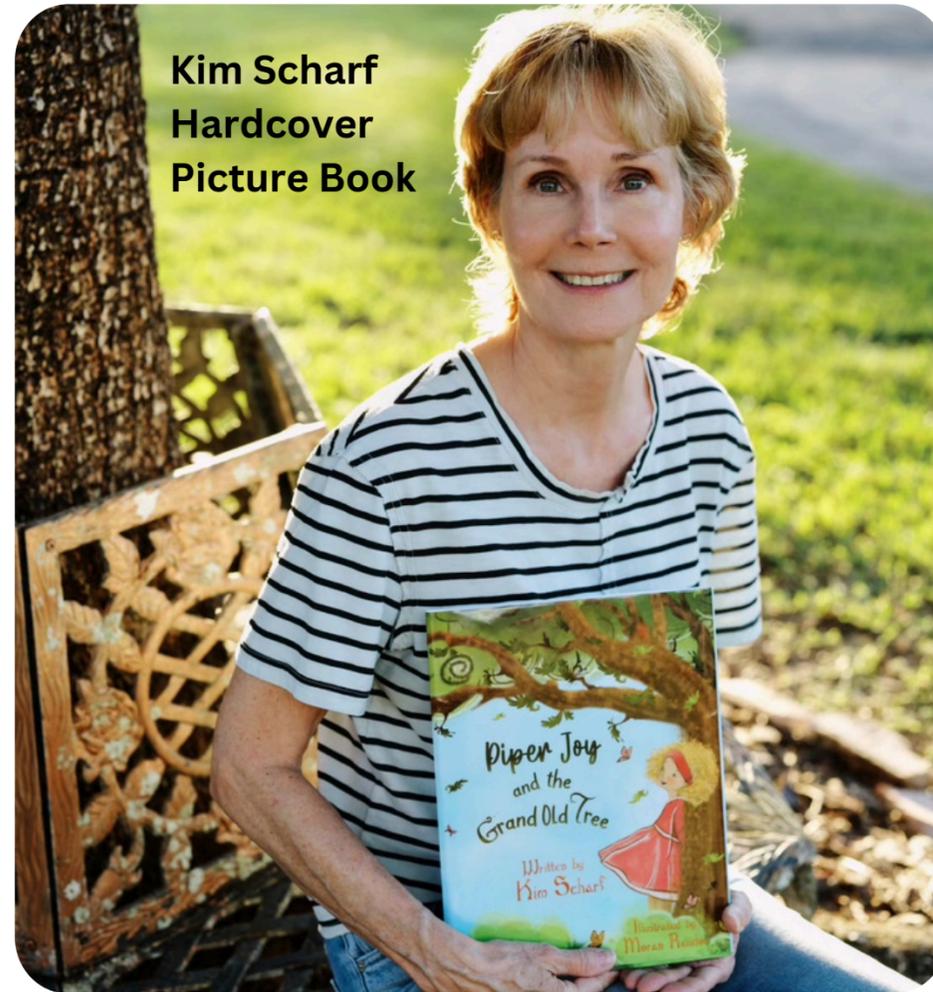
for more projects  
we've printed



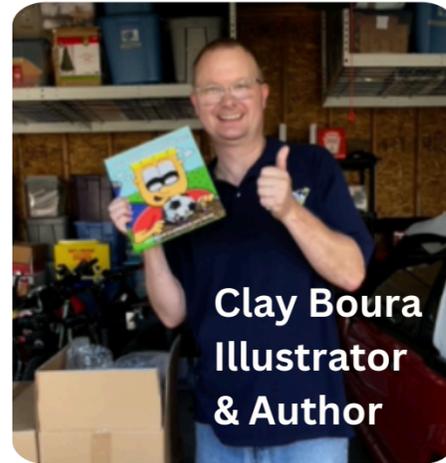
Jane  
with Bill  
Konstant



2/2  
Ryan  
15 year  
old author



Kim Scharf  
Hardcover  
Picture Book



Clay Boura  
Illustrator  
& Author



Lauren Holsey | Belongings  
Board book &  
activity sets



Rebecca Gladney  
with 2<sup>nd</sup> print run of  
Chirp's Large Day



Deborah  
Braxton  
Education  
Planner



Natalee Linez  
Magic Journal



1/2  
Jenn Wu  
Coloring  
Books

we recommend comparing 2-3 quotes  
**HERE'S WHAT'S NEEDED...**

- ✓ **Trim size**
- ✓ **Page count**
- ✓ **Binding type**
- ✓ **Paper specs**
- ✓ **Color: 1/1 (B/W), 4/4 CMYK**
- ✓ **Custom Features**
- ✓ **Quantity**
- ✓ **Delivery location**
- ✓ **Target timeline**

# WHEN EVALUATING OVERSEAS PRINTING QUOTES...

there are 3 important things that impact pricing so make sure you're comparing apples to apples

1

CHECK that QUOTE INCLUDES **DELIVERY TO DOOR** VS PORT

2

ENSURE **CUSTOMS AND DUTY INCLUDED** (AT GUARANTEED PRICE) & PRINTER WILL HANDLE LOGISTICS/PAPERWORK

3

VERIFY A BOUND **PHYSICAL PROOF IS INCLUDED**

# Typical Lead Times

8-12 WEEKS FROM APPROVAL  
of your BOUND PROOF

6-8 WEEKS BY SEA  
OUR QUOTES ARE BASED ON SEA



Shipping



2 WEEKS

## Physical Bound Proof

ONE BOUND DIGITALLY PRINTED  
HARD COPY PROOF IS INCLUDED IN  
YOUR QUOTE



2-4 WEEKS



## Production

HERE ARE THE TYPICAL PRODUCTION TIMELINES

saddle-stitch books - 2 weeks

perfect-sewn books - 2 weeks

Smyth sewn books - 3 weeks

wire-o planners - 3 weeks

spiral planners - 3 weeks

board books - 3 weeks

packaging - 3 to 4 weeks

1 WEEK



## PrePress

SIGN OFF ON QUOTE  
50% DEPOSIT  
REVIEW YOUR PRINT FILES



# NEED PRODUCT FASTER?

## 1. WE CAN **SPLIT SHIP YOUR ORDER**

- Ship part by air (1-2 weeks) and the rest by sea (extra fee)

## 2. **NEW! EXPEDITED SEA SHIPPING** (extra fee)

- **ONLY 5 WEEKS FROM FINISHED PRODUCT TO DELIVERY**
- Print runs of 300-1000 units
- US, Canada, UK and many European countries



# KEY TAKEAWAYS

- How you print impacts your whole team and business
  - how you design your book
  - how you market and sell your book
  - your selling price & profit margin
  - the quality & durability of your book



# REQUEST A QUOTE

We're always happy to provide guidance, even early in the process.

- Our **quote wizard** can simply be a planning tool
- Get an ALL-IN quote to **price out** and use as **comparison tool**

 Sample requests available



Get \$100 off your first order

Promo Code: ALEXA

REQUEST A QUOTE

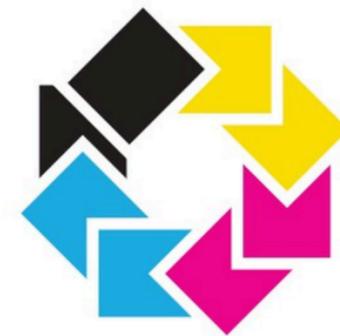
[mcrlprinting.com/wps](https://mcrlprinting.com/wps)



### DOWNLOAD PAST WEBINARS:

- **Printing Basics**
- **How to Compare Multiple Quotes**
- **101 Guide to Children's Book Printing**

# ASK US ANYTHING!



**MCRL**  
OVERSEAS GROUP



Google rated offset printer

# QUOTING RESOURCES

## [BOARDBOOKPRINTING.COM Calculator](#)

Instant Quote on printing & shipping

## [MCRL QUOTE REQUEST](#)

[mcrlprinting.com/request-quote](http://mcrlprinting.com/request-quote)

## [REQUEST A SAMPLE OF BOOKS WE'VE PRINTED](#)

[in.mcrlprinting.com/sample-request](http://in.mcrlprinting.com/sample-request)

## **IngramSpark POD Calculator**

[myaccount.ingramspark.com/Portal/Tools/ShippingCalculator](http://myaccount.ingramspark.com/Portal/Tools/ShippingCalculator)

## **LULU POD Calculator**

[www.lulu.com/pricing](http://www.lulu.com/pricing)

# PRINTING RESOURCES

## **MORE FAQs**

[mcrprinting.com/faq/](https://mcrprinting.com/faq/)

## **NEW TO PRINTING? START HERE**

[www.mcrprinting.com/printing-resources/](https://www.mcrprinting.com/printing-resources/)

## **FORMATTING GUIDELINES**

[mcrprinting.com/what-to-know/](https://mcrprinting.com/what-to-know/)

## **DESIGNERS & FORMATTERS WE RECOMMEND**

[mcrprinting.com/hire-a-pro/](https://mcrprinting.com/hire-a-pro/)

## **HOW LONG TO PRINT?**

[www.mcrprinting.com/shipping-your-order/](https://www.mcrprinting.com/shipping-your-order/)

# PRINTING RESOURCES

**YOU TUBE - tutorials and examples of beautiful books/what's possible**

[www.youtube.com/@mcrlprint](http://www.youtube.com/@mcrlprint)

**INSTAGRAM & Facebook- FOLLOW @mcrlprint**

reels and videos of past printed projects

**BOOK A PRINT CONSULT WITH TAYLOR**

[go.mcrlprinting.com/twquickconnect](http://go.mcrlprinting.com/twquickconnect)

**Reach out to me anytime!!** [lorim@mcrlprinting.com](mailto:lorim@mcrlprinting.com)