

## **+POD**

A simple solution for producing “one off” traditional print and electronic products.

- ✓ Maintain Print Revenue Stream
- ✓ Satisfy ALL Customers
- ✓ Maintain/Improve Margins
- ✓ Simple - No Overhead



## **Why +POD ?**

Take advantage of today’s publishing technology to:

Retain ownership of your brand

Control pricing of your product

Maximize your on-line presence investment

Manage technology transitions

## **Why Greyden Press ?**

Greyden Press has been in the print on demand business for over 10 years.

An early innovator combining automated work flow and the latest print technology to squeeze cost out of the traditional production process.

The result. Greyden Press is an experienced resource and your best choice for satisfying traditional print and electronic customers --- **ONE AT A TIME.**

### **Contact Us Today:**

5818 Wilmington Pike #228  
Centerville, OH 45459  
(937) 754- 5754  
info@greydenpress.com

## The Product

**+POD** is a simple, no overhead solution that combines on-line and the latest print/electronic technology to let any of your customers who prefer traditional print and/or hard mediums to purchase them directly from your web site.

An easy point and click selection gets your customers the product they want when they want it -- and your not stuck with inventory and distribution costs or even the overhead of maintaining an order system.

## How it Works

**+POD** is just a few easy steps:

1. Greyden Press provides URL's for each conference proceedings included in the program -- publisher provides Greyden Press ISBN #'s.
2. As conference proceedings are posted on line files of the electronic product or papers/organization are sent to Greyden Press.
3. When conference proceedings are posted a print option is included and linked to the purchase URL previously provided by Greyden Press.
4. After clicking on the print option your customer is directed to a purchase page hosted by Greyden Press.
5. Greyden Press creates and produces the print product and ships it directly to the customer.
6. At a pre-determined frequency Greyden Press remits the publishers share of revenue.



The transaction is completed and your customer is returned to your web site at the point from which they accessed the purchase page.

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### **What makes +POD simple compared to other POD options ?**

There's only 2 very easy steps for the publisher that are actually extensions of existing work flows. Create a link from wherever conference proceedings are posted on your web site, digital library, etc. to a purchase page and send files of the proceedings to Greyden Press or notify where the files are posted for retrieval by Greyden Press -- after that -- satisfy your customers and receive your checks.

### **Maintain or improve margins ?**

That's right. The technology to cost effectively print a single book or burn a single CD has evolved to cost effectiveness -- a combination of streamlining and automating work flow plus the right equipment to eliminate set-up time and material. With the right supplier and "one off" premium pricing you can sell a single copy and still realize a 50%-60% margin.

### **What's "one off" premium pricing ?**

When offering the opportunity for a customer to order a single unit a mark-up is added, since scientific and technical pricing is content driven this mark up does not discourage demand while at the same time improves "one off" margins.

### **What do you mean by retaining ownership of brand ?**

Other options to make traditional print and electronic mediums available to your customers require co-publishing arrangements that surrender control of the product being published under your name. The Greyden Press model let's you set pricing, retain complete copyright, and even design your own cover and packaging to make sure your name is on a quality package.

### **How do I maximize my on line presence investment ?**

Every time you post a conference proceedings to any on line platform you are incurring some level of cost, adding the option of print/electronic medium purchases adds nothing to that cost while providing a new stream of very profitable revenue -- definitely maximizing your return on investment.

### **Is it correct that I have no cost ?**

It is true that you have no out of pocket cost, Greyden Press does take a larger percentage of the first book or CD-ROM produced to cover creating content, that would be the only form of cost.

### **Is this an "exclusive" arrangement ?**

No, you're free to continue any other programs that are similar, our objective is to gain the business that can be generated from visitors to your web site, on-line library, etc.

**What if I already offer CD-ROM/DVD product can I just offer print ?**

Yes, we would just provide an icon for the print product only, otherwise the complete process is the same.

**What type of functionality would be on a CD-ROM/DVD ?**

The CD-ROM content created for this program is low functioning, it would be a single print file with links created from each article/paper listing in the Table of Contents to the actual paper and searching would be a general key word search of all the content. More functionality can be added but pricing would have to be worked out for these projects.

**How is retail pricing for each object determined ?**

You set the pricing. Pricing can either be provided to Greyden Press at the time the content files are submitted or you can give Greyden Press a formula that would apply to all products -- whatever the system pricing is determined by the publisher.

**Who has the copyright ?**

You do, the publisher is the exclusive holder of copyright -- Greyden Press has no involvement.

**What about covers or CD-ROM/DVD packaging ?**

Cover for print product are created from a base template, an ISBN number is placed on the back cover, spine copy is added, and the front cover reflects whatever information is determined by the publisher at the time the program is set up. With just a few limitations you can design your own POD cover.

The same applies for CD-ROM/DVD with the only difference being that the actual printed packaging is a DVD case with an outside wrap.

**What is the actual profit split between publishers and Greyden Press ?**

This varies from customer to customer -- differences are based primarily on the type of source material that will be provided by the publisher, to some degree any cover or packaging requirements, and your retail pricing.

**Are there any alternatives to sending Greyden Press files ?**

Yes, we can go get them from an on-line presentation that will efficiently allow us to create the content, in these cases we would simply retrieve the content once we have been contacted by the publisher that the purchase link has been put in place.

**Does my book have to be produced by Greyden Press ?**

No, this is a great service for all your books including those out of print titles that may still have some revenue left in them.