

# Brighton Publishing LLC

## POD (Print on Demand)

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[Brightonpublishing.com](http://Brightonpublishing.com)

PRINT ON DEMAND (POD) IS THE COMMONLY-USED TERM FOR THE DIGITAL PRINTING TECHNOLOGY THAT ALLOWS A BOOK TO BE PRINTED, BOUND AND PRODUCED IMMEDIATELY TO SUPPLY SALES ORDERS. POD IS NOT A PUBLISHING MODEL, IT IS A PRINTING MODEL. ONE OF THE REASONS FOR THE CONFUSION REGARDING THE POD MODEL IS THAT VIRTUALLY ALL SELF-PUBLISHING SERVICE COMPANIES USE POD. POD SERVICE COMPANIES ARE NOT PUBLISHERS, BUT SELLERS OF PUBLISHING SERVICES TO WRITERS. THEIR SOLE FUNCTION IS SELLING THEIR SERVICES, NOT PUBLISHING. THEY HAVE NO VESTED FINANCIAL INTEREST IN HOW THE BOOK DOES IN THE MARKET.

TRADE PUBLISHERS FREQUENTLY USE POD UNTIL A BOOK STARTS SELLING WELL, JUSTIFYING THE COST OF PRODUCING A VOLUME OF OFFSET PRODUCED BOOKS, AND INCURRING WAREHOUSING AND INSURANCE FEES. THE CONFUSION REGARDING POD IS FURTHER FUELED BY UNEDUCATED INDIVIDUALS WHO SEE THE TERM POD AND IMMEDIATELY THINK THE BOOK IS SELF-PUBLISHED OR THAT NO PHYSICAL BOOKS ARE AVAILABLE FOR IMMEDIATE SHIPMENT. EVEN THOUGH MOST BRIGHTON BOOKS ARE INITIALLY PRODUCED POD, WE MAINTAIN AN INVENTORY OF PRINTED BOOKS AT THE DISTRIBUTOR AND VARIOUS OTHER OUTLETS, MAKING THE BOOK AVAILABLE FOR IMMEDIATE SHIPMENT WITHOUT ANY DELAY IN WAITING FOR THE BOOK TO BE PRINTED. IN REALITY, THE DELAY IN POD PRINTING IS MINIMAL, AND MOST POD ORDERS ARE PRINTED AND SHIPPED WITHIN 24 HOURS OF THE ORDER BEING RECEIVED.

POD PRINTING IS A COST-EFFECTIVE METHOD OF PRODUCING BOOKS WITHOUT HAVING TO PRINT AND WAREHOUSE BOOK INVENTORIES. PRIOR TO POD TECHNOLOGY, BOOKS WERE PRODUCED ON OFFSET PRESS IN VARYING QUANTITIES, TRANSFERRED TO THE WAREHOUSE WHERE THEY WERE PLACED ON PALLETS WAITING FOR SALES. THE PROBLEM WAS THAT THE INVESTMENT TO THE PUBLISHER WAS SUBSTANTIAL IN PRODUCING THOSE BOOKS SITTING IN THE WAREHOUSE INCURRING WAREHOUSING FEES, IN ADDITION TO PROVIDING INSURANCE ON THE BOOKS WAITING TO BE SOLD. IF A BOOK WAS A SLOW SELLER, BY THE TIME THE LAST FEW BOOKS WERE SOLD, THE WAREHOUSING AND INSURANCE FEES MAY HAVE GRADUALLY EATEN AWAY PROFITS, RESULTING IN SUBSTANTIALLY REDUCED NET PROFITS ON THOSE REMAINING BOOKS SOLD. POD ELIMINATES THOSE COSTS AND THE INCREASED COSTS OF POD PRINTING ARE OFFSET FROM THE SAVINGS IN WAREHOUSING AND INSURANCE FEES.