

## What is Print on Demand?

Rather than estimating how many copies of a particular item should be printed in a print run, a journal issue/book/proceeding/etc. is only printed upon request. This method eliminates unappealing problems including the burden of paying for unsold items that wind up being stacked in an overcrowded storeroom or printing too few items, running out, and being forced to tell a customer that the content is not available for purchase.

Print on Demand takes the guesswork out of printing. No need to gamble on how many issues will sell. You simply prepare a single file (usually PDF), submit it to the Print on Demand publisher, and it is stored until an issue is ordered by a customer. It is only at this point that ink touches paper.

## What kind of time and effort is involved?

If you are already publishing electronically, then you most likely already have the file in an appropriate format. Many Print on Demand publishers prefer PDF submission. However, there are publishers that will accept Word documents and convert them to PDF before printing. Some may also require you to set up or have a PayPal or similar-type payment account.

## Is it necessary?

It all depends. Who is the audience? How will they react if you move fully online? Some publications have moved from print to fully online rather successfully. Others haven't fared as well. Print on Demand might be a good way to transition from a culture of print to a culture that prefers electronic access. It may also be a good option for those who are unsure of their audience or still working with a mix of preferences.

## How much does it cost?

Cost varies widely and depends on **many** factors including, but not limited to: publisher, file size, page count, amount of color/black-and-white, type of binding, hard/soft cover, or listing location. Most systems allow you to set-up all your requirements online and receive an immediate quote. Please contact the vendor with your specifications and for further information.

## Can I see some examples of those that have done this already?

- Journal of Industrial Engineering and Management  
<http://www.jiem.org/index.php/jiem>
- Journal of Stuttering Therapy, Advocacy and Research  
<http://www.journalofstuttering.com/>
- International Journal of Childbirth Education  
<http://www.magcloud.com/browse/magazine/119895>

## Which publishers offer this service?

There are a number of publishers that provide Print on Demand service geared for books. Many of these have ventured into offering specialized service for Print on Demand journals. The following website has created a chart of head-to-head comparisons of many Print on Demand publishers (Note: The author is primarily concerned with Print on Demand book publishing, but still offers some valuable information): <http://booksandtales.com/pod/>.

Below you will find a list of Print on Demand publishers:

*\*Please note that we are not affiliated with any of these publishers. This list has been compiled for informational purposes only. This list should **by no means** be considered full and complete. We encourage you to conduct further research and choose the option that best fits your needs.\**

- <http://www.lulu.com/>
- <http://www.magcloud.com/>
- <http://www.ingramcontent.com/pages/home.aspx>
- <http://www.sheridan.com/>
- <http://www1.lightningsource.com/>
- <https://www.createspace.com/>
- <http://virtualbookworm.com/>
- <http://www2.xlibris.com/>
- <http://outskirtspress.com/>