

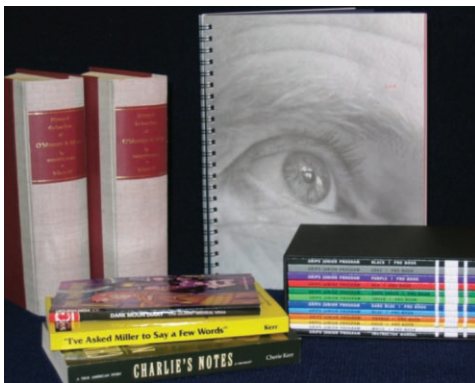


SELF PUBLISH AT BURDGE COOPER

Receive Expert Personal Service & Superior Quality

Serving self publishers for decades, we simplify the “business of books”. Because we’re a printer, not a publisher, we share knowledge about printing, books and the business of self publishing.

Our customers enjoy the options of state-of-the-art lithography and state-of-the-art digital printing, ensuring cost-effective production in any quantity. Complete in-house prepress and bindery services ensure quality and service commitments.

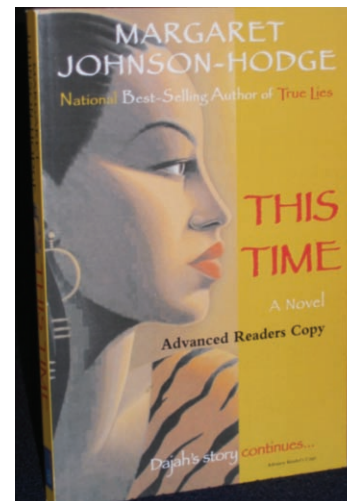


As printing experts, we’re capable of working with whatever type of input you prefer: ftp, pdf’s or cd & dvd’s with native files. While we scan photo’s and hard copy at 2400 d.p.i., digital printing currently yields 600 d.p.i. images. Our services also include shipping and ‘real time’ tracking of books delivered to individual buyers.

How Printers and Publishers Differ

As a professional book printer, we do not provide ISBN’s, do not charge “set-up” fees, and do not provide editing, cover design or book marketing services for self publishers. We do refer customers to experts in these areas to enhance their expertise and success. Our authors retain full rights to their work, use wholesalers and distributors they prefer and are billed after we ship.

Unlike subsidy publishers who provide ISBN’s, dictate input, sizes and inflate book cost, we make it simple for self publishers to produce exactly what they want at reasonable prices.



While most self published books are perfect bound printed soft covers, we're also capable of producing multi-process covers: combinations of lithography, foil stamping, embossing, engraving, thermography and die cutting. Our comprehensive bindery services include case binding [hard covers with foil stamped fabrics], fast bind, perfect binding, saddle stitching, wire-o, and color coordinated plasti-coil binding. The last three bindings are ideal for "lay flat" publications like workbooks but not recommended for traditional books.

Our pricing for digitally printed, small quantities of Advance Readers Copies [ARC's] is extremely competitive.

Lithography Or Digital Printing?

We offer both, giving self publishers the option of producing books in whichever method makes best business sense at any given time. Our direct-to-plate lithography is done on sheet fed 6 and 2 color Heidelberg perfecting presses, and our digital color printing is done on iGen equipment [which provides PMS match color printing, superb image quality and enables any combination of color and b&w white pages to be automatically printed within a given book]. As a rule of thumb, lithography is the best option for large production runs and digital printing is more cost effective for small runs of books. Because iGen color printing quality is extremely high, several publishers have us digitally print their backlist books. The images below demonstrate why our digital printing services are very popular with self publishers of photo books and those with multiple "spot color" pages.





While lithography provides significant “per book” savings when producing a large quantity, unless you have large, confirmed advance sales, the cash flow consequences of producing and storing a large quantity of unsold books can easily outweigh the “per book” savings of a huge printing.

Taking delivery of a large volume requires you invest more “in advance of sales,” commits you to receiving, storing, managing, re-packaging and shipping individual orders.

Consequently, most self publishers prefer to have their books digitally printed in smaller quantities proportional to their normal sales and use lithography only to fill large orders.

More Than “Just A Book Printer”

Because self publishers are indeed “businesses,” they have a variety of needs in addition to books. From professional business cards and stationery to full color promotional postcards, book marks and book plates, we provide “one stop shopping” for busy self publishers. Our customers enjoy the option of toll free phone and email service, and our “real time” production and purchase history information simplify the challenges of running a self publishing business.

Serving many authors who speak professionally and travel extensively, we also produce event handouts [workbooks, manuals, booklets and training packages] in any combination of color and black & white printing, bound or unbound. We enable them to have materials delivered directly to event sites, reducing logistical burdens, inventory spoilage and to customize content “by audience, by event” in any quantity. We even produce full color “banners” for large venues [24” high by up



to 100 feet in length], and as professional brand managers, we ensure all items are perfectly coordinated.

We offer comprehensive packaging and shipping service, and we prefer to use Federal Express Ground for regular deliveries [which require a physical address and phone number for tracking purposes]. While Fed Ex and UPS cannot deliver to P.O. Boxes, we caution: the USPS does not provide online, “real time” delivery information.

What Don't We Do?

As noted earlier, we are not a publisher [neither a traditional, vanity nor subsidy publisher]. We do not provide ISBN's, as we have no interest in “capturing” customers intellectual property rights. We do not require authors to sign any contracts, nor do we charge any fees in advance of service. While we do not provide text design and editing services, unlike most commercial



printers we do actually read manuscripts and reserve the right to refuse to produce any work deemed socially irresponsible or morally objectionable. We make no pretense of being experts “what content” is likely to become a best seller and have no desire to censor anyone, but we choose to print only those books we believe will genuinely inform, educate and entertain readers.

Our free consultative services include thorough discussion of every author's goals, plans and methods before we accept their projects, as we want them to fully understand which practices have proven “sound” over time, know their options and make informed decisions.



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