

POD Revenue Comparisons

200 Page Book

Publisher Plan	Selling Store	Retail Price	Your Revenue
CreateSpace Standard	CreateSpace	\$18	\$8.90
CreateSpace Standard	Amazon	\$18	\$5.30
CreateSpace Pro	CreateSpace	\$18	\$11.15
CreateSpace Pro	Amazon	\$18	\$7.55
Lulu – Upgraded Distribution	Retail	\$18	\$2.80
Lulu – Upgraded Distribution	Lulu	\$18	\$7.60
Lulu – Basic	Lulu	\$18	\$7.60

450 Page Book

Publisher Plan	Selling Store	Retail Price	Your Revenue
CreateSpace Standard	CreateSpace	\$18	\$3.90
CreateSpace Standard	Amazon	\$18	\$0.30
CreateSpace Pro	CreateSpace	\$18	\$8.15
CreateSpace Pro	Amazon	\$18	\$4.55
Lulu – Upgraded Distribution	Retail	\$18	- Can't do it at \$18, min retail price (manufacturing x 2) = \$21
Lulu – Upgraded Distribution	Lulu	\$18	- Can't do it at \$18, min retail price (manufacturing x 2) = \$21
Lulu – Basic	Lulu	\$18	\$4.50