

SHORT RUN BOOKS - CAN THEY BENEFIT YOU?



Whether you are a first time publisher or a seasoned writer, utilizing digital printing is a viable means of keeping your project budget in control. We can print as few as one book and, using your files, the turn around time is minimal.

Digital books usually are composed of 100 pages or less with a trim size of 8.5 x 11 or smaller. A typical run is 500 or less and may require perfect binding, saddle stitching or comb/spiral binding. Twenty-five percent of short run book orders are for quantities of less than 100.

Short run books have a place in almost every nook of American life. In the Educational field professors and teachers are employing Teacher's Editions and Course Outlines. Also, by utilizing comprehensive copyright clearance, study guides with lecture notes are a benefit to students for a fraction of what textbooks cost. Educators are also setting down on paper their personal methods and successes to share with their associates without a lot of investment on the outgo.

Trade Books and Technical Manuals in the industrial segment are largely run on offset presses due to quantity, however, smaller companies and the emergence of home-based businesses have found that short run books, catalogs and manuals are profitable for their use. They are able to order what is needed when it is needed. We keep the files in our archives and pull them out when reordered. This ensures that a huge layout of investment for an inventory item is not necessary.

Photo Memory Books are becoming increasingly popular. With digital cameras many people are combining scrapbooking with digital prints. They are able to unleash their creativity and include stories and personal captions to create themed memory books that will last a lifetime. Many times photographs lay in boxes or in albums and collect dust, but Memory Books can be left out to be looked at again and again. Also becoming more popular are Family Genealogy Albums with family history, photos and stories to pass along to generations to come.

The 21st century is an age of self-expression. Many people are writing children's books, poetry books, memoirs and novelettes. Publishing can be expensive; also, if you choose to use an internet publisher, you may lose the copyright on your material. Using Master Print Group makes sense in that you keep your copyright and your files are kept intact. If for any reason you need them to go out-of-house, you will only be charged a nominal archive fee.

These are only a few things uses of Short Run Digital Books. There are many more uses -- Church Study Guides, Calendars, Coloring Books, Cook Books, and Research Material to name a few. Call Master Print Group to discuss how Short Run Books can benefit you.