

Self-Publishing Comparison, by J. Elstad
as of: 5/11/2011

	Author House	IUniverse	Trafford	West Bow Press	XLIBRIS
Website	authorhouse.com	www.iuniverse.com	www.trafford.com	www.westbowpress.com	www.xlibris.com
One-to-One Spt	Yes	Yes	Yes	No	
Custom Full Color Cover	Yes	Yes	Yes	No	Yes
ISBN #	Yes	Yes	Yes	Yes	Yes
Electronic Proof	Yes	Yes	Yes	No	Yes
On-Line	Yes	No	Yes	No	Yes
Prof Mktg Consult	Yes	No	No	No	Yes
Bookstore Avail	Yes	No	No	No	Yes
Comp Auth Copy	Yes	No	Yes	Yes	1 copy HB/PB
Digit Fmt (e-book)	Yes	Yes	No	No	Yes
Author Learning Ctr	Yes	Yes	No	Yes	Yes
Copyright & LOC Control #	Yes	Yes	Yes	Yes	Yes
Pers Back Cvr	Yes	No	Yes	Yes	Yes
B&N See inside book	Yes	Yes	No	Yes	Yes
Google & Amazon Search Programs	Yes	Yes	No	Yes	Google only
Book Signing Kit	Yes	Yes	No	Yes	Yes
Booksellers Return Program	Yes	Yes	Yes	No	Yes (Platinum only)
# of Comp Hardbacks	30	40	?	80	25/50
# of Comp Paperbacks	10	10	?	20	75/150
Package Name	Pinnacle	Bk Launch Premier Pro	Tapestry	Speaker's Platform	Executive/Platinum

Note: This the information on this spreadsheet change could change based on a publisher's policies.

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	Author House	IUniverse	Trafford	West Bow Press	XLIBRIS
Cost of Package	\$1,999.00	\$4,199.00	\$11,999.00	\$5,499.00	\$7,099 / \$14,999
Promo Material	100 ea bkmk, pstcard, bus. Card	100 ea bkmk, pstcard, bus. Card	No	100 ea bkmk, pstcard, bus. Card	300/300 BC 50/300 BM & PC 5/30 Posters
e-mail marketing		Yes	No	No	Yes
Author Website		Yes	Yes	No	Regular/Advanced
Social Media setup		Yes	No	No	Yes
Editorial assistance	min: \$.029/word	Yes	min: \$.029/word	No	min: \$.029/word
World-wide Book Distribution	No	Yes	Yes	No	Yes
Volume discount for authors	No	Yes	Yes	No	No
Non-exclusive contract	?	Yes	?	No	Yes
Reps working w/Christian B/S	?	?	?	?	Yes
CD Archive	?	?	?	?	Yes
Note: Word Clay - www.wordclay.com - Complicated website, didn't offer a comparison of the different packages. Didn't surf it.					

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