



## Digital vs. Offset Printing

### Trim Sizes:

- Digital printing limits the finished or “trim” size of a book to those available to the printer’s equipment (see the Print Estimate Chart). Offset printing is much more flexible with sizes; the options are nearly unlimited.

### Image Quality:

- Digital printing is subject to more limitations than traditional offset lithographic printing. While it produces very crisp, clear text and line art (such as wood-blocks), grayscale images—such as half-tones (photographs), pencil sketches, or graphs with “shaded” grays—do not reproduce as high-quality images. Please take this into consideration when deciding on a print package, and if you’re in Duluth, feel free to come down to the shop to see some examples.

### Costs:

- Offset printing produces a high-quality image and is ideal for books with a lot of grayscale images. However, offset printing is also subject to expensive set-up charges that make printing in small quantities often too expensive for the small budgeted author or those who wish to sell their books in bookstores, and therefore must sell at a wholesale discount and keep the cover price of the book reasonable and competitive.
- Digital printing makes much more sense for the self-published author who wants to be able to print one or more books at a time. While you may pay more per book than offset, the set-up charges are lower and you need not print in large quantity. You may not make as much per book, but you won’t have the overhead, storage, and shipping issues involved with offset printing.

### Distribution options

- If you choose one of our Digital Printing packages, X-Presso Books digital books can be made available at wholesale prices through Ingram, the world’s foremost book distributor, so that any bookstore or Web retailer can purchase your book directly through them. Since each offset project is subject to custom print brokering, this option is not available if you choose to go with offset printing. For a better understanding of wholesale distribution, please read “Introduction to Book Distribution.”

### So basically...

- Choose offset printing when you want to print 1,000 or more copies and/or if image quality or use of interior color is an important issue—or if you want a trim size not available in digital formats.
- Choose digital printing when you want to keep your initial costs down, better control over inventory, and you are not concerned over the quality of grayscale images—or if you desire an easy wholesale distribution solution.