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Book production costs

Book production costs

Lulu has two print on demand (POD) partners: one for books ordered through Lulu and another for books ordered from booksellers like Amazon via our ISBN Plus Expanded Distribution service.

IMPORTANT: The printer used is determined by the channel (i.e. Lulu or a retail bookseller) fulfilling the order. If you buy the ISBN Plus service for your book, you can still sell that book on Lulu.

Purchased through Lulu

Lulu offers black & white and color printing. The costs for printing a book are as follows:

- Black & white printing: \$.02/page
- Color printing: \$.15/page (**New lower price! Was \$.24/page.**)
If you already published your color book, see [Pricing for color books published before June 2004](#)
- Setup fee (for cover, binding and other setup): \$4.53

IMPORTANT: The cost of color books (available only for books purchased through Lulu) is significantly more than black & white books. When you select color printing (the Four-Color CMYK option on the Publish Book page), you are charged \$.15 for **every page** in the book, not just pages with color. The printing costs for a 200-page book would be \$34.53 (\$30.00 printing + \$4.53 setup).

Purchased through expanded channels (ISBN Plus service)

Our print vendor for expanded channels offers black & white printing. **No color printing.** The costs for printing a book are:

- Black & white printing: \$.02/page
- Setup fee (for cover, binding and other setup): \$1.56

Download production costs

There are no production costs when you offer your work in download format. We host your published work for free.

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