

Ingram Member Benefit for Protestant Church Publishers Association (PCPA) Ingram Content Group Effective: September 18, 2017

Ingram Content Group is excited to continue our partnership with PCPA to promote church publishers and their titles. Here is an overview the renewed set of member benefits for the PCPA:

Part 1: Title Visibility and Availability

ipage® is Ingram Content Group's B2B database, and is utilized by approximately 39,000 booksellers (of which 7,000+ are Christian booksellers/retailers), online retailers and libraries for comprehensive title information, stock availability, and ordering. Ingram is happy to provide PCPA Publisher Members with two options for title visibility on ipage and distribution via Ingram Content Group:

- **Lightning Source**

Lightning Source, an Ingram Content Group company, is the leading print-on-demand company in the world, offering the unique combination of quality one-off book manufacturing and access to the most comprehensive distribution solutions in the publishing industry. The Ingram Content Group provides a broad range of physical and digital services to the book industry, and immediate access to the largest selection of books and book-related products.

At Lightning Source, we make inventory a thing of the past. Lightning Source securely stores your titles as digital files in our library. We print one or thousands of a publisher's book, as needed. With direct distribution, we will deliver books to a publishers' customers, anywhere in the world. Lightning Source offers access to the largest network of global wholesale distribution partners such as Ingram Book Group, Baker & Taylor, Barnes & Noble, Bertram's, Gardner's, Amazon.com, and many more.

PCPA members with a Lightning Source account will receive the following increased volume discounts on their unit orders:

US POD B&W, Standard and Premium Discounts (Economy):

1-24 units	1%
50-99 units	3%
100-199 units	8%
200-299 units	13%
300-399 units	15%
400-499 units	17%
500-749 units	23%
750-999 units	29%
1000+ units	34%

UK POD B&W, Standard and Premium Discounts (Economy):

1-24 units	3%
50-99 units	4%
100-199 units	7%

200-299 units	9%
300-399 units	11%
400-499 units	14%
500-749 units	18%
750-999 units	22%
1000+ units	25%

AU POD B&W (Economy):

1-99 units	10%
100-249 units	20%
250-499 units	25%
500-999 units	30%
1,000-1,499 units	35%
1,500+ units	40%

Members will receive waived title set-up fees with digital files and 50% off title set-up fees with scanned files. Members will also have the first year of the \$12/title yearly Global Market Access Fee (MAF) waived for any POD title placed into the wholesale channel.

Publishers must mention that they are a member of PCPA when setting up their account or by notifying their sales representative at Lightning Source and should use promo code **PCPA2017** at both title set-up and when ordering. **Please note that this is a change from the previous promo code.**

- **IngramSparkSM**

IngramSpark is an easy-to-use Publish on DemandSM platform that enables publishers to deliver content worldwide to readers in print and electronic formats. The service, which is tailored to the specific needs of the small independent publisher, streamlines the sales, account setup, content management, and customer support activities through a self-service, online platform. It's free to set up an account. All you need to get started is an email address, print ready PDFs for print titles, EPUB and JPEG for the e-books, an ISBN, and a credit card.

Effective June 5, 2017, PCPA publisher members with a Spark account qualify for the following by entering the **PCPASPARK** promo code during the account set-up process:

Waived title set-up fees for all new titles, including P, E and P&E with promo code **PCPASPARK**. **Please note that this is a change from the previous promo code.**

Part 2: Promotion Details & Eligibility

Promotion Time Period

- Promotion period: One (1) year from May 1, 2017, renewable if approved by Lightning Source executives and PCPA board.

Eligibility

- All publishers who are members of PCPA are eligible to receive the discounts above.
- Publishers must mention that they are a member of PCPA (the PCPA will be responsible for communicating this to their members) when setting up their account or by notifying their sales representative at Lightning Source.

- New PCPA publishers will not be automatically set up for this promotion; it is important they notify their sales rep or new account representative at Lightning Source of their PCPA membership.
- PCPA members must use either the **PCPA2017** (Lightning Source) or **PCPASPARK** (Spark) promo code to receive the benefits listed above.
- Any questions regarding the PCPA/Ingram member benefit program can be directed to Pam Dover at Pam.Dover@ingramcontent.com

Part 3: One Title, A World of Possibilities

Our products include perfect bound books, hardcover books with jacket, 4-color laminate hardcover books, journals, graphic novels, catalogs, bookazines, and full-color books. Our services include publisher direct ordering, wholesale & retail distribution, Lightning Source/Ingram print to order, offset solutions, and color print.

Add your titles to Lightning Source and open a world of opportunity. Contact your sales representative today!

Short Run

Order what you need – When you need it:

- Match supply to demand
- Reduce inventory costs
- Minimize returns
- Utilize for first print runs

Dropship

Ship direct to your customer:

- Never miss a sale
- Reach new customers
- Handle multiple ship-to addresses
- Manage freight costs

Wholesale

Designate POD status for titles at Ingram Book Company:

- 100% fill rate via virtual inventory
- Expand your channel reach
- Keep important backlist titles available longer

International: UK and AU

Conquer the world:

- Print & ship within market
- Expand your international reach
- Maintain a virtual global print presence

International: Global Connect

Conquer the world:

- Expand your international print presence
- Now available in Germany, Russia, Poland, South Korea, India and Italy.
- Price your titles in local currency, get paid in US\$

Customize (LS Only)

Product development:

- Hardcover conversions

- Marketing materials
- Custom books

BOLT (Book Long-Term) Program

- Learn about our latest pricing program: <https://www.ingramcontent.com/publishers/lp/bolt>

Part 4: Marketing Opportunities

PCPA members with a Lightning Source account can work directly with Ingram's marketing team to gain more visibility for their titles. Marketing vehicles include Ingram Advance, category-specific catalogs, regional catalogs and a wide variety of digital marketing and e-newsletters. PCPA members with a Spark account have access to Ingram Advance and the ebook newsletter. Please ask your sales representative for details.