Sales and Customer Support FAQ

What is IngramSpark?

IngramSpark is a new Publish On Demand^{SM} platform. It's an easy-to-use, online publishing tool that provides publishers with simple, cost-effective access to Ingram's global distribution network for print titles and e-book content.

Why did Ingram develop the program?

IngramSpark was developed in response to our customers and the market. It's a P and E world, and publishers need simple, easy-to-use solutions to deliver content worldwide to readers in all formats. The program streamlines the sales, account setup, content management and customer support activities through a self-service, online platform. Basically, we've married our print-on-demand platform (LSI) with our digital distribution platform (CoreSource) to create IngramSpark. We're created a new user interface specifically for small publishers to make it easy to do business in Ingram. That is our intention with IngramSpark.

Are we getting into the self-publishing business (talking points)

We are in the business of serving our upstream (publishers) and downstream (retailers, library) partners to help them succeed. As the definition of publisher changes, Ingram will continue to develop the programs and services all publishers need to succeed. We've been serving independent publishers for years. Spark was created for small publishers to have easy access to Ingram's expertise and extensive network, helping them easily and efficiently distribute titles in both e and p.

Are we competing with CreateSpace/AuthorSolutions/Amazon? (talking point)

Ingram/LSI/Coresource enjoy great business partnerships with these companies. IngramSpark is a program we developed at the requests of our current customers to make it easier to do business with us.

Why is your pricing so high? I can setup my eBooks for free on many sites?

It's really up to the publisher to decide which service in marketplace best suits their specific publishing program needs. IngramSpark is intended to be an easy way for independent publishers to begin working with Lightning Source and Ingram for distribution of "P" and "E". For many publishers, making their titles available for sale, quickly and easily, through the world's largest book distributor with the broadest reach in the marketplace provides great value and will be a good choice for many.

Benefits of IngramSpark

- Easy to use platform
- P+E in 1 place—book distribution in every format in one place
- Great value—affordably distribute the exact number of copies needed and meet consumers demand
- Global reach—titles always available to all major global retailers and e-readers

SERVICES

IngramSpark POD services
- o Global POD service for channel and drop ship orders via LSI-US, LSI-UK, LSI-AU. The service also includes Global Connect and Espresso service.
- o All LSI formats, trim size and color options are available to IngramSpark customers.
- o The cost of printing and shipping content is the same.
- o Publishers can place drop ship (pub direct) orders and designate where the order is printed (US, UK, AU).
- o Publishers are paid 45% of the list price on sales through the distribution channel minus manufacturing fees. (Conversely, we are applying a 55% trade discount)
- o Just like LSI, a publisher enables global distribution by providing global market pricing (US, CA, UK, EU, AU).
- o All titles setup in IngramSpark go into distribution and require an ISBN.

Differences between LSI and IngramSpark
- o LSI allows more flexibility in publishers setting a channel discount between 25-55%
- o LSI accounts have assigned support reps. IngramSpark will be supported by a team of client service reps mostly through a notification system within the interface
- o IngramSpark publishers will not have scan, EDI, custom trim services
- o Ingram Advance annotations will not be available at launch but is in the works for the second release (later in the summer).

IngramSpark E- book services
- o E-book distribution service via CS-fulfillment service will be available at launch.
- o In August we will add the CS+ network available making e-book content available for Kobo, Amazon Kindle, Apple iPad, B&N Nook and 13 other major retailers.
- o A publisher can opt-out of Amazon Kindle and still supply that channel directly if they want to. We are also planning to make Apple an opt-out but will not have this in place at launch.
- o Publishers are paid 40% of the list price on sales through the distribution channel. (Conversely, we are applying a 60% trade discount)

Can publishers manage both print and digital content from one platform?
Yes, this is one of the key benefits of IngramSpark. It is easy to manage content in multiple formats in the same platform.

What does a publisher need to get started with IngramSpark?
A publisher needs digital files of their content , ISBNs, an email address (used as their login) and a credit card.

What types of files are required?
- For print titles, we require print ready PDFs for each title (2 files--interior and cover are separate files).
- For e-book titles, we require an EPUB file for the interior and a JPG for the cover file.
- In August, 2013, we plan to have a conversion service available where we will convert PDFs files to EPUB.

LEGAL/BUSINESS TERMS

How do the legal agreements work for IngramSpark?
To get an IngramSpark account, publishers must click-through four standard agreements with an option for Amazon Kindle E-book service--

- Global POD (US, Espresso, Global Connect, UK, EU, AU)—Distribution and Pub Direct service
- E-Book Service (CS Fulfillment, CS+)
- Apple Agency E-book (US and International) (This will be option in a later release)
- Amazon E-book Kindle (Optional): If a publisher has provided content to Amazon Kindle in the past 12 months, we will not be offering Amazon Kindle service to that publishers as part of our agreement with Amazon.

How much does it cost to set up an account?
It is free to open an IngramSpark account and takes just a few minutes

How much does it cost to set up a new title? make revisions?

- $49 for P&E
- $49 for P-only
- $25 for E-only
- Plus a market access fee of $12 for each instance above. This is charged at the time of title setup plus annually on the anniversary date of the title being setup.
- Revision fee--$25 for every new file upload after a title is in production.

Promotion: We are offering an ongoing promotion of refunding the setup fee of $49 (P&E combined or P-only) when a publisher orders 50 print copies within 60 days of setting up their title. The customer will be refunded the fee back to their credit card.

International note on fees: All Spark customers are assigned to the US Operating Unit and are therefore charged for all title related services in US Dollars (title setup, market access fees, revisions). The Spark agreements are assigned to the US Legal Entity and all title setup related services are performed in the US. Therefore, no VAT is involved for these transactions. UK customers can pay with a GBP credit card, and their credit card company will convert the charges from USD to GBP.

How will publishers pay for services?
Publishers using IngramSpark will pay for services and fees by credit card.

What kind of sales reporting will be available to publishers?
Publishers get a snapshot of sales on bestselling titles within their account dashboard that is updated periodically. Publishers also have access to detailed monthly reporting showing retail sales activity for content. The sales reporting is identical to LSI reporting where a publisher can see information on channel activity.

How does publisher compensation work?
We pay IngramSpark publishers 45% of their list price on print titles sold through the distribution channel minus manufacturing costs. Publishers are paid 40% of their list price on e-book content sold to e-retailers. Publishers are paid by direct deposit within ninety (90) days following the end of the month in which the sale was made.

Will there be separate documentation for IngramSpark?

Yes, there will be an *IngramSpark User Guide*, a *IngramSpark File Creation Guide* and a global price list available to all publishers as reference guides. These are located on the "Help" button on the dashboard. *The IngramSpark File Creation Guide* is also available on the homepage under "Help."

Will we advertise this new program?

Yes, there is an entire marketing campaign that includes media advertising for this new program. The marketing campaign will begin in August, 2013.

What if a current LSI, CoreSource or IPS publisher wants to use IngramSpark?

We have messages on the site instructing current LSI, CS and IPS publishers to contact their CSR or IPS account manager before setting up an IngramSpark account. If a publisher contacts you here is the information you can share:

- Publishers need to be aware of the differences of how their current program compares with IngramSpark which will generally be:
    o Different setup fees ($49 P+E; $49 P-only; $25 E-only)
    o Different pub comp: 45% on print (minus print fees); 40% on eBook
    o Distribution: auto distribution to P +E distribution partners (no opt outs except for Amazon Kindle
    o Standard trade discount of 55% on P; 60% on E
    o Different level of customer support—through notification system
- If the publisher still wants to move forward with setting up an IngramSpark account, they are free to do so. They would setup their IngramSpark account by clicking the "Create an Account" button at www.ingramspark.com. However they can only set up NEW content in IngramSpark.
- They cannot setup duplicate content that is already in LSI or CS (including Apple referral) because of errors this will cause in the distribution channels.
- We are working on a migration strategy if publishers wish to move existing content in their LSI and CS accounts to their new IngramSpark account but we can't provide details for how that will work at this point. Please take down the publisher's information, and send it to Lindsay Jenkins, so we can contact them when the process is in place. No content will be moved before we have this strategy in place.

Note about publishers not eligible for IngramSpark: Some publishers will not be able to set up an IngramSpark account if they are from countries NOT on the list below because of restrictions related to electronic signature. For these publishers, we are messaging that they go through the LSI registration process and work with a sales rep to complete their application through the "offline" process. This would include offering these publishers eBook services through the current IPP contract. Again this applies to publishers who are NOT from these countries: Argentina , Australia, Austria, Belgium, Brazil, Canada, Chile, China, Columbia, Czech Republic, Denmark, Finland, France, Germany, Hungary, Hong Kong, India, Indonesia, Israel, Ireland, Italy, Japan, Macao, Malaysia, Mexico, New Zealand, Norway, Peru, Philippines, Poland, Portugal, Romania, Russia, Singapore, South Africa, South Korea, Spain, Sweden, Switzerland, Taiwan, Thailand, Turkey, UAE, United Kingdom, United States, Uruguay

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