Guide to Accessing Mid-Run Pricing

Congratulations on being inducted into our special Mid-Run volume discount programme. This special pricing model has now been implemented on your Lightning Source web account.

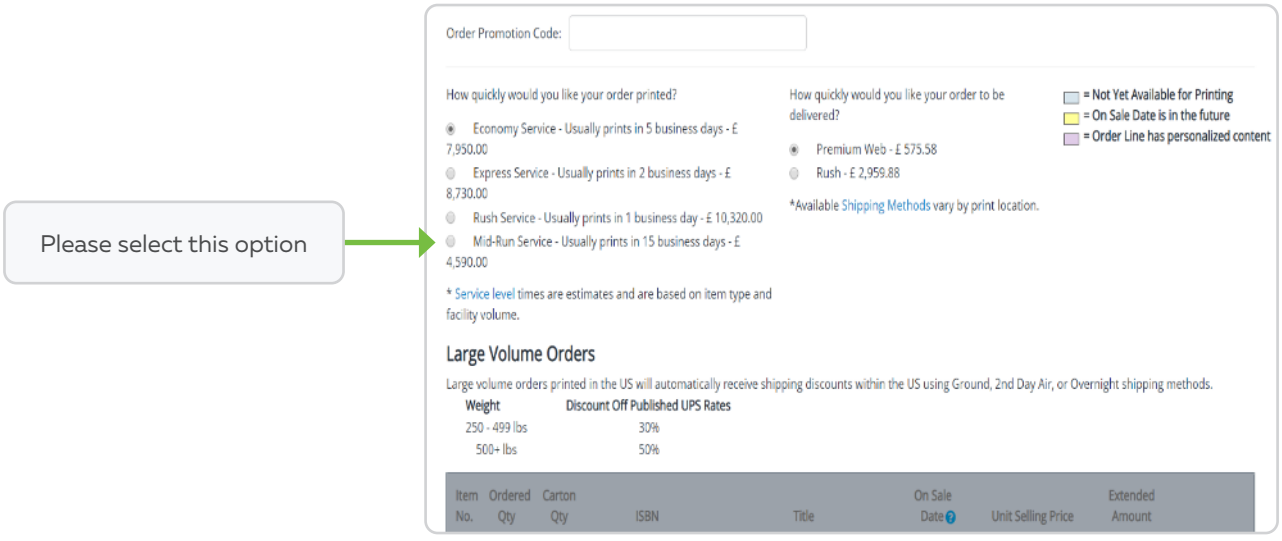
All your orders of **250+ units of a single paperback title from the LS UK facility**, & all orders of **1000+ units of a single paperback title shipped from the LS US facility** are now eligible for Mid-Run pricing rates.

Accessing Mid-Run Pricing via Your Lightning Source Web Account

You will now see an additional delivery option called **Mid-Run** on your web account when you place an order.

To access Mid-Run pricing:

1. Log in to your Lightning Source account
2. Create an order for a paperback title
3. Select 250 or more copies for UK orders or 1000 or more copies for US orders
   PLEASE NOTE: The Mid-Run Service option will not be visible on your account until an eligible quantity (see above) has been added for the required market



4. As per the screenshot above, please select **Mid-Run Service** from the '*How quickly would you like your order printed?*' section during order placement

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Spreadsheet Ordering

Please speak with your account manager for more information on applying Mid-Run discounts to spreadsheet ordering. Mid-Run rates are not currently applicable to EDI orders.

Example of Savings Under the Mid-Run Programme vs Standard Volume Discount

Cost to Print 1000 Copies of a Single Title

Book Specs: 250 pages, B&W, 6x9, paperback

Standard*: Base pricing with 22% volume discount

Mid-Run*: Modified pricing of £0.45/unit and £0.0052/page

Mid-Run pricing equals a 50% cost savings vs Base Level Print Cost

	Base Level Print Cost	Standard Volume Discount	Mid-Run Program Discount
Savings	None	22%	50%
Price per copy	£3.51	£2.73	£1.75
Total Cost	**£3,505**	**£2,734**	**£1,750**

**Exact figures may vary according to the details of your Mid-Run agreement*

Under the Mid-Run Programme, **you save almost £1 per copy** in comparison with the ordinary volume discount for 1,000 units.

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