Guide to Our Mid-Run Pricing Programme

What is the Mid-Run Programme?

The Mid-Run Programme is an arrangement that offers you increased discounts on larger single-title B&W and Standard Colour paperback orders when you select a longer turnaround time.

Eligibility

- 250+ units of a single B&W or Standard Colour title printed in the UK
- 1,000+ units of a single B&W or Standard Colour title printed in the US (if required)

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 Program, **you save almost £1 per copy** in comparison with the ordinary volume discount for 1,000 units.

How do I apply for the Mid-Run Programme?

1. If you have not already, open a Lightning Source account.
1. Contact your account manager (you will find their contact details on your Lightning Source account) for more information about the programme, including associated freight options.
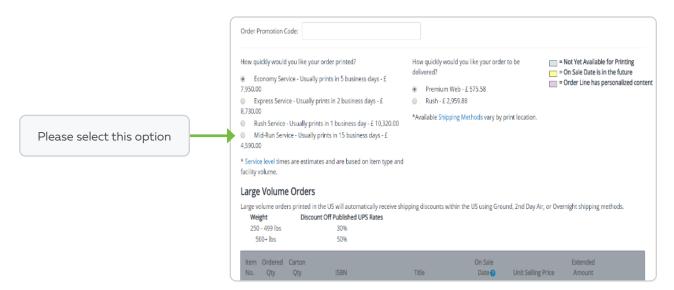
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Next Steps

Once you have opened a Lightning Source account and been accepted into the Mid-Run Programme, you will 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

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.