

# COMMERCIAL

COMMERCIAL SERVICES - PROFESSIONAL INSTITUTIONS · 1153 BORDEAUX DR. #109 · SUNNYVALE, CA 94089 · 408 400 0400 · WWW.ADVISORPRESS.COM



# SERVICES

## PROFESSIONAL INSTITUTIONS

COMMERCIAL SERVICES · PROFESSIONAL INSTITUTIONS · MORE MONEY · MORE EXPOSURE · LESS WORK



## COMMERCIAL SERVICES — PROFESSIONAL INSTITUTIONS

**MORE** MONEY | **MORE** EXPOSURE | **LESS** WORK

### WHAT SETS ADVISORPRESS APART?

MORE MONEY FOR OUR CLIENTS  
MORE EXPOSURE FOR OUR CLIENTS  
LESS WORK FOR OUR CLIENTS

### HOW DOES ADVISORPRESS WORK?

VARIABLE DEMAND SUPPORT  
TAILORED SERVICES  
BASIC SERVICES  
STANDARD SERVICES  
ENHANCED SERVICES

### What Sets AdvisorPress Apart?

#### More Money for Our Clients

- Industry-leading margins
- Available high-margin channels
- Distribution through the largest wholesalers to all major retail outlets
- No upfront printing and production costs

#### More Exposure (“Branding”) for Our Clients

- Preserve client “brand”
- Free “brand” advertising through book sales efforts by Amazon, Barnes & Noble, etc.
- Work with - or establish and operate – a dedicated client online bookstore
- Visibility with related professional institutions
- Low-volume publishing channel supports faculty tenure (University only)

#### Less Work for Our Clients

- Available services to handle the full process - from design to production to distribution to revenue management
- Available turnkey bookstore operations
- Easy electronic interface to AdvisorPress allows access from anywhere

### How does AdvisorPress work?

#### 1. Variable Demand Support

Traditional publishers target only one fixed, large-volume market. This means that they...

- ...accept only high-volume books. Special-interest books are only accepted contingent upon a large investment by the professional institution.
- ...make large print runs. For professional books, print costs are usually passed on to the institution.

AdvisorPress has developed a publishing process that is not dependent upon high volume. We call this “Variable DemandSupport”. The advantages are that...

- ...AdvisorPress specializes in professional and scholastic books.
- ...AdvisorPress makes print runs in response to demand.
- ...only **profits not costs** are passed on to the institution.

#### 2. Tailored Services

AdvisorPress provides a flexible suite of solutions that are tailored to the specific needs of our institutional clients. AdvisorPress services range from low-cost publishing up through turnkey bookstore operations.

- ...accept only high-volume books. Special-interest books are only accepted contingent upon a large investment by the professional institution.
- ...make large print runs. For professional books, print costs are usually passed on to the institution.

AdvisorPress offers Basic Services to those institutions that already have an established infrastructure to handle pre-press, marketing, support, and operations.

#### Basic Services Include

- Low-cost printing, regardless of order volume
- Traditional paper books in hard or soft covers as well as electronic formats
- Preservation of institution’s “brand” with imprint on books
- Distribution of titles to major retail channels
- Distribution of titles to institution’s bookstore (if it has one)
- Distribution of titles through AdvisorPress’ bookstore, with industry-leading margins for our clients

AdvisorPress offers Standard Services to those institutions that would rather focus their resources on their core competencies.

#### Standard Services Include

- All **Basic Services**
- Interconnection with other related institutions for targeted market access
- Application of AdvisorPress’ marketing solutions
- Direct support of authors through our Author Development Program – including our Online Author Community and management to a suite of pre-press services
- Consulting services to educate and aid the institution with operations - such as acquiring ISBN numbers, copyrighting material and negotiating contracts with authors

AdvisorPress offers Enhanced Services to those institutions that desire the maximum level of support.

#### Enhanced Services Include

- All **Basic and Standard Services**
- Complete operations outsourcing
- Author interface outsourcing – including acquiring ISBN numbers, copyrighting material and negotiating contracts
- Complete pre-press services such as design, editing, layout and production
- Set-up and operation of an institution-branded bookstore
- Absolute minimal resources are required on the part of the institution