

## Advertising News

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### BooksByBookends: First In-Bookstore Print-On-Demand Self-Publishing System

RIDGEWOOD, N.J., May 5 /PRNewswire/ -- BooksByBookends, a new self-publishing print-on-demand service -- the first in-store printing/publishing service in the United States -- is being offered at Bookends, a leading independent bookstore in Ridgewood, N.J. Authors can walk in with a manuscript on a disk or email it, and BooksByBookends will print the book on site, on the spot -- a trade paperback, perfect-bound, with a cover of the author's own design.

BooksByBookends also allows customers to pick from a list of classic books -- Twain, Dickens, Shakespeare, and many more -- and have the book printed on site within a day or two, and sometimes within an hour or two.

Bookends owner Walter Boyer said BooksByBookends is part of a tradition of providing new and better services for readers and writers. "We see digital on-site, on-demand publishing as the wave of the future," Boyer said. "Bookends has always been known for its author signings -- more than 100 are scheduled again this year -- and this new service allows us to help more writers become published authors." BooksByBookends is based on patented print-on-demand technology developed by Vincent Celorio, a Mexican-American inventor and print-shop entrepreneur whose company, InstaBook Corp., is based in Gainesville, Fla.

Prices start at \$150 for 10 books and go down on a per-book basis for subsequent orders. Additional services by BooksByBookends include formatting, editing, publishing consulting, copyright and ISBN registration, cover design and more. Boyer said that books published through BooksByBookends may be offered for sale on the shelves of Bookends like any other book, but with higher royalties for authors.

Boyer said the "digital bookstore" aspect of BooksByBookends is an especially valuable service to readers because it allows almost instant access to thousands of books that aren't on the shelves but can be downloaded and printed in the shop. "If you want a copy of a classic that we don't have, or you don't want to pay for a fancy edition, we can print it for you relatively inexpensively," Boyer said. "You want your name on the cover of your personal edition of a classic? We can do that."

Walter Boyer and Victor Celorio will host a launch/demo at Bookends, Ridgewood, N.J., 6-8 p.m., Thursday May 6.