



## The Books by Mode Story

Until recently, authors have had to get their works published through traditional publishing houses. Print runs had to be in the thousands to meet economies of scale, and boxes of books ended up stacked in warehouses. An author who wanted to self-publish had to spend thousands of dollars for hundreds of copies of his or her book, and then had to inventory them in their basement or garage.

New technology called Print-On-Demand changed that in the late 1990s. High-powered new presses were able to print one book at a time, and to print a handful of books for virtually the same per-book cost as a large run. A number of companies such as iUniverse, Xlibris, Lightning Sources and 1stBooks thrived by offering to make new authors' books available for printing, usually for a relatively modest cost of several hundred dollars. Instead of warehousing authors' books, the POD companies printed a copy when they received an order.



The patented InstaBook machine used by Books by Mode is the next generation of POD, and the future of publishing. It is smaller, easier to use and even more economical than the first generation of print machines used by the large POD companies. The InstaBook is the creation of Mexican-American inventor and print-shop entrepreneur Victor Celorio, who applied for his first Print-On-Demand patent in 1995. His InstaBook machine uses the most advanced technology to allow printing and binding an entire book in a single step, anytime, anywhere—and usually, if an operator is available, in less than an hour.

Books by Mode is run by longtime newspaper journalists Bob and Ellen Modersohn in Des Moines, Iowa. In addition to operating the InstaBook printing machine, they offer authors professional formatting, editing and photography services.

The InstaBook machine can precisely produce many different types and sizes of books. A wide variety of paper stock, from the standard and least expensive bond paper to glamorous or designer stock, can be successfully handled with equal precision and quality. Different cover stock offers a wide range of "look" and "feel" for book covers, both front and back.

Stop in to our office (address below) and ask to see the variety of books that can be printed through Books by Mode, or e-mail us at [info@booksbymode.com](mailto:info@booksbymode.com) for more information about our books or the

InstaBook system.

**Books by Mode**

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