

PRESS RELEASE

Of interest to editors and journalists covering:  
Books/Publishing, Printing, Marketing, Writing, NY Business News

Book Publisher RJ Communications Celebrates 100 Million Books in Print

NEW YORK, NY - June 1, 2004 /Send2Press Newswire/ -- RJ Communications (www.rjcom.com), a New York-based book publishing company, today announced they recently surpassed the milestone of 100 million books printed. Started by Ron Pramschufer and John Grady in 1994, RJ Communications has grown into one of the most successful book publishing services companies on the Internet, with a wide variety of solutions including short-run print-on-demand (POD), jacket and book design, direct sales, and distribution.

RJ Communications' BooksJustBooks.com provides online "instant" pricing for many different short- to medium-run single color trade books in various trim sizes and page counts from 64 to 480pp, in quantities from 100 to 10,000, in either paperback or hardcover. Says co-founder Pramschufer, "We can sell direct to a small publisher for a lower price than the printer sells to the small publisher on a direct basis."

RJ's online bookstore at JustBookz.com was developed to help customers sell their books. Unlike many other online bookstores that post titles and hope people come to buy, RJ utilizes a program of "Keyword Advertising" providing targeted web traffic based on title-specific keywords. In contrast to most other online bookstores, RJ only charges the publisher 25% for books sold, compared to the 55%+ charged elsewhere.

Unlike many publishing companies who prey on the inexperienced buyer, RJ believes that the more educated the buyer is on the entire publishing process, the clearer the choice to use RJ's services becomes. With this in mind, RJ started the Publishing Basics series.

The first book, "Publishing Basics - A Guide for the Small Press and Independent Self-Publisher," is in its 5th printing. The second book, "Publishing Basics for Children's Books" has helped many through the steps of successfully publishing a children's book. The free Publishing Basics Newsletter (www.PublishingBasics.com), with a monthly circulation of over 20,000, provides some of the best advice on all aspects of the publishing process.

RJ's Budget Book Design (www.BudgetBookDesign.com) provides the small publisher an alternative to high priced cover design and layout. Pricing for RJ customers start at \$250 for a custom cover and \$250 for book layouts.

The recent addition of Thor Distribution to the RJ family adds a POD distribution option to any traditional manufacturing order.

Adds Pramschufer, "Make your next book one of our next 100 million in print."

More information: <http://www.rjcom.com>

Media Contact:  
Ron Pramschufer  
of RJ Communications, LLC  
[media@rjcom.com](mailto:media@rjcom.com)  
+1-800-621-2556

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