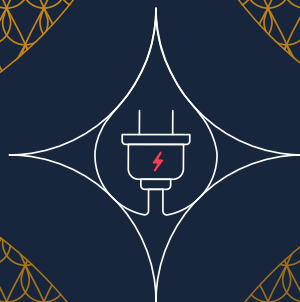




Guide To Getting Started





Welcome to Lulu!

With the Lulu Print API, you'll enjoy the high-quality, low-cost printing and shipping services Lulu has offered for over 17 years coupled with the flexibility of selling from your own platform.

Own the customer relationship while enjoying the automation of the Print API. By eliminating manual steps, you'll have more time to invest in growing your business.

With this guide, we'll assist with navigating a successful API integration.

Let's get started!



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Lulu API Overview

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What's Needed To Begin

Congratulations! You've built your business to the point that a turn-key book printing solution is needed, and the Lulu Print API is here to help. Whether that content is a novel, textbook, guide, manual, or any of a hundred different books, your volume expectations and goals necessitate a convenient book ordering process without inventory and manual steps.

With the Lulu Print API, you own the customer relationship and ordering process. We're here as your print-on-demand supplier for fulfilling orders.

While the Lulu Print API connects your website to the Lulu Global print network, there is a level of programming knowledge required to successfully implement the API so all systems work together.

If your expertise is that of a writer, content creator, bookseller, marketer, etc. this is a good time to include the help of a developer, programmer, or other technical resources who have experience with API integrations.

Rest assured, the Lulu Print API integration is straightforward, can be tested, and we're here to help troubleshoot if needed.

General Information

The Lulu API is a RESTful API that communicates with JSON encoded messages. We secure communication with OpenID Connect and transport layer security (HTTPS).

The API is available in a production and a sandbox environment. The sandbox can be used for development and testing purposes. Sandbox jobs will not be forwarded to a Lulu production facility and will not be charged.

Documentation

[Lulu API Documentation](#) is available online. There are no fees involved in using Lulu's Print API. We will charge you only for actual print jobs (book manufacturing, shipping, and sales tax).



ON

Your Lulu API Account

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Account Creation

Product Management
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Account Creation

First things first, [create an account](#) to start the implementation of the Lulu Print API. Once an account is created you will receive a client-key and a client-secret.

If you are setting up the test account in a sandbox, [create a separate account here](#). The [sandbox URL is here](#).

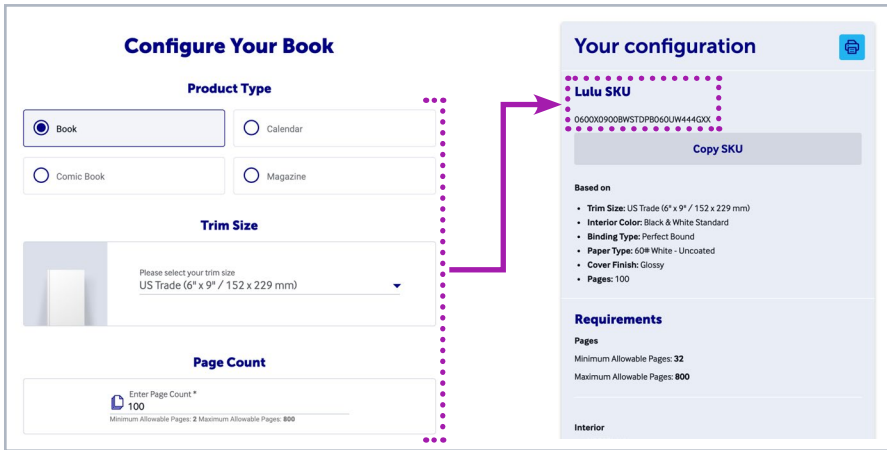
You will have access to your Lulu Developer Portal, where you can see the status of each order in the *Print Job Details view*.

Product Management

All About Product IDs & SKUs

Lulu's Print API has a variety of products offered for printing, each represented by a 27 character code called the Pod Package ID, or the "SKU." The characters in this ID define the trim size, color, binding, paper, finish, and cover specifications. In addition to other necessary information in the API transmission, the SKU is a requirement.

We designed our helpful [Lulu API Price Calculator](#) to generate the SKU based on the product, while providing you the printing options, pricing, and shipping options. Once you enter the book information into the calculator and click "calculated order," we generate the SKU at the top. Here's an example:



All About Pricing

Let's look at how pricing works through the Lulu Print API when selling products from your site. These are good terms to know:

1. **Print Cost (Lulu)** - Lulu prints your book; this cost covers that printing and binding. The printing cost will vary based on a variety of product options, such as the paper weight and ink color. This price is calculated in the [Lulu API Price Calculator](#).
2. **Customer Facing Price (Your Website)** - This is what you are charging the customer on your website. You control the Customer Facing Price and it does not impact the Print Cost Lulu charges for your book.
3. **Shipping (Lulu)** - Lulu handles both the printing and fulfillment/shipping of your print-on-demand books, making for a completely automated process. Our shipping methods are set and include the following options: Mail, Priority Mail, Ground, Expedited (2 Day), & Express (1 Day)

Revenue and Pricing Breakdown

Customer Price – (Lulu Print cost + Shipping cost) = **Revenue**

An example: Let's say the book printing cost is \$4.50 and shipping is \$3.99. On your site you're charging \$23.00 for the printing and shipping.

\$23.00 – (\$4.50 + \$3.99) = \$14.51 to you!

Paying for Print Jobs

At the time an order is placed on your website and the API transmits the message to Lulu to print and fulfill the order, we'll charge the credit card on file in the API account. We recommend adding the payment method to the first test order placed in the API (not the sandbox). You can set a credit card as a recurring payment, and the Lulu Print API will use that card until any changes are made to the payment method..

All About Shipping

We offer a variety of ship methods. After book production (2-5 business days), books will ship based on the method used in the order. With our global network of printers, we route orders to the printer closest to the shipping destination to ensure speedy fulfillment and delivery. Most ship methods are trackable. The [Lulu API Price Calculator](#) will show available ship methods and pricing by region.

Although a variety of ship methods are available through the API, some API users offer a select few based on their buyers needs. It is also possible to include shipping in the overall cost of a product on your website, which gives the user the ever so popular "free shipping" experience.

Once an order has been shipped, Lulu will provide tracking information in the Print-Job endpoint, available in your Lulu Developer Portal account.



File Management

File Storage & URLs

File Preparation

File Storage & URLs

Unlike publishing direct from Lulu.com, the Print API pulls information for printing from your platform, thus interior and cover files have to be specified with a URL from which Lulu can download the files. Using encoded [basic authentication](#) in the URL is ok. All files processed by Lulu will be validated and normalized before sending them to production. If problems with the file occur, the order will be rejected or canceled and an error message will be displayed.

Note: Please ensure that the URLs specified allow for the file to be downloaded.



File Preparation

All products require a **single page, portrait oriented interior PDF file**, and a **one piece cover PDF file**. For more details about creating print-ready files, please see our [Book Creation Guide](#).



Adobe PDF Creation

When creating a PDF with Adobe Acrobat Pro, use Lulu's Adobe Job Options included in the template bundles. There are separate Job Options files for the interior and cover. Install them in your Adobe Acrobat Pro products or load as PDF export presets in Adobe InDesign.

Interior File Specifications

When creating your book with Lulu, you must provide a single page PDF containing all interior elements. This includes the title and copyright pages, as well as any blank pages you wish to include.

- Single page, portrait oriented layout
- Embedded images are 300 PPI resolution minimum, not exceeding 600 PPI resolution
- Vector images are rasterized
- All fonts are properly embedded
- Transparent layers and vector objects are flattened
- Pages sized to match intended book size—include bleed dimensions (0.125 in) with your PDF page size:
Example: 6 x 9 in book requires a PDF with pages sized 6.25 x 9.25 in to meet Full Bleed print requirements
- Allow a minimum 0.50 in Safety Margin for all content
- Allow a minimum 0.20 in Gutter Margin for inner edge of all pages
- Do NOT include trim, bleed, or margin lines
- Do NOT use any security / password file protection

Cover File Specifications

Your cover must be a single page integrated spread PDF (back cover, spine and front cover) that includes all cover content. Lulu will provide a cover template with exact spine dimensions included after you upload your interior PDF. We strongly recommend utilizing this template to ensure your cover PDF prints and trims correctly.

- Embedded images are 300 PPI resolution minimum, not exceeding 600 PPI resolution
- Vector images are rasterized
- All fonts are properly embedded
- Transparent layers and vector objects are flattened
- Pages sized to match intended book size—see *page 28 for spine width calculation*
- Include bleed dimensions (0.125 in) with your PDF page size
- Allow a 0.5 in Safety Margin for all content
- Do NOT include trim, bleed, or margin lines
- Do NOT use any security / password file protection

Magazine and Comic Book Covers

If you are creating a Magazine or Comic Book product, you will have the option to print on the inside front and back cover. This printing requires a two-page cover file. Please refer to the Magazine and Comic Book cover template for more information.



Exploring The Lulu API

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[Help & Feedback](#)

[Lulu API Resources](#)
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Thank You!

You've taken a huge step toward monetizing your content through your own platform, one of the best ways to build your audience, get your work out there, and tap into a new revenue stream while at the same time keeping your customers close.

Keep writing and we'll keep supporting your ability to share your work.

Help & Feedback

Located at the bottom of the page, you'll find the [Lulu Print API FAQ](#) section.

For general questions and feedback, please feel free to contact us:

Sarah Gilbert at sgilbert@lulu.com

Lulu API Resources

Self-Publishing Guides & Tools

- [Book Creation Guide](#)
- [Book Template Bundles](#)
- [Lulu API Price Calculator](#)
- [Lulu API Documentation](#)

