

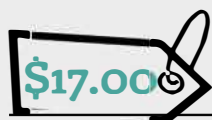
Determining Your Royalties & Profits

Traditional Distribution



START WITH

Retail Price



SUBTRACT

Wholesale / 3rd Party Discount



55%
(\$9.35)



Distributor Fee



18% after
wholesale
discount
(\$1.38)

(\$10.73)

3rd party retailer discounts are typically 55% of the retail price. You then subtract the 18% distributor fee from the remaining 45%.

YOUR ROYALTIES



\$6.27

This does not include shipping costs. As the author, you will pay shipping from the warehouse to 3rd party retailers.

SUBTRACT

Original Print Cost / Book*



(\$2.33)

Print costs vary based on many different aspects of your book, such as: format, page count, color, trim size, etc.

YOUR PROFIT



\$3.94

*This print cost is based off a sample 200 page, 5.5x8.5 paperback book with a print run of 1,000 books. Print costs vary for every book.