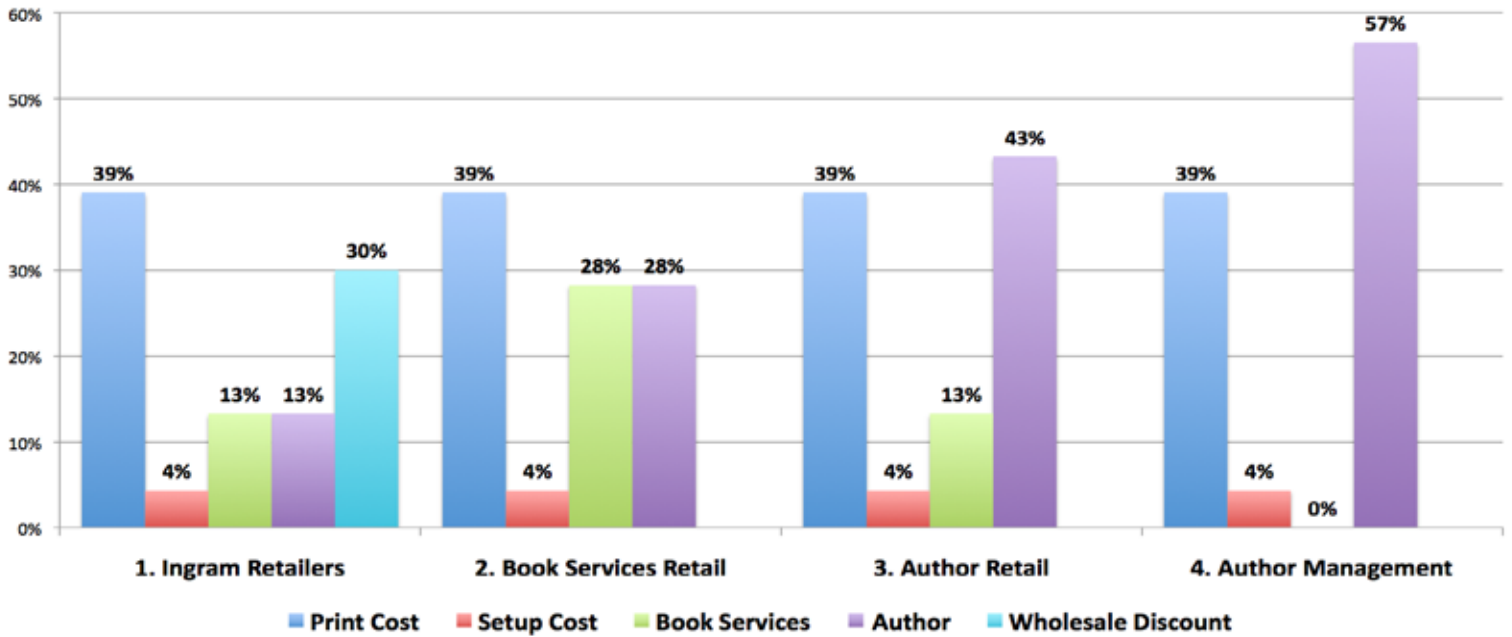


## Price Breakdown

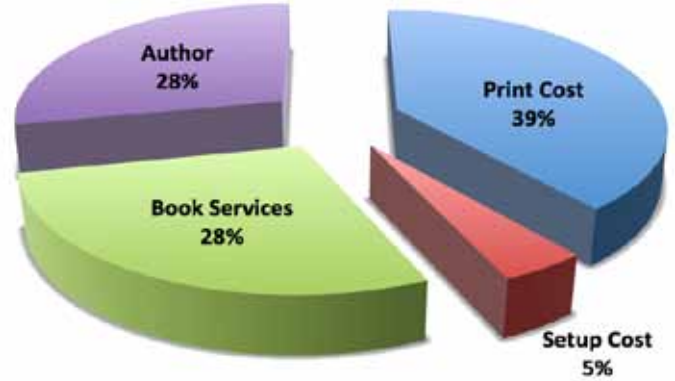


### 1. Ingram Retailers



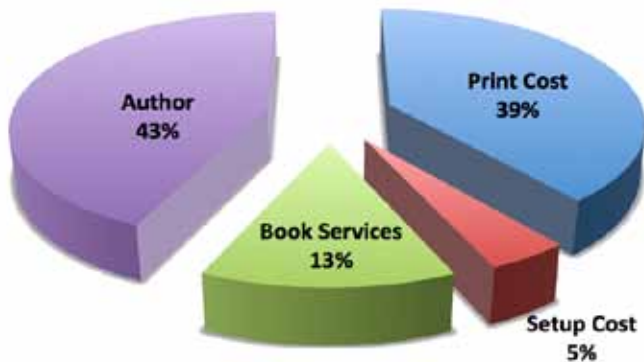
1. **Ingram Retailers** include Amazon.com, Barnes & Noble, Chapters/Indigo (Canada), and other well-known book retailers and wholesalers around the world.  
*Fulfillment by retailer.*

### 2. Book Services Retail



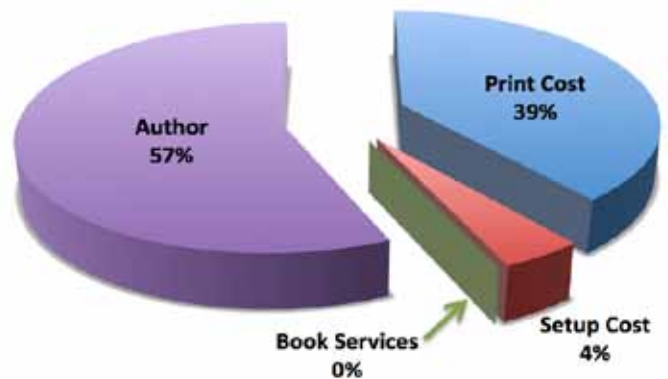
2. **Book Services Retail** includes the web site online sales, book fair and other event sales.  
*Fulfillment by Book Services.*

### 3. Author Retail



3. **Author Retail** is sales by the author from inventory purchased from Book Services.  
*Fulfillment by author.*

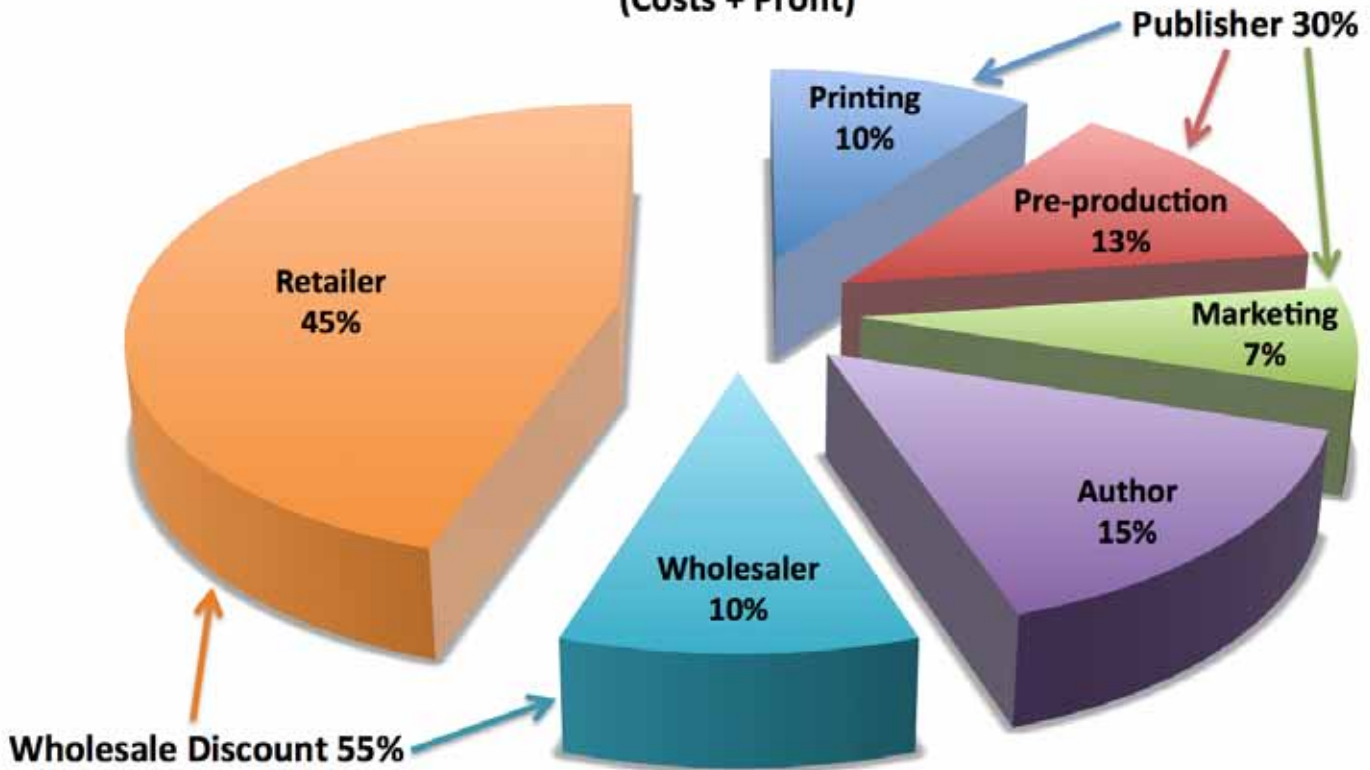
### 4. Author Management



4. **Author Management** transfers the book to the author's Ingram Spark account. Sales by the author from inventory purchased from Ingram.  
*Fulfillment by author.*

# Conventional Publishing

## List Price Breakdown (Costs + Profit)



Price	Percent	Description	Costs
\$2.83	10.13%	Printing	Ink, glue, paper, etc.
\$3.55	12.70%	Pre-production	Editors, proofreaders, graphic designers, etc.
\$2.00	7.16%	Marketing	Book tour, NYT Book Review ad, printing and shipping galleys to journalists.
\$4.19	15.00%	Author	Agent, publicist, etc. A bestseller nets about 15%, lesser known authors get less.
\$2.80	10.00%	Wholesaler	Warehouse, distribution (shipping) for publishers.
\$12.58	45.00%	Retailer	Discount, staffing, rent, etc.
\$27.95	Book Retail Price		

Based upon an example at BookFinder.com