Determining Your Ebook Royalties

**Amazon.com**

- **Start With**: Retail Price
  - $9.99
- **Subtract**: 30% Amazon Fee*
  - $(3.00)$
- **Your Royalties**: $6.99

*Amazon.com takes a 30% trade discount (as opposed to other retailers' 55%) as long as the price of the ebook falls between $2.99 and $9.99 and the author/publisher agrees not to sell it for less anywhere else.

**Online Retailers**

- **Start With**: Retail Price
  - $9.99
- **Subtract**: 55% Reseller Fee
  - $(5.49)$
- **Your Royalties**: $4.50

**Direct-to-Reader**

- **Start With**: Retail Price
  - $9.99
- **Subtract**: 4.5% Credit Card Processing Fee
  - $(0.45)$
- **Your Royalties**: $9.54