

Determining Your Ebook Royalties

Amazon.com



Online Retailers

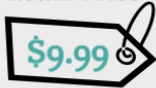


Direct-to-Reader



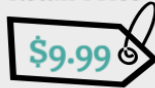
START WITH

Retail Price



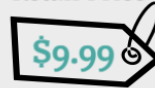
START WITH

Retail Price



START WITH

Retail Price



SUBTRACT

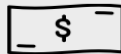
30% Amazon Fee*



(\$3.00)

SUBTRACT

55% Reseller Fee



(\$5.49)

SUBTRACT

4.5 % Credit Card Processing Fee



(\$0.45)

YOUR ROYALTIES



\$6.99

YOUR ROYALTIES



\$4.50

YOUR ROYALTIES



\$9.54

*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.