

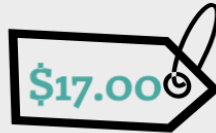
# Determining Your Royalties & Profits

## Print-On-Demand



### START WITH

Retail Price



3rd party retailer discounts are typically 55% of the retail price. This means you will see the remaining 45% of the retail price.

### SUBTRACT

Wholesale / 3rd Party Discount



55%

(\$9.35)

### YOUR ROYALTIES



\$7.65

### SUBTRACT

Original Print Cost / Book\*



(\$4.29)

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

### YOUR PROFIT



\$3.36

\*This print cost is based off a sample 200 page, 5.5x8.5 paperback book. POD print costs vary for every book.