

Terms:

Wholesale Discount (Distribution Costs): The wholesale discount is a fee required by the distribution network, which is shared between the distributor and the retailer for facilitating the sale of a book. This fee is calculated as a percentage of the list price.

Minimum List Price: The lowest price a book can be priced for, earning the author \$0 royalty per sale. This price only covers the Production Cost and the Wholesale Discount.

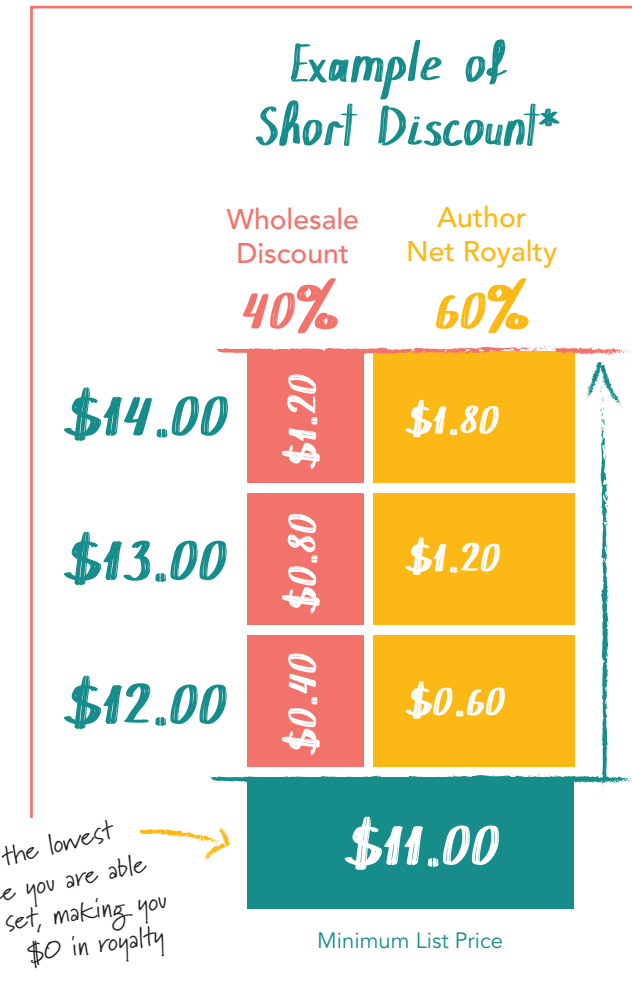
List Price: Different from the retail price (the price set by retailers), the List Price is what is provided to the distributor (i.e. Ingram Wholesale or the FriesenPress Bookstore).

Production Costs: The portion that goes to the printer to cover the cost of printing your book, including administering the process. Printing costs are calculated based on page count, trim size and interior type (black and white or colour print).

How is my royalty calculated?

For every dollar you increase your list price by (over the minimum list price), a proportion will go to the distribution network to cover the wholesale discount, and the remainder will go towards your royalty.

- **With the Trade Discount (55%):** For every dollar you increase your list price by (over the minimum list price), \$0.55 goes to the wholesale discount and \$0.45 goes towards your royalty.
- **With the Short Discount (40%):** For every dollar you increase your list price by (over the minimum list price), \$0.40 goes to the wholesale discount and \$0.60 goes towards your royalty.
- **With the FriesenPress Bookstore Discount (3%):** For every dollar you increase your list price by (over the minimum list price), \$0.03 goes to the wholesale discount and \$0.97 goes towards your royalty.



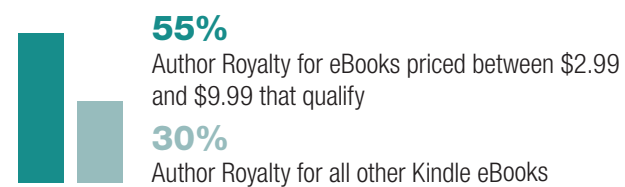
Ebook Sales

eBook royalties vary according to which retailer your book is sold through. The percentages indicated below reflect standard royalty rates. Some restrictions apply. Please see the FriesenPress Service Agreement for full details.

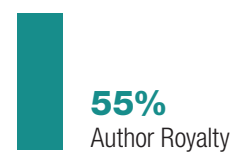
FriesenPress Bookstore



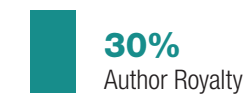
Amazon Kindle Store



iTunes, Kobo and Nook Stores



All other eBook sales



*this is an example based on these specifications (subject to change):
210 pages, 6x9, B/W, paperback