



# Royalties

BUTTERFLY TYPEFACE PUBLISHING

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# Legend

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## Retail price

The amount your book sells for online.

The Author and Publisher determines this amount.

**Note:** Adjusting this amount up or down will impact your final royalty payment.

## Vendor discount

The amount the printer (i.e., Amazon or IngramSpark) charges to sell your book.

This is a predetermined, non-negotiable rate set by the Vendor.\*

**Note:** In some instances, Authors and Publishers can choose between 55% and as low as 30%.

## Unit price

The number of books sold in the reporting period.

Customer driven and inspired by Author/Publisher marketing strategies.

**Note:** The final sale date is based on when the payment was received and not when the order was placed.

## Print cost

The amount the Vendor charges to print each book.

Determined by the Vendor and based on size, pages, color and binding type.

**Note:** Once the book is published, this amount will never change.

# Formula

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## PAPERBACK

25.00 Retail Price  
-10.00 60% Vendor Discount  
-----  
=15.00  
X 3 Units Sold  
-----  
=45.00  
-14.43 Print Cost (4.81 per unit)  
-----  
30.57 Royalty Earnings

## HARDBACK

30.00 Retail Price  
- 9.00 30% Vendor Discount  
-----  
= 21.00  
X 5 Units Sold  
-----  
=105.00  
- 56.40 Print Cost (11.28 per unit)  
-----  
= 48.60 Royalty Earnings

# Your Story Matters!

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## YOUR STORY MATTERS

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