

## Data Input Sheet

**Book Title:** To Deal or Not To Deal, That is The Question

		<u>Without Deal</u>	<u>Sub Rights</u>	<u>High Disc.</u>
		<b><u>Sales</u></b>		
	List Price	\$57.95	\$57.95	\$57.95
Percentage Discount Given		50.00%	50.00%	80.00%
	Copies Printed	5,000	0	5,000
	Copies Sold, Gross	4,750	0	5,000
	Return Rate	15.00%	0.00%	0.00%
Number of Copies Returned		713	0	0
Number of Copies		4,038	0	5,000
		<b><u>Royalty Information</u></b>		
Percentage (1) or net (enter 0)		0	0	0
	Royalty Advance	\$0	\$0	\$0
Number of copies				
	First Level is 0 to	5,000	5,000	963
	Second Level is from 1st to	10,000	10,000	5,963
	Third Level is from 2nd up			
	Royalty Rates			
Percentage Base Value, Net Returns				
	First Level	10.00%	0.00%	10.00%
	Second Level	12.50%	0.00%	12.50%
	Third Level	15.00%	0.00%	15.00%
		<b><u>Other Costs of Goods Sold</u></b>		
	Total PPB (printed in runs, offset or digital)	\$16,250	\$0	\$15,000
	PPB per copy (POD)	\$0.00	\$0.00	\$0.00
	Plant (enter total here or itemize on Plant sheet)	\$3,500	\$0	\$0
		<b><u>Other Costs</u></b>		
	Marketing (enter \$ here or itemize on Mktg sheet)	\$3,500	\$0	\$0
	Sales Commissions (% of net revenue)	18.00%	0.00%	0.00%
	Fulfillment Cost (per copy sold, net returns)	\$0.00	\$0.00	\$0.00
	Other Costs (% of net sales, after disc & returns)	0.00%	0.00%	0.00%
	Other Costs (\$ per copy sold, net)	\$0.00	\$0.00	\$0.00
		<b><u>Rights Data</u></b>		
	Rights Revenue Expected	\$0	\$10,000	\$0
	Rights % Due to Author	50.00%	50.00%	50.00%