

Calculation of Contribution to Profit and Overhead

Book Title: **Setting A Price**

	<u>High Price</u>	<u>Middle Price</u>	<u>Low Price</u>
<u>Sales</u>			
Gross Sales, List	\$29,938	\$49,875	\$56,094
Returns at List	\$2,994	\$6,234	\$7,012
Net at List	\$26,944	\$43,641	\$49,082
Less Discount	\$13,472	\$21,820	\$24,541
<u>Subtotal: Net Sales</u>	<u>\$13,472</u>	<u>\$21,820</u>	<u>\$24,541</u>
 <u>Cost of Selling</u>			
Sales Commissions	\$3,368	\$5,455	\$6,135
Fulfillment	\$0	\$0	\$0
 <u>Cost of Goods Sold</u>			
PPB for total run	\$3,460	\$4,800	\$5,700
Royalties			
Unearned Advance	\$153	\$0	\$0
Level 1	\$1,347	\$2,182	\$2,454
Level 2	\$0	\$0	\$0
Level 3	\$0	\$0	\$0
Plant	\$3,000	\$3,500	\$3,500
 <u>Other Costs</u>			
Marketing	\$500	\$750	\$750
Other Costs, % of sales	\$0	\$0	\$0
Other Costs (\$ per copy sold, net)	\$0	\$0	\$0
<u>Subtotal: Costs</u>	<u>\$11,828</u>	<u>\$16,687</u>	<u>\$18,539</u>
 <u>Contribution from Copy Sales</u>			
	<u>\$1,644</u>	<u>\$5,133</u>	<u>\$6,002</u>
 <u>Rights Revenue</u>			
	\$0	\$0	\$0
Less Author's Share	\$0	\$0	\$0
Net Proceeds	<u>\$0</u>	<u>\$0</u>	<u>\$0</u>
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<u>Contribution to Overhead & Profit</u>	<u>\$1,644</u>	<u>\$5,133</u>	<u>\$6,002</u>