

Data Input Sheet

Book Title:

Setting A Price

	<u>High Price</u>	<u>Middle Price</u>	<u>Low Price</u>
Sales			
List Price	\$23.95	\$19.95	\$17.95
Average Discount Given	50.00%	50.00%	50.00%
Copies Printed	1,300	2,750	3,250
Copies Sold, Gross	1,250	2,500	3,125
Return Rate	10.00%	12.50%	12.50%
Number of Copies Returned	125	313	391
Net Number of Copies	1,125	2,188	2,734
Royalty Information			
Paid on list (enter 1) or net (enter 0)	0	0	0
Royalty Advance	\$1,500	\$1,500	\$1,500
Royalty Splits, Levels by number of copies			
First Level is 0 to	5,000	5,000	5,000
Second Level is from 1st to	10,000	10,000	10,000
Third Level is from 2nd up			
Royalty Rates			
Rate as a % of Base Value, Net Returns			
First Level	10.00%	10.00%	10.00%
Second Level	12.50%	12.50%	12.50%
Third Level	15.00%	15.00%	15.00%
Other Costs of Goods Sold			
Total PPB (printed in runs, offset or digital)	\$3,460	\$4,800	\$5,700
PPB per copy (POD)	\$0.00	\$0.00	\$0.00
Plant (enter total here or itemize on Plant sheet)	\$3,000	\$3,500	\$3,500
Other Costs			
Marketing (enter \$ here or itemize on Mktg sheet)	\$500	\$750	\$750
Sales Commissions (% of net revenue)	25.00%	25.00%	25.00%
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
Rights Data			
Rights Revenue Expected	\$0	\$0	\$0
Rights % Due to Author	50.00%	50.00%	50.00%

Please only make changes in the blue cells. Anything else will cause the formulas to fail.