Where the New **Textbook Dollar** Goes*... 

**Publisher's Paper, Printing, Editorial Costs**
- All manufacturing costs from editing to paper costs to distribution, as well as storage, record keeping, billing, publisher's offices, employee's salaries and benefits.
- 32.8¢

**Author Income**
- Author's royalty payment from which author pays research and writing expenses.
- 11.8¢

**Publisher's General and Administrative**
- Including federal, state and local taxes, excluding sales tax, paid by publishers.
- 10.2¢

**Publisher's Marketing Costs**
- Marketing, advertising, promotion, publisher's field staff, professors' free copies.
- 15.6¢

**College Store Operations**
- Insurance, utilities, building and equipment rent and maintenance, accounting and data processing charges and other overhead paid by college stores.
- 6.3¢

**College Store Personnel**
- Store employee's salaries and benefits to handle ordering, receiving, pricing, shelving, cashiers, customer service, refund desk and sending extra textbooks back to the publisher.
- 11.0¢

**Freight Expense**
- The cost of getting books from the publisher's warehouse or bindery to the college store. Part of cost of goods sold paid to freight company.
- 1.0¢

**Publisher's Income**
- After-tax income from which the publisher pays for new product development, author advances, market research and dividends to stockholders.
- 7.2¢ After-Tax

**College Store Income**
- "Note: The amount of federal, state and/or local tax, and therefore the amount and use of any after-tax profit, is determined by the store's ownership, and usually depends on whether the college store is owned by an institution of higher education, a contract management company, a cooperative, a foundation, or by private individuals.
- 4.1¢ Pre-Tax*

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*The statistics in this illustration reflect the most current 2002–2003 financial data gathered by the National Association of College Stores and financial data provided by the Association of American Publishers. These numbers are averages and do not represent a particular publisher or store.

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