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Textbooks 101

Textbooks. They're expensive. You only need them for a term. The lines can take forever; it's a real hassle. We know. At the UO Bookstore we're listening.

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We're not just another business. We're a partner in your education, from orientation to graduation. The UO Bookstore is owned and governed by students, faculty and staff here at the University of Oregon. We work for you.

WHERE DOES YOUR TEXTBOOK DOLLAR GO?

32.1¢

Publisher's Paper, Printing, and 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.

9.9¢

Publisher's General and Administrative

Including federal, state and local taxes, excluding sales tax, paid by the publishers.

1.3¢

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.

6.7¢

College Store Operations

Insurance, utilities, building and equipment rent and maintenance, accounting and data processing charges and other overhead paid by college stores.

11.5¢

Author Income

Author's royalty payment from which author pays research and writing expenses.

The statistics in this illustration reflect the most current 1998/99 financial data gathered by the National Association of College Stores and the most current 1996/97 financial data gathered by the Association of American Publishers. These numbers are averages and do not represent a particular store or publisher.



7.1¢

Publisher's Income

After-tax income from which the publisher pays for new product development, author advances, market research, and dividends to stockholders.

15.3¢

Publisher's Marketing Costs

Marketing, advertising, promotion, publisher's field staff, professors' free copies.

11.4¢

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.

4.7¢

College Store Income (pre-tax*)

*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.



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