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# WHO'S GETTING THE MONEY?

A textbook takes an expert years to research, tons of money to develop, is read by a limited audience and is produced only in limited quantites. It's not surprising that it costs so much.

#### 31.9¢ 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.

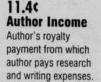
9.9¢ **Publisher's General** and Administrative Including federal, state and local taxes, excluding sales tax, paid by the publishers.

1.4¢ **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

#### 5.6¢

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



The statistics in this illustration reflect the most current 1999/ 2000 financial data gathered by the National Association of College Stores as well as the financial data gathered by the Association of American Publishers

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7.0¢ **Publisher's Income** After-tax income from which the publisher pays for

15.2¢ Publisher's **Marketing Costs** promotion, publisher's field staff, professors' free copies.

11.5¢ **College Store Personnel** Store employee's salaries and receiving, receiving, receiving, pricing, shelving; cashiers, customer service, refund desk and sending extra textbooks back to the publisher.

#### 6.1¢ **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

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