

It's your money. Know where it's going?

# TEXTBOOKS 101

**It can be a real hassle.** Lines can be long. You only need them for a term.

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**Why aren't other books this expensive?** Other books don't take so long to develop, aren't written by experts, are mass produced and sell to a wider audience. It simply costs more to deliver a textbook that 20,000 students will read compared to a best-selling novel millions of people will buy.

**We're keeping down costs.** UO students, faculty and staff get a 10% discount on textbooks *everyday*. The shelf price is automatically discounted at the register.

**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.

## 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 quantities. 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.

**11.4¢**

### **Author Income**

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



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. These numbers are averages and do not represent a particular store or publisher.  
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**7.0¢**

### **Publisher's Income**

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

**15.2¢**

### **Publisher's Marketing Costs**

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

**11.5¢**

### **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.

**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 education, a contract management company, a cooperative, a foundation, or by private individuals.

**REMEMBER, IT'S AN INVESTMENT IN YOUR FUTURE, NOT JUST ONE TERM.**



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