

Book Marketing . pro

Your Complete Book Marketing and Promotion Solution



Partner	Channel	Business Model(s)	Royalty Rate
Apple	Retail	À la carte	45%
Audiobooks.com	Retail	À la carte	50%
Audiobooks NZ	Retail	À la carte	50%
Axiell	Retail	À la carte	50%
AudioWhale	Retail	À la carte	50%
Barnes and Noble	Retail	À la carte	50%
Beek	Retail	À la carte	50%
Castbox	Retail	À la carte	50%
Chirp	Retail	À la carte	50%
Downpour**	Retail	À la carte	40%
eStories	Retail	À la carte	50%
Google Play	Retail	À la carte	50%
Hummingbird	Retail	À la carte	45%
Instaread	Retail	À la carte	50%
Kobo	Retail	À la carte	50%
Libro.fm	Retail	À la carte	45%
24symbols	Retail	Credit Subscription	32%
Audible, Amazon**	Retail	Credit Subscription & À la carte	25%
Audiobooks.com	Retail	Credit Subscription	40%
Audiobooks NZ	Retail	Credit Subscription	33%
AudioWhale	Retail	Credit Subscription	33%
Downpour**	Retail	Credit Subscription	32%
eStories	Retail	Credit Subscription	33%
Fuuzee	Retail	Credit Subscription	33%

Kobo	Retail	Credit Subscription	33%
Libro.FM	Retail	Credit Subscription	32%
Hibooks	Retail	Credit Subscription	33%
Beek	Retail	Unlimited Subscription	33%
Fuuze	Retail	Unlimited Subscription	32%
Playster	Retail	Unlimited Subscription	33%
Nextory	Retail	Combined Portions Model	33%
Anyplay	Retail	Shared Revenue Pool	*
Scribd	Retail	Shared Revenue Pool	*
Storytel	Retail	Shared Revenue Pool	*
Ubook	Retail	Shared Revenue Pool	*

3Leaf Group	Library	À la carte	50%
Axiell	Library	À la carte & Pay per Circulation	50%
Baker & Taylor	Library	À la carte	50%
Bibliotheca	Library	À la carte & Pay per Circulation	50%
EBSCO	Library	À la carte	50%
Follett	Library	À la carte	50%
MLOL	Library	À la carte & Pay per Circulation	50%
Odilo	Library	À la carte & Pay per Circulation	50%
Overdrive	Library	À la carte & Pay per Circulation	45%
Perma-Bound	Library	À la carte	50%
Ulverscroft	Library	À la carte & Pay per Circulation	50%
Wheelers	Library	À la carte	50%
hoopla	Library	Pay Per Circulation	see below*

**royalties for sales from Audible/Amazon and Downpour are calculated off retailer sale price, not publisher List Price

Our Business Models

1. Unlimited subscription: Customers pay a flat monthly price to subscription service for unlimited access to audiobooks. A sale occurs each time a subscriber consumes 15% or more of the audiobook.
2. Credit-based subscription: Customers pay a flat monthly price to subscription service for credits allocating them a fixed number of audiobooks per month. A sale occurs each time a customer uses a credit to access an audiobook.
3. Pay-per circulation: For Audiobook sales that permit Library patrons to borrow access to a digital audiobook for a specific period of time that is automatically terminated upon expiration of the lending period or return of the digital audiobook. Allows for unlimited circulation of licensed copies with access being limited to one (1) patron per borrowed copy.

For library partners offering Pay Per Circulation (except as noted below), pricing will be set as follows:

SLP of \$15 and under = \$.99

SLP of \$15.01 to \$25 = \$1.99

SLP of \$25.01 and above = \$2.99 .

Overdrive sets pricing for this model as 8% of Publisher’s Library Price or \$.99, whichever is greater.

For circulations of content on **hoopla**, royalty payouts will be generated based on the total duration of the content, as outlined in the table below:

<u>Duration in Minutes</u>	<u>Royalty Payout</u>	<u>Duration in Minutes</u>	<u>Royalty Payout</u>
0-90	\$0.24	541-660	\$0.84
91-180	\$0.34	661-780	\$0.99
181-300	\$0.49	781-960	\$1.14
301-420	\$0.64	961-1080	\$1.24
421-540	\$0.74	1081-9999	\$1.34

4. Pool subscription: Customers pay a flat monthly price to access a subscription service which contributes to a shared revenue pool. Royalties paid based on Publisher's pro-rata share of total audiobook listening for each monthly period.
 5. Combined Portions Model: combines portions of an audiobook consumed to determine sales of Audiobook Titles. Combined Portions Model (CPM) pays publishers off of Digital List Price after 5 portions of a title have been consumed by subscription end users. A “portion” equals one fifth of an Audiobook Title. A unit purchase will be recorded for each 5 portions consumed of an Audiobook title, across any number of Users.
 6. A la carte: In the retail channel, a customer purchases a license to the title in a traditional a-la-carte purchase environment. In the Library Channel, a school or library purchases a license to the title that may be circulated to one (1) patron at a time
-