

Self-Publishing: How Much Will It Cost?

Note: *Fees listed here are median prices for vendors across the country.* For several vendors, two fees are listed, by the page and by the hour. How charges are calculated depends on the vendor you choose. Longer and/or more complex books often fall at the higher end of the range.

Book coach: \$100 to \$300 per 1.5-hour session

Developmental editor: \$10 to \$15 per manuscript page, or \$45 to \$65 an hour

Copyeditor: \$4 to \$10 per manuscript page, or \$18 to \$35 an hour

Proofreader: \$2 to \$5 per typeset page, or \$15 to \$25 an hour

Designer/Typesetter:

Interior: \$6 to \$10 per page, plus setup fee of \$100 to \$200

Cover: \$200 to \$1,200

Printer/Binder: Assumes b/w interior, 4/color cover, approx 200 pages, standard size; higher prices for lengthier books and/or larger trim sizes

500 copies: \$3.65 to \$5.25 per unit, plus shipping

1,000 copies: \$2.35 to \$3.50 per unit, plus shipping

E-book company: Fees vary; some charge nothing up front and then take a percentage of sales, while others charge an upfront fee and take nothing on the sales. There are many providers, but the most popular are kdp.amazon.com, bookbaby.com, and smashwords.com.

Print-on-demand publishing services companies: Services and fees vary greatly. Check with other authors and be sure to read company reviews.

ISBNs: Purchase only through Bowker at <http://www.bowker.com/>; \$125 for one ISBN, \$250 for a block of ten ISBNs; publishing services companies will use their own ISBNs for your books but may allow you to use your own.

Barcodes: \$25 from Bowker at the website listed above. Ingram Spark and Amazon Createspace will create barcodes for free.

Marketing/PR: Varies widely based on how extensive and whether using a marketing firm

Standard wholesale discount expected by stores: 55%