SIMPLELIFECALC PUBLISHING TOOLKIT

IngramSpark Wholesale Discount Cheat Sheet

Understand how your discount affects publisher compensation and trade availability.

The quick idea

When you set up a print title in IngramSpark, you choose a wholesale discount. That discount is shared through the distribution and retail chain. What is left after the discount and the print cost is the base for your publisher compensation — IngramSpark shows the final figure.

> There is no single wholesale discount that is right for every title. Available settings and minimums can change. Use this sheet to understand the trade-off, then confirm your current options in your IngramSpark account.

WHAT'S INSIDE

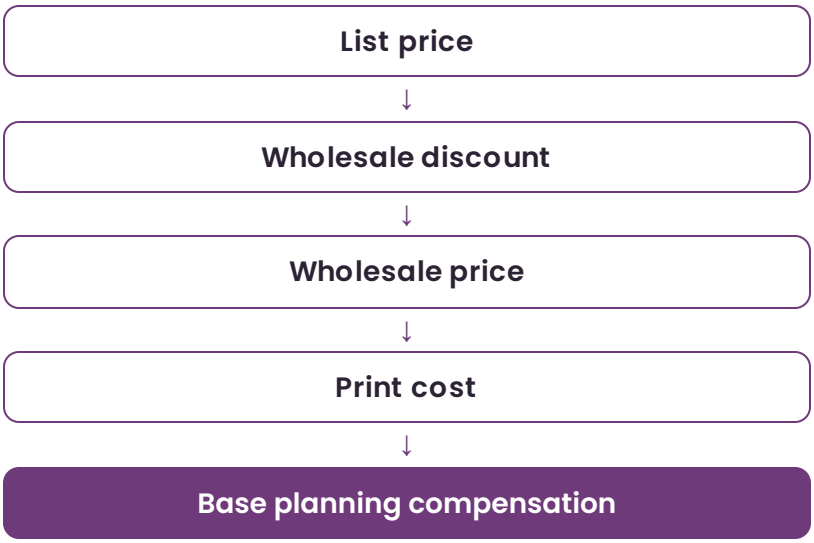
- Page 2 — How the math works
- Page 3 — The real trade-off
- Page 4 — Choose your settings worksheet
- Page 5 — Before you change a title

Three things to keep in mind

- IngramSpark calls your earnings **publisher compensation**. Base planning math starts from what remains after the discount and the print cost.
- The current minimum discount for a title is shown on the title setup page in your account, and it can change.
- Returnability is a separate setting from the discount, with its own risk.

How the math works

Every copy sold through the distribution network follows the same planning path from list price to publisher compensation.



Wholesale price = List price × (1 - wholesale discount)

Base planning compensation = Wholesale price - current print cost

Confirm the final publisher compensation shown for your title and market in IngramSpark. Current pricing materials may include additional current distribution charges.

IngramSpark's published example

Step	Amount
List price	$20.00
Wholesale discount in this example	53%
Wholesale price ($20.00 × 0.47)	$9.40
Print cost in this example	- $3.66
Result in IngramSpark's example	**$5.74**

> This is IngramSpark's published example, not a recommended discount or price. It does not model every current charge — use your current print cost and title settings.

If the list price and discount do not leave enough to cover the print cost, publisher compensation can be negative, and IngramSpark bills the difference. Run the numbers before you set a price.

The real trade-off

Your discount decides how the list price is split between you and the distribution and retail chain. Returnability is a separate choice.

Lower discount

- More publisher compensation per copy
- Less of the list price available to the distribution and retail chain
- Trade availability depends on current platform and title requirements

Higher discount

- Less publisher compensation per copy
- More of the list price available through the distribution and retail chain
- Can support broader trade availability, depending on current settings

Returnability

- A separate decision from the discount
- Can affect whether retailers are willing to order
- Creates return exposure for the publisher
- Does not guarantee stocking

Availability is not the same as stocking.

Current IngramSpark guidance may use a higher wholesale discount, often around the low-to-mid 50% range, together with returnability for wider trade availability. Available settings and minimums can change. Wider availability does not guarantee that a retailer will stock or order a title.

Current returnability options

- **No** — the title is sold as non-returnable.
- **Yes — Destroy** — returned copies are destroyed; you are charged for returns.
- **Yes — Deliver** — returned copies are shipped to you; you are charged for returns plus shipping.

Returned copies can cost you more than a sale earned. Market limits apply to some options — check the current details in your account.

Choose your settings worksheet

Fill this in with the values shown in your own account.

My book

List price ($)

Current print cost ($)

Current wholesale discount shown in my account (%)

Wholesale price ($)

Base planning compensation ($) = wholesale price - current print cost

Current publisher compensation shown by IngramSpark ($)

Returnability

- ☐ No
- ☐ Yes — Destroy
- ☐ Yes — Deliver

My priority

- ☐ Higher per-copy compensation
- ☐ Wider trade availability
- ☐ Lower return exposure
- ☐ Balanced approach
- ☐ Other: _____

Current account / platform notes

Decision

> Confirm available discount and return settings in your current IngramSpark title setup before publishing changes.

Before you change a title

Work through this list each time you consider a new discount or returns setting.

- [ ] Check your current print cost
- [ ] Check the discount options currently available for the title and market
- [ ] Compare planning math with the compensation IngramSpark shows
- [ ] Review the returnability choice separately
- [ ] Consider the financial risk of returned copies
- [ ] Confirm that the resulting list price still works for your goals
- [ ] Save your current settings before making changes
- [ ] Recheck platform guidance if the title or market changes

REMEMBER

- A higher discount does not guarantee stocking.
- A returnable title does not guarantee bookstore orders.
- Platform settings and minimums can change.
- Use current account values rather than an old percentage table.
- Base planning compensation is an estimate, not guaranteed income.

Run the numbers online

Use the free IngramSpark calculators at **SimpleLifeCalc.com** with your own list price, print cost and discount.