

IngramSpark Book Pricing Worksheet

Build a list price from your current print cost, wholesale settings, and compensation goal.

Pricing principle. There is no single correct list price or wholesale discount for every title. Use your current title values and platform settings.

What's inside

- Page 2 — Your current title numbers
- Page 3 — IngramSpark pricing math, with a fill-in calculation
- Page 4 — Find your price range: compare scenarios you can actually select
- Page 5 — KDP vs IngramSpark price check (comparison only)
- Page 6 — Final pricing decision and pre-publish checklist

How to use it

- Have your current IngramSpark title setup open. Copy values from it rather than from an old table.
- Work in pencil. Print costs, available settings and minimums can change.
- Everything here is a planning estimate, not guaranteed earnings.

My pricing goal for this title

Compensation I'd like per copy (\$) _____

Price range readers expect (\$) _____

Your current title numbers

Copy these from your current IngramSpark title setup.

Book title

Format

☐ Paperback ☐ Hardcover ☐ Other: _____

Marketplace / currency

Current print cost (\$)

Current wholesale discount (%)

Returnability

☐ No ☐ Yes — Destroy ☐ Yes — Deliver

Current list price (\$)

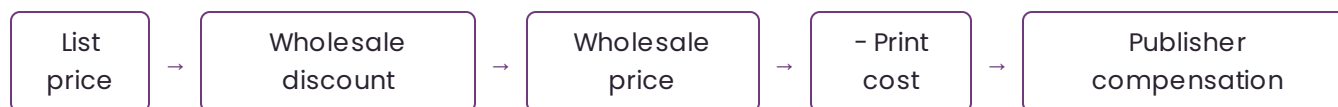
Current publisher compensation (\$)

Use the values currently shown for your title. Print costs and available settings can change.

Notes from my account

IngramSpark pricing math

How a list price becomes publisher compensation.



$$\text{Wholesale price} = \text{List price} \times (1 - \text{wholesale discount})$$

$$\text{Publisher compensation} = \text{Wholesale price} - \text{print cost}$$

Your calculation

List price (\$) _____

Wholesale discount (%) _____

Wholesale price (\$) _____

Print cost (\$) _____

Publisher compensation (\$) _____

Worked example — not a recommended discount or price.

From IngramSpark's own example: \$20.00 list $\times$ (1 - 53%) = \$9.40 wholesale price. \$9.40 - \$3.66 print cost = \$5.74 publisher compensation. Use your current print cost and title settings for your own calculation.

If your account shows a current distribution charge for your title or market, note it separately and check it against the compensation figure IngramSpark displays.

Working space

Find your price range

Compare settings you can actually select in your account. Do not assume an old percentage table still applies.

	Scenario A	Scenario B	Scenario C
List price (\$)			
Current / proposed wholesale discount (%)			
Current print cost (\$)			
Publisher compensation (\$)			
Returnability choice			
Notes			

Decision prompts

Which scenario protects compensation?

Which supports the availability you want?

Which gives acceptable return exposure?

Which price makes sense for your audience?

Availability is not the same as stocking. A higher discount or a returnable setting does not guarantee that a retailer will order your book.

KDP vs IngramSpark price check

These platforms use different compensation models.

IngramSpark	KDP print
List price _____	List price _____
Wholesale discount _____	Applicable royalty rate _____
Print cost _____	Current print cost _____
Publisher compensation _____	Estimated compensation _____
$(\text{List price} \times (1 - \text{discount})) - \text{print cost}$	$(\text{List price} \times \text{applicable royalty rate}) - \text{print cost}$

KDP rate is not a single number. KDP pays either a 50% or a 60% royalty rate on paperbacks sold on Amazon marketplaces, depending on list price and marketplace. On Amazon.com the rate is 50% at or below \$9.98 and 60% at or above \$9.99. Check the rate KDP shows for your price and marketplace, and use your current KDP print cost.

What I notice when I compare

Final pricing decision

Record your choice and the reason for it.

My chosen list price (\$)

My current wholesale discount (%)

My current print cost (\$)

Estimated publisher compensation (\$)

Returnability choice

Why this price works

Before publishing

- ☐ I checked my current print cost
- ☐ I checked the current wholesale options for this title
- ☐ I calculated publisher compensation
- ☐ I checked returnability separately
- ☐ I compared more than one price scenario
- ☐ I did not rely on an old 40% / 55% rule
- ☐ I confirmed my current KDP inputs separately if comparing platforms
- ☐ I understand the calculation is an estimate, not guaranteed earnings