

Aquiline Books

Mock operating budget for FY19 (structured according to http://aapwiki.princeton.edu/index.php/The_Operating_Budget)

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Revenue		
Sales (gross)	\$	-
Other publishing		
Rights-related income	\$	-
Author fees	\$	5,400.00
Subventions	\$	2,000.00
Total revenue	\$	7,400.00
Cost of goods sold		
Printing, binding, and shipping	\$	250.00
Complimentary copies and other copies not for sale	\$	100.00
Royalties, advances, and other payment to authors	\$	-
Writedown of inventory	\$	-
Total cost of goods sold	\$	350.00
Gross profit	\$	7,050.00
Expenses		
Sales-related		
Operating		
Editorial expenses	\$	3,000.00
Marketing expenses	\$	-
Production expenses	\$	4,000.00
Fulfillment (including distribution) expenses	\$	-
General administration		
Salaries and benefits	\$	4,566.80
Travel	\$	-
Event hosting	\$	-
Occupancy	\$	-
Supplies	\$	-
Professional fees for audits	\$	-
Copy costs	\$	-
Membership fees	\$	800.00
Insurance	\$	-
Depreciation	\$	-
Postage	\$	-
Total expenses	\$	12,366.80
Operating income/loss ("bottom line")	\$	(5,316.80)
Nonoperating income (revenue not related to publishing)		
Institutional operating subsidy	\$	5,366.80
Total nonoperating income	\$	5,366.80
Net income/loss ("ultimate bottom line")	\$	50.00

} Gross profit covers these, with a little bit leftover due to Print Setup fee being a generous estimate of actual costs, which vary by project.

Assuming 5% of 1 person's time is spent on Aquiline Books

Attributing 40% of institutional membership in Library Publishing Coalition

Covers general administration expenses above.

Leftover funds are sometimes used to absorb unexpected overruns in production costs.

DISCLAIMER: The following operating costs are borne by UNT without being accounted for in this budget:

- * staff phone line
- * staff computer
- * postage
- * deposit slips
- * time spent by UNT Press liaising with Texas Book Consortium for printing and distribution of select titles
- * cost savings from using Texas Book Consortium for printing and distribution of select titles
- * cost per item to deposit (\$3.87) and to curate (\$.025 per year) in UNT Digital Library
- * time spent by other staff in the Libraries assisting in various ways with the operation
- * DOI deposit fees (and a portion of our annual membership)
- * time spent by cataloger for each new title

For more, see "Achieving Financial Sustainability: Are We Asking the Wrong Questions?" (<http://dx.doi.org/10.3998/3336451.0020.213>)