

## CSU Extension Publications pricing policy

Colorado State University Extension will sell and distribute publications written/published by a Colorado Extension author or another university if the material supports the mission of Colorado State University Extension. Consideration should be given to the entire distribution strategy for the publication to avoid opportunities for the same publication to be offered for substantially less than CSU pricing from an outside source or for free from one source and for sale from another.

**Determining a sale price:** If the initial, **or subsequent**, printing of a publication is funded by Extension, then Extension Communications will determine the final pricing. Pricing will recover at least unit costs, plus 12% in university overhead, plus 10% support fee and 10% investment for future printing mark-ups and publication updates. A 100% mark-up will be applied as is standard in the publishing industry. The final consideration will be comparable market pricing and the impacts of discounting through channels such as Amazon or University Press if the publication is likely to flow through these channels.

Basic Calculation (example):

<b>Unit Costs (print costs)</b>	<b>\$5.00</b>
<b>University Overhead (12%)</b>	.60
<b>Support (10%)</b>	.50
<b>Investment Funding (10%)</b>	.50
<b>Cost Basis</b>	<b>\$6.60</b>
<b>100% publishing Mark-up</b>	13.20
<b>Estimated Price for Consideration</b>	<b>\$19.80</b>

Extension Communications and /Creative Services/URC will consider this recommended price along with the distribution plan and similar products for reasonableness and make the final pricing decision.