



**computer & printing support**  
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## **eBook Generation and Sales**

**Current as at 1 November 2023**

If you have contracted Mono Unlimited to do the layout of your book for printing, we also able to help you with generation and sales of an eBook version.

### **eBook Formats**

You will first need to choose between one of the following two formats for your eBook. The cost is the same whichever option you choose, but you need to decide which option to go with before we generate the eBook.

#### ***Reflowable Format***

In a reflowable eBook, the content is fluid and auto-fits the size of the screen. Readers can choose different fonts and font sizes to read.

This means that the design is 'dynamic', i.e. it is set up to be changeable from one reader to the next, and one device to the next.

Images can still be included but will not necessarily be placed exactly where they appear in the printed version of the book.

Some good examples of reflowable eBooks are novels and chapter books.

#### ***Fixed Layout Format***

A fixed-layout eBook defines a viewport, i.e. the size of the 'page' in pixels, and usually contains many images exactly positioned relative to the text.

An electronic 'page' is the strict rendition of a printed page – on a small screen, the user will usually have to zoom and scroll in the page (often vertically and horizontally) to read the text.

Some good examples of fixed-layout publications are photo books, magazines, comics and children's picture-story books.

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**freeing you to do what you do best**

## Cost Options

### **Option 1: Full eBook Generation and Distribution through *underthesun.net.au* only**

- Layout of eBook in ePub format (reflowable or fixed layout)
- Supply and registration of eBook ISBN
- You can choose your own price for the eBook sales, and/or set a 'Name your price' option (so that customers can choose how much they pay)
- You also have the option of offering free downloads of the eBook to customers
- Payments for all eBook sales are paid periodically into your bank account directly from Mono Unlimited (minus merchant/handling fee of 25% per copy sold)
- NB: This option gives you the highest profit margin for ongoing sales

Cost: \$300 + GST (if we have already done the layout of a print version of your book, or you are contracting us to do this at the same time as the eBook) + 25% merchant/handling fee per copy sold

Cost: To be individually quoted (if you only want an eBook version of your book, without a print version).

### **Option 2: Full eBook Generation and Distribution through existing online platforms**

- Layout of eBook in ePub format (reflowable or fixed layout)
- Setup of an Amazon KDP account in your name, including instructions for accessing reports, royalties, etc. (with payments for sales made directly into your bank account)
- Supply and registration of eBook ISBN
- Uploading eBook to Amazon through the KDP program, in your name
- Payments for all eBook sales are paid periodically into your bank account directly from Amazon

Cost: \$375 + GST (if we have already done the layout of a print version of your book, or you are contracting us to do this at the same time as the eBook)

Cost: To be individually quoted (if you only want an eBook version of your book, without a print version).

Cost: If you also wish for your book to be distributed on other platforms such as Apple Books, this would be done through Ingram Spark and would incur a further setup cost of \$100 + GST.

Cost: If you would like to take this option up, *as well as* including the eBook in *underthesun*, the additional cost to add it into *underthesun* would be \$100 + GST (with 25% merchant/handling fee deducted from proceeds per copy sold through *underthesun*).

### **Option 3: eBook Generation for Self-Distribution**

- Layout of eBook in ePub format (reflowable or fixed layout)
- Files are supplied to you as an ePub document and cover in jpeg format
- You need to supply your own ISBN
- You choose, organise and pay for the services of your own eBook aggregator, including uploading your own files as supplied by us
- Payment arrangements for any eBook sales would need to be organised by you directly with your aggregator/distribution service

Cost: \$250 + GST (if we have already done the layout of a print version of your book, or you are contracting us to do this at the same time as the eBook)

Cost: To be individually quoted (if you only want an eBook version of your book, without a print version)