**Supply and Demand**

- Textbooks are produced for a small, specialized market compared with paperback books that may be produced in the hundreds of thousands, or even millions of copies.
- Textbooks may take years to develop, and topics are often highly specialized.

**Textbook Production**

- Textbooks are written by experts in their fields.
- Development and editorial costs can be very high, due to colour production, graphics, illustrations, etc.
- Many textbooks come with software and study guides which add to the cost.

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## Why Are Textbooks So Expensive?

### Where the New Textbook Dollar Goes*

<table>
<thead>
<tr>
<th>Category</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Textbook Wholesale Cost</strong></td>
<td>77.9¢</td>
</tr>
<tr>
<td><strong>Publisher’s paper, printing, editorial, general and administrative costs; marketing costs and publisher’s income.</strong></td>
<td></td>
</tr>
<tr>
<td><strong>Bookstore Personnel</strong></td>
<td>11.0¢</td>
</tr>
<tr>
<td><strong>Insurance, utilities, building and equipment rent and maintenance, accounting and data processing charges and other overhead paid by the Bookstore.</strong></td>
<td></td>
</tr>
<tr>
<td><strong>Bookstore Income</strong> (Pre-Tax)</td>
<td>7.4¢</td>
</tr>
<tr>
<td><strong>Cash back through our Used Book Buyback program</strong></td>
<td></td>
</tr>
<tr>
<td><strong>Freight Expense</strong></td>
<td>1.0¢</td>
</tr>
<tr>
<td><strong>The cost of getting books from the publisher’s warehouse or bindery to the bookstore.</strong></td>
<td></td>
</tr>
</tbody>
</table>

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## FAQs

**How much will I get?**

**Option A:** 50% CASH on reconfirmed texts.

**Option B:** Possibly 10-30% CASH when purchased for other schools throughout North America.

Check if we’re buying back your textbooks at: [www.SellMyTextbooks.org](http://www.SellMyTextbooks.org)

The lowest possible buyback price is displayed; you may get a higher price. We buy all year round for a wholesaler at our Customer Service Desk.

**Can my books be in any condition?**

They have to be in good condition, but can be highlighted, underlined, or stamped ‘used’.

**If I buy used books, can I sell them back?**

Yes! As long as they are current editions and have been reconfirmed for the following term.

**When is the best time to sell new and used textbooks to the BookStore?**

From early August to the first week of classes in September, and from November to the first week of classes in January.

**What is the advantage of selling the books to the BookStore?**

We pay CASH up-front.

**Where do I sell my books?**

During rush weeks - right outside the BookStore. Other times - at the Customer Service Desk.

*Numbers are averages and reflect the most current data gathered by the National Association of College Stores.*