

<i>Space Hippos Budget</i>	
Developmental Costs	
Editorial	625.00
Copyediting	250.00
Proofreading	100.00
Photographs/Illustrations	0.00
Permissions Fees	0.00
<i>Total Developmental Costs</i>	<i>975.00</i>
Design Costs	
Typesetting and Layout	500.00
Interior Design (e.g. custom graphics for chapter headings)	30.00
eBook Formatting	125.00
Cover Design (print and digital)	410.00
<i>Total Design Costs</i>	<i>1,065.00</i>
Production Costs	
ISBN	125.00
Copyright Registration	35.00
Print Setup	49.00
Print Proof	40.00
Per-Book Cost*	12.82
<i>Total Production Costs (excluding per-book cost)</i>	<i>249.00</i>
Marketing Costs	
Advance Reading Copies	200.00
Bookmarks	75.00
BookBub Promotion	630.00
Goodreads Ads	100.00
Facebook Ads	150.00
Google Adwords	250.00
Marketing Assistant	1,500.00
<i>Total Marketing Costs</i>	<i>2,905.00</i>
TOTAL BOOK COSTS	5,194.00
<p>*Note: Most indie authors won't actually be paying the per-book cost out of pocket; it's deducted from the money the print-on-demand company sends to you. But it's good to list this in your budget so you can compare companies' costs if you want to shop around!</p>	