

# Apple eBook Pricing Restrictions

Applicable to all ebooks with print editions that are currently in print  
Please note additional restrictions for new releases

## US Territory

- All prices in US dollars
- No eBook may be priced higher than the print edition unless it is out of print.
- New Release Hardcover Restrictions (during the first 7 months of publication):

Publisher Hardcover List Price	Maximum Customer Price
\$0.01-9.99	\$100% of Publisher Hardcover List Price
\$10.00-21.00	\$9.99
\$21.01-\$22.50	\$10.99
\$22.51-\$25.00	\$11.99
\$25.01-\$27.50	\$12.99
\$27.51-\$30.00	\$14.99
\$30.01-\$35.00	\$16.99
\$35.01-\$40.00	\$19.99

- **New Release Paperback Restrictions (during the first 12 months of publication):**
  - Paperback books with a physical list price of \$22.00 or less shall not be priced greater than \$9.99.
- **NYT Bestseller List:**
  - For books then-currently on the NYT Bestseller List that list for \$30 or less, the Customer Price will be no greater than \$12.99; and that list between \$30.01-35.00, the Customer Price will be no greater than \$14.99. "NYT Bestseller List" means the Hardcover Adult Fiction, Hardcover Adult Nonfiction and Hardcover Advice bestseller lists as published on the New York Times website, excluding the below-the-line "Also Selling" titles also known as the "Expanded List."
- **Price restrictions on New Releases do not apply to:**
  - Children's and Academic Books
  - Enhanced ebooks (provided Publisher provides Apple with the standard version)
  - Physical books with list prices over \$40.00
  - Books published in a language other than a language commonly spoken in the United States

## **Canada**

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<b>Publisher List Price (CAD\$)</b>	<b>Maximum Customer Price (CAD\$)</b>
\$0.01 - \$24.00	\$11.99
\$24.01 - \$27.00	\$13.99
\$27.01 - \$30.00	\$14.99
\$30.01 - \$32.00	\$15.99
\$32.01 - \$33.50	\$16.99
\$33.51 - \$37.00	\$17.99
\$37.01 - \$42.00	\$20.99

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  - Children's and Academic Books
  - Enhanced ebooks (provided Publisher provides Apple with the standard version)
  - Related physical books with list prices over \$42.00
  - Books published in a language other than a language commonly spoken in Canada

## United Kingdom

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Lowest Available Publisher List Price	Maximum Customer Price
£0.01-5.49	100% of Lowest Available Print Price
£5.50-7.00	£5.49
£7.01-8.00	£6.49
£8.01-9.00	£6.99
£9.01-11.00	£7.49
£11.01-13.00	£8.99
£13.01-15.00	£9.99
£15.01-17.00	£10.99
£17.01-19.00	£11.99
£19.01-21.00	£12.99
£21.01-25.00	£15.99

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  - Children's and Academic Books
  - Enhanced ebooks (provided Publisher provides Apple with the standard version)
  - Physical books with list prices over £25.01
  - Books published in a language other than a language commonly spoken in the United Kingdom

## **Australia**

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60% of the lowest available print format list price (the VAT inclusive print price).

Publisher shall round the Maximum Customer Price up to the nearest "--.99" cent increment, and that if the resulting 60% of the Publisher List Price ends in "--.49" or below, Publisher shall round the Maximum Customer Price down to the nearest "--.99" cent increment.

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  - Enhanced ebooks (provided Publisher provides Apple with the standard version)
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## **Countries in Eurozone, Denmark, Sweden, Norway, and Switzerland**

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- **All prices in United States Dollars. If Publisher does not have a lowest available print format list price that is in United States Dollars, they should convert the local currency price to United States Dollar.**
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70% of the lowest available print format list price.  
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  - Books published in a language other than a language commonly spoken in that country