

HCO-L.A.

HUBBARD COMMUNICATIONS OFFICE
WASHINGTON, D.C.

Distrib.
"Central"

HCO POLICY LETTER OF MAY 14, 1959
(Reissue from London)

HCO Offices
Only

HOW TO ESTABLISH PRICE OF BOOKS AND TAPES

BOOKS

Establish fully the printing cost. Multiply by five. This is cost of the books to usual buyers. However, a book price can be further increased so that when one gets a 20% reduction he pays a whole figure. Example: Printing cost X 5 = \$2. This is minimum safe retail price. This can be fixed further so members buy it for \$2.00 after their 20% discount, i.e. \$2.50 minus 20% = \$2.00.

TAPE PRICING

Add:

1. Cost of tape original.
2. Cost of recorder and equipment depreciation (2 years per recorder); includes cost of recorders in copying.
3. Cost of time of engineer (gross weekly).
4. Cost of tape for copy master.
5. Cost of tape for copies.
6. Rental cost of recording room or rooms.
7. Performer cost. (min. \$15/week).
8. Shipping cost of whole package by air plus insurance.

Add 100% of above.

L. RON HUBBARD

LRH:MP:brs