



UWL Publishing House & UWL Library Royalty Structure

■ UWL Publishing House Royalty Structure

Sales Channel	Author Royalty	UWL Share	Notes
UWL Direct Sales	60%	40%	Higher author rate for direct UWL sales
Online Retailers	40% – 50%	50% – 60%	Dependent on platform commission fees
Bulk/Institutional Sales	50%	50%	For sales to schools, libraries, or orgs
UWL Partner Stores	55%	45%	Sales through affiliate bookstores or vendors

Additional Author Benefits:

- One free author copy (print)
- Discounted author copies (at 35% off retail)
- Global ISBN & distribution
- Marketing support (one campaign per launch cycle)

■ UWL Library Royalty Structure

Model	Author Royalty	UWL Share	Notes
Pay-per-read (PPV)	60%	40%	Based on actual reads/downloads
Subscription-based Reading	50%	50%	Royalty pool divided by engagement metrics
Educational Licensing	50%	50%	For institutional licenses or reading rights

Engagement-Based Bonus:

- Top 10 Most Read Authors (monthly) receive extra 10% bonus on their share.
- Authors featured in UWL Reading Campaigns or Spotlight Weeks get visibility & earnings boost.

■ Transparency & Payouts

- Monthly earnings reports shared via UWL Portal.
- Payouts made quarterly via bank, PayPal, or M-Pesa (as applicable).
- Minimum threshold: \$25 (or equivalent in local currency).

■ UWL Royalty Tiers (Optional)

Tier	Eligibility	Royalty Bonus
Bronze	New Authors	Base royalty
Silver	2+ Books / 1k+ reads or \$500+ sales	+5% bonus
Gold	5+ Books / 5k+ reads or \$2k+ sales	+10% bonus
Platinum	10k+ reads or \$10k+ in earnings	+15% bonus