

**For comic sellers: a comparison of total commissions and merchant fees paid on comic sales of order sizes ranging from \$5 to \$250**

**\*Store Sales Assumptions:**

These are needed to compute the total fees of eBay and Amazon stores. There are no per-item, insertion, or monthly fees with Atomic Avenue sales, so these figures do not enter the calculation of total order fee on Atomic Avenue

# Sales/Month	250
Avg. Comics/Order	10
Items Listed	100000

Order Amount:	\$5	\$10	\$15	\$25	\$50	\$100	\$250
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**Atomic Avenue (Pre July 15, 2014)**

Monthly fee:	FREE	FREE	FREE	FREE	FREE	FREE	FREE
Insertion fee:	FREE	FREE	FREE	FREE	FREE	FREE	FREE
Sales commission:	\$0.41	\$0.76	\$1.12	\$1.98	\$3.75	\$7.15	\$17.80
(Includes PayPal costs of)	\$0.45	\$0.59	\$0.74	\$1.03	\$1.75	\$3.20	\$7.55
<b>Total order fees:</b>	<b>\$0.85</b>	<b>\$1.35</b>	<b>\$1.85</b>	<b>\$3.00</b>	<b>\$5.50</b>	<b>\$10.35</b>	<b>\$25.35</b>

**Atomic Avenue (After July 15, 2014)**

Monthly fee:	FREE	FREE	FREE	FREE	FREE	FREE	FREE
Insertion fee:	FREE	FREE	FREE	FREE	FREE	FREE	FREE
Sales commission:	\$0.81	\$1.41	\$2.02	\$2.60	\$5.00	\$8.30	\$20.45
(Includes PayPal costs of)	\$0.45	\$0.59	\$0.74	\$1.03	\$1.75	\$3.20	\$7.55
<b>Total order fees:</b>	<b>\$1.25</b>	<b>\$2.00</b>	<b>\$2.75</b>	<b>\$3.63</b>	<b>\$6.75</b>	<b>\$11.50</b>	<b>\$28.00</b>

**Amazon.com (Professional Seller)**

Monthly fee	\$39.99	\$39.99	\$39.99	\$39.99	\$39.99	\$39.99	\$39.99
Insertion fee:	FREE	FREE	FREE	FREE	FREE	FREE	FREE
Referral + Commission + Closing Fee	\$14.25	\$15.00	\$15.75	\$17.25	\$21.00	\$28.50	\$51.00
<b>Total Order Fees*</b>	<b>\$14.27</b>	<b>\$15.02</b>	<b>\$15.77</b>	<b>\$17.27</b>	<b>\$21.02</b>	<b>\$28.52</b>	<b>\$51.02</b>

**eBay (shows various store types)**

<b>Basic Store monthly fee</b>	\$19.95	\$19.95	\$19.95	\$19.95	\$19.95	\$19.95	\$19.95	Included listings/mo:	150
Insertion fee/item	\$0.20	\$0.20	\$0.20	\$0.20	\$0.20	\$0.20	\$0.20		
Commission ("final value fee"):	\$0.45	\$0.90	\$1.35	\$2.25	\$4.50	\$9.00	\$22.50		
Plus PayPal fee:	\$0.45	\$0.59	\$0.74	\$1.03	\$1.75	\$3.20	\$7.55		
<b>Total Order Fees*</b>	<b>\$8.89</b>	<b>\$9.49</b>	<b>\$10.08</b>	<b>\$11.27</b>	<b>\$14.25</b>	<b>\$20.20</b>	<b>\$38.05</b>		
<b>Premium Store monthly fee</b>	\$59.95	\$59.95	\$59.95	\$59.95	\$59.95	\$59.95	\$59.95	Included listings/mo:	500
Insertion fee/item	\$0.10	\$0.10	\$0.10	\$0.10	\$0.10	\$0.10	\$0.10		
Commission ("final value fee"):	\$0.45	\$0.90	\$1.35	\$2.25	\$4.50	\$9.00	\$22.50		
Plus PayPal fee:	\$0.45	\$0.59	\$0.74	\$1.03	\$1.75	\$3.20	\$7.55		
<b>Total Order Fees*</b>	<b>\$4.82</b>	<b>\$5.41</b>	<b>\$6.01</b>	<b>\$7.20</b>	<b>\$10.17</b>	<b>\$16.12</b>	<b>\$33.97</b>		
<b>Anchor Store monthly fee</b>	\$199.95	\$199.95	\$199.95	\$199.95	\$199.95	\$199.95	\$199.95	Included listings/mo:	2500
Insertion fee/item	\$0.05	\$0.05	\$0.05	\$0.05	\$0.05	\$0.05	\$0.05		
Commission ("final value fee"):	\$0.45	\$0.90	\$1.35	\$2.25	\$4.50	\$9.00	\$22.50		
Plus PayPal fee:	\$0.45	\$0.59	\$0.74	\$1.03	\$1.75	\$3.20	\$7.55		
<b>Total Order Fees*</b>	<b>\$2.92</b>	<b>\$3.52</b>	<b>\$4.11</b>	<b>\$5.30</b>	<b>\$8.28</b>	<b>\$14.23</b>	<b>\$32.08</b>		

eBay fees as stated:

<http://pages.ebay.com/help/sell/storefees.html#how>

Assumes purchases paid via PayPal.

Amazon: fees as stated:

<http://www.amazon.com/gp/seller-account/mm-product-page.html?topic=200274770&ld=AZSOAUSCSNav>

Atomic Avenue fees pre: July 15, 2014:

Under \$25: \$0.35 + 10% of total sale; \$25-99.99: \$0.50 + 8.5% of total sale; \$100 and over: 8% of total sale

Atomic Avenue fees: July 15th on:

Under \$25: \$0.50 + 15% of total sale; \$25-99.99: \$0.50 + 12.5% of total sale; \$100 and over: \$0.50 + 11% of total sale