

# 11:15 – 12:00 pm (Tuesday)

## Introduction to 7.0 – The Title P&L

P&L Summary		Add P&L Version		
	Acquisition	Transmittal	Print	Actuals
<b>UNITS</b>				
Total Production Units	13,150	19,750	19,700	19,055
Net Sales Units	11,469	17,427	17,427	16,971
<b>INCOME</b>				
Net Sales \$	\$100,048	\$152,057	\$152,057	\$148,049
Production Subsidy Income	\$2,500	\$2,500	\$2,500	\$2,500
Subsidiary Rights Income	\$2,500	\$2,500	\$2,500	\$2,500
Bulk Sales	\$21,043	\$31,950	\$31,950	\$31,132
<b>TOTAL</b>	<b>\$126,091</b>	<b>\$189,007</b>	<b>\$189,007</b>	<b>\$184,182</b>
<b>EXPENSES</b>				
Prepress & PPBF	\$30,800	\$44,688	\$44,288	\$43,165
Marketing	\$2,050	\$2,050	\$2,050	\$2,050
Royalties	\$14,274	\$21,688	\$21,688	\$21,121
Fulfillment Costs	\$15,984	\$24,289	\$24,289	\$23,652
Write-offs & Edit Comps	\$819	\$0	\$0	\$0
<b>TOTAL</b>	<b>\$63,927</b>	<b>\$92,714</b>	<b>\$92,314</b>	<b>\$89,988</b>
<b>P/L</b>				
Gross Margin	\$62,164	\$96,292	\$96,692	\$94,193
Gross Margin %	49.30%	50.95%	51.16%	51.14%

- **Objective**

- Discuss the purposes and uses and the background on how it came to be
- To go into more detail on the P&L functionality

- Susan Burke: *Leader*
- Ken Hartzell, CFO of Island Press: *Business Commentary*
- Barbara Blanchette: *Official Secretary*

BE A FIREBRAND



# Introduction to 7.0 – The Title P&L

## Agenda

- Business Reasons for Developing P&L
- General P&L Design
- Detail P&L Windows
- The Future of P&L



# Introduction to 7.0 – The Title P&L

- **Business Reasons for Developing P&L**
  - Ken Hartzell, CFO of Island Press
- **General P&L Design**
  - Acquisition Project
  - Customizable Summary Pages
  - Stages
  - Versions
  - P&L Templates



# Introduction to 7.0 – The Title P&L

- **Detail P&L Windows**
  - Sales Units
  - Royalties
  - Marketing Costs
  - Marketing Comp Copies
  - Subrights Income
  - Miscellaneous Income
  - Production Specifications
  - Production Costs By Printing
  - Production Costs By Year
  - Total Units Required



# Introduction to 7.0 – The Title P&L

- **The Future of P&L**
  - Report Development
  - Feeds of Actual Data
  - Cost Generation
  - Copying data from P&L version to Title

