



TARGET.COM | PROGRAM FAQs

Q1. What are Target.com Digital Accrual fees?

A1. Target charges a fee for each unit sold via the Target.com website. This is referred to as a Digital Accrual fee.

Q2. How much is the Target.com Digital Accrual fee?

A2. The current fee is 5.5% of list price for each unit sold. This is subject to change by Target.com and is currently set to increase to 6% on January 1, 2023.

Q3. What are Target.com promotions and related fees?

A3. Target.com runs two types of promotions:

- Buy 2 get 1 free (B2G1)
- Buy 1 get 1 free (BOGO)

Target assesses fees for both types of promotions. The promotion amount charged to publishers will vary, as it is dependent on the list price of each item purchased per Target.com customer. Publishers are charged back a portion of the cost of the free item. Target covers 50% of the retail cost of the free item, and the publisher covers the remaining 50% based off their title's % of total purchase amount.

Q4. How often are Digital Accrual and promotion fees processed?

A4. Digital Accrual fees are processed monthly as they are applicable throughout the year. You will only be charged Digital Accrual Fees against units sold. Promotion fees apply during the promotional periods only and there are a total of 9 promotions per year:

- One per quarter for all books (2 for Q4)
- One per quarter for children's books

Q5. Where can I see details of Target Digital Accrual fees for my sold units?

A5. Target Digital Accrual fees will be deducted from Publisher Compensation at the time of issuance. You will see these deductions in the 'Other' column on your publisher compensation statement.

Q6. Will all of my titles be included in the Target.com catalog?

A6. No, Ingram Content Group provides a limited catalog to Target.com based on the retailer's content and consumer preferences. The catalog is reviewed and refreshed throughout the year. You will not be notified of changes made to the catalog.