"I think it's the appropriate price point for the entertainment value and quality that we offer in the books. The \$3.99 price point was already the price point for limited series and one-shots before we moved some of our regular series up, and we still have several regular series that are at \$2.99. If we [...]

Read more: http://robot6.comicbookresources.com/2010/10/quote-of-the-day-dan-buckley-on-cover-prices/