



# Publishers Group West 2009 Co-op advertising request form

With each coop request PGW must contact the publisher and request approval. Contributions vary from publisher to publisher. To expedite your request, please complete this form and send it back to Laura Roberts - Advertising, by fax, email or mail.

**Note: this form does not constitute an approval**

**RESTRICTIONS:**

- Account must have good credit standing with PGW in order to qualify.
- Requests must be submitted **at least two weeks** before the event/promotion.
- **This form and supporting documents must be submitted with in 90 days of event date to receive credit.**
- **Approved submissions received after 90 days will be denied!**

**Date of Request:** \_\_\_\_\_

Your Company & PGW Account #: \_\_\_\_\_

Our Publisher: \_\_\_\_\_

Title: \_\_\_\_\_

ISBN(13) : \_\_\_\_\_

**Promotion** (check all that apply & give details):

- Author Event
- Ad: \_\_\_\_\_
- Display
- Newsletter
- Other:

Date of Event/Promotion: \_\_\_\_\_ Length: \_\_\_\_\_

Requested Amount: \_\_\_\_\_ Buy\* \_\_\_\_\_

\*Buy refers to the number of books purchased in support of this promotion; without this information your request will not be processed.

Customer Contact: \_\_\_\_\_

Phone #: \_\_\_\_\_ Fax #: \_\_\_\_\_

Address: \_\_\_\_\_

Email Address: \_\_\_\_\_