



Publishers Group West

2009 Pre-Approved Newsletter Program

Date of Request: _____

***IMPORTANT NOTE: Offer expires 90 days from newsletter publication date!
This form and supporting documents must arrive within 90 days of publication in order to receive credit.
Anything received after 90 days will be denied.***

- \$50.00**—for a **print** newsletter review (of the book) of **at least fifty words**
- \$80.00**—for a **print** newsletter review (of the book) of **at least fifty words and a thumbnail picture**

Account Name: _____ PGW Account Number _____

Address: _____ Contact: _____

City, State, Zip: _____ Telephone: _____

Publisher: _____ Fax: _____

Title: _____ ISBN (13): _____

E-mail: _____ Date of newsletter: _____

Restrictions:

- **Claims must arrive within 90 days of newsletter publication in order to receive credit.**
- **Offer expires 90 days from publication date! All late submissions will be denied!**
- A complete copy, complete screen shot or PDF of newsletter must be included with each request. - Click to order pages are not acceptable as newsletter
- Program applies only to titles whose original publication date is within 6 months of newsletter publication date.
- Accounts are only allowed **one review per title**
- Newsletter must be mailed or emailed to consumers, in-store handouts not eligible.
- Account must have good credit standing with PGW.
- Applies only to publishers who have agreed to the program as listed on the newsletter form.
- Account may only choose one newsletter co-op option per title, per newsletter - **Program does not extend to promotions linked to author appearances.**
- CAP: \$1000 per to bill-to account per year, combined across all participating publishers.

Please verify that the publisher participates in the program by CIRCLING the publisher name in the box below.
If the publisher is not listed –STOP! Do not use this form! Request (in advance) using the bookstore request form!

PARTICIPATING PUBLISHERS:

Avalon Travel *Seal Press * Beginning Press * Carus Publishing/Open Court * Children’s Book Press *Classical Comics * Clerisy* Come & Get it Publishing * Counterpoint (incl: Sierra Club, and SoftSkull.) Demos Medical * Diamedica * Douglas & McIntyre/ Greystone * Frances Lincoln (Adult & Children’s) *Global Travel Publishers * Green Candy * Grove Press (incl: Canongate) * Gurze Books * House of Anansi/Groundwood Books* Hundreds of Heads *(incl How to Survive/Freshman yr) * Hunter House * Jawbone Press * Kabbalah Publishing * Kalmbach * Menasha Ridge *Milkweed editions * Morpheus International * New Horizon Press * New World Books/HJ Kramer * Nilgiri * PassPorter Travel Press * Portable Press * Silver Dolphin * Thunder Bay Press * Quick American Archives * Rodmell Press * Seven Footer Press * SLG Books * Source Book Publications * Time out * Tin House Books * Trailer Life* Ulysses Press * Wisdom Publications*

If all of the above conditions are met you can expect to receive a co-op credit to your account within 45 days of our receipt of your contract and newsletter.

 Customer Signature Date

Claims and Tearsheets should be sent to: Laura Roberts – Advertising department
 * PGW * 1700 Fourth Street * Berkeley, CA 94710 * ph (510) 809-3719 * fx (510) 809-3777 * laura.roberts@pgw.com