



Publishers Group West 2010 Co-op Advertising Request Form

With each co-op request PGW must contact the publisher and request approval. Contributions vary from publisher to publisher. Please be sure to complete this form and return to Laura Roberts to obtain publisher approval and adlog #.

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 within 90 days of event date to receive credit.**
- **Approved submissions received after 90 days will be denied!**

Date of Request:

Account Name:	PGW Account Number:
Address:	Contact:
City, State, Zip:	Telephone: Fax:
E-mail:	

Promotion (check all that apply and give details):

- Author Event
 Newsletter
 Display
 Ad:
 Other:

Title:	Publisher:
ISBN (13):	Promo Length:
Date of Event/Promotion: Buy*	Requested Amount:

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

Please return form and supporting documents within 90 days of event to:

Laura Roberts
 Ad Specialist - PGW
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 Berkeley, Ca 94710
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 Fx: 510-809-3777
laura.roberts@pgw.com