

2011 Co-op guide



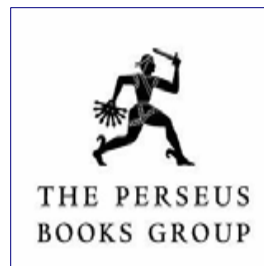


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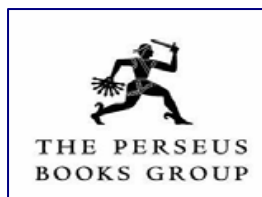
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This packet contains the forms and reference materials needed to request and claim Co-Op through PGW and Perseus. A brief summary of requirements and which forms to use are listed below for your review. If you have questions, feel free to contact your sales rep or Laura Roberts.

PGW Co-Op

PGW does **not** have a Co-Op Pool. All events must be requested in advance, as well as some newsletter claims.

The forms you may need for PGW claims are described below; there is also a list of PGW isbn's to use as a reference if needed. This reference list updates seasonally. Ask your sales rep or Laura Roberts for updates as necessary.

- ***PGW Pre-approved newsletter form (updates yearly)***
- ***PGW Co-op request form***
- ***PGW ISBN list (updates seasonally)***

Event promos - (use the co-op request form)

- Request all promos through Laura Roberts at least 2 weeks in advance to obtain publisher approval and adlog #.
- Promo requests should be for newly published titles.
- Supporting documentation must be submitted within 90 days of event in order to receive credit.
- Late submissions can be denied by the publisher, so be sure to submit as soon as possible.

Pre-approved newsletter – (use the newsletter form)

- 5 copy min buy required.
- Pre-approved newsletters are only for new titles, and restricted to pubs on newsletter form.
- Review must be about the book and contain at least 50 words.
- Allowed one review per title, per year.
- \$1000 cap per account per year.
- Complete copy of newsletter listing store name details & date (pdf, email, fax or mail).
- Other restrictions listed on newsletter form.

Submit all PGW Co-op claims to:

PGW Co-op claims
 Laura Roberts
 1700 Fourth Street.
 Berkeley, Ca 94710
 laura.roberts@pgw.com
 ph: 510-809-3719
 fx: 510-809-3777



Publishers Group West 2011 Pre-approved Newsletter Program

*** Please review participants and restrictions carefully as there have been changes to the program.**

- \$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: Fax:
E-Mail:	Newsletter Date: Claim #
Isbn (13):	Publisher:
Title:	

Participating Publishers: *If the publisher is **not** listed -STOP! Do not use this form! Request (in advance) using the bookstore request form*

Multiple Imprint Pubs		Single Imprint Pubs	
Avalon Travel / Seal Press	Douglas & McIntyre / Greystone	Children's Book Press	Quick American Archives
<input type="checkbox"/> B&T Publishing Group:	Grove Atlantic /Canongate/Black Cat	Demos Medical	Rodmell Press
Portable Press	House of Anansi / Greenwood	Diamedica	Seven Footer Press
Silver Dolphin	New World Library / H J Kramer	Frances Lincoln	SLG Books
Thunder Bay Press	Carus Publishing / Open Court	Global Travel Publishers	Time Out
<input type="checkbox"/> Keen Communications:	Counter Point / SoftSkull/ Sierra Club	Gurze Books	Tin House Books
Clerisy Press		Kabbalah Publishing	Trinity University Press
Menasha Ridge		Kalmbach	Ulysses Press
Wilderness Press		Milkweed Editions	Wisdom Publications
		Morpheus International	Hundreds of Heads* (* incl Freshman Yr)
		New Horizon Press	
		Nilgiri	

Restrictions:

- **Titles must be published within 6 months of newsletter publication date to qualify**
- **Claims must arrive within 90 days of newsletter publication in order to receive credit - late submissions can be denied.**
- CAP: \$1000 per bill-to account per year, combined across all participating publishers.
- Accounts are only allowed one review per title, per year.
- Account may only choose one newsletter co-op option per title, per newsletter.
- Program does not extend to promotions linked to author appearances.
- 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.
- Newsletter must be mailed or emailed to consumers.
- Account must have good credit standing with PGW.
- Applies only to publishers who have agreed to the program as listed on this form.

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 _____



Publishers Group West 2011 Co-op Advertising Request Form

With each co-op 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 – Ad specialist, 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 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:	Requested Amount:
Buy*	CLAIM #

*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
 1700 Fourth Street
 Berkeley, Ca 94710
 ph: 510-809-3719 * Fax 510-809-3777
 Laura.roberts@pgw.com

Introduction continued



Perseus Co-Op

The Perseus Co-Op Marketing Policy provides additional information about how co-op is earned and other restrictions.

Pool funds are available only for the 6 Perseus Books Group (PBG) publishers listed below.

Basic Books, Basic Civitas, Da Capo, Nation Books, Public Affairs, Running Press

All other publishers must be requested and approved in advance including; Vanguard, Westview and Weinstein, Beast Books or co-op will be denied. Seal Press & Avalon Travel are part of PGW's co-op program, and also require prior approval.

We do **not** handle co-op for PD non-sold or Consortium titles. Contact those publishers directly for all requests. (a list of PD non-sold publishers is listed under the reference section of this guide)

The forms and reference materials you may need for Perseus claims are listed below.

- ***Perseus Co-Op Marketing Policy***
- ***Perseus Contract form***
- ***Perseus Special Retail form SPRET (updates Spring & Fall)***
- ***PD sold publisher list***
- ***Reference list of PD non-sold titles***

Event promos – (Request signed contract from Perseus rep before holding event)

- Pool funds are calculated on previous year's purchases. No carry over!
- Request all promos through your Perseus sales rep in advance to obtain approval and signed contract. (an approval email from your rep or ad specialist is acceptable in place of contract.)
- A claim submitted without signed contract (or approval email) does not guarantee approval.
- Co-op plan runs fiscally July 1st – June 30th.
- Additional pool funds of 25% net purchase of supporting order up to max \$200 can be earned for scheduled and held author events. (must be approved in advance through your rep)
- Any amount requested exceeding pool or earned amounts will be adjusted to available funds.
- Supporting documentation and claim must be submitted within 90 days of event in order to receive credit.
- Extremely late submissions can be denied – remember, pools funds are available on a "use it or lose it" basis.

Special Retail co-op (SPRET) (Use SPRET form and submit to your Perseus rep!)

- Each spring and fall approx 12 titles are listed for designated title funds.
- Stores can earn \$1.00 per book on **initial** buy for each title or choose up to 5 titles to list in newsletter, website or store front table. Each title chosen will earn \$50 in additional co-op.
- **SPRET contract must be signed by your sales rep in order to qualify.**
- Signed contracts and supporting documentation must be submitted within 90 days of promo in order to receive credit.

THE PERSEUS BOOKS GROUP

Basic Books * Basic *Civitas* Books * Beast Books * Da Capo Press * Nation Books
* Public Affairs * Running Press * Westview Press * Weinstein Books

Co-operative Marketing Policy

General Terms & Requirements: These policies pertain to all frontlist and backlist titles published by the imprints of the Perseus Books Group except Vanguard Press, Westview Press, Weinstein Books, Beast Books, Seal Press and Avalon Travel along with all mass market titles. (Seal Press and Avalon Travel co-op is available through PGW) Ask your Perseus sales representative for details.

- **The customer must have authorization from a sales representative with a signed contract before the ad or promotion is run.**
- All requests for credit must be received within 90 days of the ad or promotion, accompanied by proper documentation.
- The co-op plan year runs July 1st through June 30th; any unspent co-op monies cannot be carried over into the following fiscal year. All policies subject to change upon notice.

How Co-op is Earned by Retail Bookstores:

Co-op is earned by electing one of the following four options at the beginning of the co-op plan year, which begins July 1st. If no election is made by June 1st, the Perseus Books Group will calculate funds under Option 1 below. Co-op pools are based on purchases made during the previous calendar year.

- **Option 1 - Direct** - 4% of the prior calendar year's net billing for Trade hardcover books, 3% for Trade paperbacks, and 2% for Mini Editions and Courage Books
- **Option 2 - Indirect** - same as direct purchase option. Documentation must be provided by the wholesalers on behalf of the accounts by June 1st.
- **Option 3 - Combination** - 3% of the prior calendar year's net billing. Documentation must be provided by the wholesalers on behalf of the accounts by June 1st.
- **Option 4 - Per Title Supporting Order** - Accounts ordering infrequently (either direct or indirect) may elect to earn up to 5% of the net value of a supporting order. Requires pre-approval from representative.

In addition, supplemental co-op may be earned on:

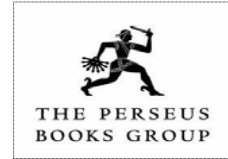
- **Author Appearances:** 25% of the net purchase of a supporting order, up to a maximum of \$200 may be earned for each author appearance scheduled and held. This money is to be used for actual expenses incurred in hosting and promoting a Perseus Books Group author.
- **New Store Opening Allowance:** An account may earn either \$200 or the same rate as noted in Option 1 above, for one supporting order only. This must be used for advertising. This additional co-op is intended for new store or website openings, new branches and major expansions (at least 20% in square footage) or renovations of existing stores. Purchase Order # or documentation showing Perseus Books Group books purchased for that location must be provided with the request.
- **Designated Title Pools: (SPRET)** From time to time the Perseus Books Group may supplement co-op with designated title co-op funds; such supplements will be announced in industry publications and communications with the sales representative.
- **How Direct Co-op Pool Allowances May Be Spent:** The Perseus Books Group encourages retailers to spend co-op allowances on creative and reasonable promotions designed to reach consumers. Please work with your PBG/Running Press rep to develop and approve these promotions.

How Co-op Is Earned by Wholesalers:

Co-op is calculated at the beginning of the co-op plan year, which begins July 1st. Co-op pools are based on purchases made during the previous calendar year.

1% of a wholesaler's net billings for all formats except mass market, this includes any expenditure for product information such as microfiche and annotations (up to but no more than 1/2 of 1%)

- **How Co-op Pool Allowances May Be Spent:**
The Perseus Books Group encourages wholesalers to spend co-op allowances on creative and reasonable promotions designed to reach retailers, libraries and schools. Please work with your Perseus Books Group rep to develop and approve these promotions.



How Claims Are To Be Submitted:

Send all claims, supporting documentation and approved contract signed by your sales rep within 90 days of ad or promotion. Be sure to submit all materials directly to the Berkeley address below and not to your sales rep or any other office; this will delay the issuance of credit unnecessarily.

Customers should assign a specific claim number to a contract and to the request for the co-op reimbursement. Reimbursement of co-op claims will appear on the customer's statement and will be identified as "Co-op." A credit memo will not be sent to the customer. **No deductions may be made from invoices or statements.** When a title is advertised with other publishers' books, we will issue a credit for its proportionate share only. We will issue credit of 100% of the actual documented costs of an ad or promotion not to exceed the approved contract amount.

The package of documentation provided to Claims should include the following:

- Copy of signed co-op contract
- Relevant documentation of expense (see below)
- Complete details as to Publisher(s), Books Title(s) and ISBN(s) for which credit is claimed

For In-Store Marketing, the claim must be accompanied with a copy of the paid bill from the production source or value of the promotion must be pre-approved.

For print ads, the claim must be accompanied by a full page tear sheet of each ad and the publication's invoice showing the retailer's actual net space costs at the local rate, including rebates.

For catalogs, etc., the claim must be accompanied by a copy of the actual catalog and the retailer's statement as to the number of catalogs and the actual net cost of the advertisement of the book within.

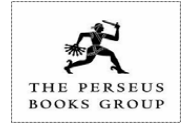
For online advertising, a printed copy of the page view must be submitted with the claim. Credit for catalogs, brochures, newsletters, etc., will be for the proportionate share of the printing costs.

For radio and TV ads, the station invoice must be enclosed, showing the length of each commercial, its cost, and the total cost at retailer's lowest contract rates less all discounts. Each script broadcast must be attached and must bear the ANA/RAB documentation for radio or the ANA/TVB documentation for television, with the signature of the station official.

**All requests for Co-op Advertising credits should be sent to:
Perseus Distribution, Inc.
Co-op Claims
1700 Fourth Street
Berkeley, CA 94710**

Requests can also be faxed to: Co-op Claims – 510-809-3777

Perseus Co-op contract



Claim/Ref# _____ Date _____

Account Name _____ Bill-to Acct # _____

City _____ State _____ Ship-to Acct # _____

DIRECT POOL

- _____ Newsletter (NL)
- _____ In-Store Marketing (ISM)
- _____ In-Store Display (ISD)
- _____ Catalog (CAT)
- _____ Measurable Media (MED)

EXEMPT CO-OP

- _____ Designated Title (DT) (_____ copies X \$ _____ /bk)
- _____ Newsletter (NL) (_____ X \$50)
- _____ Author Appearance (AAP)
- _____ Appearance Date ____ / ____ / ____

Publicity Events must be scheduled by PBG/Publicity

Total Direct Pool Funds \$ _____ Total Exempt Co-Op Funds \$ _____

Date of Ad/Promo (MM/DD/YYYY) _____

Description _____

Publisher Code	ISBN	Title	Pool (MM, TR, CH)	Number Ordered	Allowed Percent	Total Earned

**** No More Than 10 Titles per Contract** **Total Co-op Approved \$** _____

Signatures: I have read and understood the Perseus Books Group co-operative marketing requirement as detailed in the Co-operative Marketing Policy.

Buyer Name _____ Buyer Signature _____ Date _____

Rep _____ Rep Signature _____ Date _____

Submit completed co-op contracts to: **Your Perseus Sales Rep**

All requests for Co-op Advertising credits should be sent to:
Perseus Distribution, Inc.
Co-op Claims
1700 Fourth Street
Berkeley, CA 94710
OR Fax to: Co-op Claims at 510-809-3777

Publisher Listing PD Sold titles

Contact your Perseus sales rep for approval of all Co-op in advance.

Abbeville Kids	Brisk Press	Hobby Farms Press	Publications International, Ltd.
Abbeville Publishing Group	Burlyman Entertainment	Interweave Press	PVG
Advanced Vivarium Systems	Capital Press	John M. Hardy Publishing	Quilting Arts
Aerospace	Clydesdale Press LLC	Joy Berry Enterprises	Rat Press
Alliance Publishing Group	Cross River	Kennel Club Books Inc	Regnery Press
Allstar Marketing Group LLC	Delano Greenidge Editions	Kissena Park Press	Regnery Publishing
Apandisis Publishing	Doral Publishing	Libey Publishing	Revolution Publishing
Architecture Interiors Press	Earth's Elders	Lifeline Press	Rich Press
Artabras	Easton Studio Press	LifeTime Media	Ripley Entertainment Inc
BBC Audio	Electa	Madison Square Garden	Rugged Land
BBC Audiobooks America	Encounter Books	Magic Carpet Books Inc	Sensei Publications LLC
BBC Cover to Cover	Firebrand Books	Meyer & Meyer Sports	Skills for Life Publishing
BBC Mystery Masters	Food First Books	New Press	SmartPop
BBC Radio	Gambit Publishers	New Seasons	Spinsters Ink
BBC United Kingdom	Gateway Editions	Newmarket Press	StarBooks Press
Beanpole Books	Geddes Group	Park Avenue Publishers, California	The Richard Abraham Company
Bella Books	Graduate Management Admission Council	Park Avenue Publishers, Oklahoma	The Story Plant
BenBella Books	Handy Logic Press	PC Treasures	Thoroughbred Times Books
Black Dog Publishing Limited London	Harvard Business School Press	PD All Perseus Distribution	Warwick Publishing
Bold Strokes Books	Hillside Press	PD Full Service Clients	Waterside Publishing
Bondi Digital Publishing LLC	Hoberman Collection Inc.	Pear Press	West Side Publishing
Boom! Studios	Innova Publishing, LLC	Pearson Venture Group	Wyatt-MacKenzie
BowTie Press	Intaglio Publications	pi kids	Wyatt-MacKenzie (Cleary)
Brighter Minds Children's Publishing			

REFERENCE SECTION ONLY – PD Non-Sold titles
NOT AVAILABLE FOR CO-OP. Contact Publishers directly

Actar Publishers	Center For Creative Photo	Exact Change-Backlist	Illinois State University
Actes Sud	Center for S and SE Asian Studies	Exhibitions International	Independent Curators Inc.
Addison Gallery Of Amer Art	Chargeback To Client	Flying Elephants Press	Influencer, The
Adler, T Books	Charles River Publishing	Forlaget Press	Ingvild Goetz
African Parks	Charta	Forum Gallery, New York	Inside New York
Aiga	Chipstone Foundation	Foundation 20 21	Instructoart
Aldrich Museum	Chris Boot	Fraenkel - Individual	International Ctr Of Photo
American Academy in Rome	Christopher Hurst and Company	Fraenkel Gallery	J and L Books
American Institute of Buddhist Studies	Cleveland Center For Cont Art	Fraenkel Gallery - Individual	Jovis
Andrew Roth, Inc. Individual Acct.	Columbia University Press	Free News Projects	Jrp
Andrew Roth, Inc. Moriyama Acct.	Columbia University Press (No Imprint)	Frieze	K. G. Saur Verlag
Andrew Roth, Inc. Regular Acct	Columbia University Press E Books	Frua, Carlo	Kagge Forlag
Aperture	Congregation Shaarey Zedek	Fuel	Kant
Aperture SDNR	Conjunctions	Fuel SDNR	Kerber Verlag
Art In General	Crystal Eye Ltd	Gachnang & Springer, Verlag	Kunsthau Bregenz
Art Insights Inc	Damiani 1655	Gagosian Gallery	La Fabrica Editorial
Art Institute Of Chicago	DAP Misc Division	Gladstone, Barbara Gallery	La Marca
Art Issues Press	Deitch Projects	Granary Books	Lasalle Bank
Artspace Books	Deitch, Jeffery - Individual	Granary/Hips Road	Le Book
Asia Ink	Dia Center For The Arts	Grand Street Magazine	Lehmann Maupin Gallery
Aspen Art Museum	Dis Voir, Editions	Gregory R. Miller & Co.	Levinthal, David
Assouline Publishing	Distributed Art Publishers	Greybull - Individual	Limousin,Frac
Auteur	Distribution	Greybull Press	Locus
Azimuth	D'offay, Anthony	Guggenheim Museum	Los Angeles Co Museum Of Art
Baffler, The	Domain	Guggenheim Sdnr	Louisiana Museum Of Modern Art
Bald Ego	Downtown Arts	Gyldenal Norsk Forlag	Ludion
Bard College	Drago	Hatje Cantz	Map Book / Valerie Portefaix
Bell/Weiland		Hatje Cantz SDNR	Margiela, Maison Martin
Bentley Library	Dumont	Hayward Gallery	Marlborough Graphics
Birmingham Museum Of Art	East European Monographs	Heartworm Press	Marquand
Blum Arts	Edinburgh University Press	Heavy Industry	Maryland Fine Arts Gallery
Book Works (Uk)	Editorial Rm	Hermitage Projects	Mca Chicago
Bookbeat Gallery	Editorial Rm Verlag - LaBanda	Holzwarth Publishing	Menil Foundation
Boymans-Van Beungingen, Museum	E-Journal	Hopefulmonstre	Merrell Publishers
Cabinet Magazine	El Viso Ediciones	Horowitz, Glenn	MFA Publications
Cam St Louis	English as a Second Language	ICA Philadelphia	Mignonette Cheng
Cam, Houston	Errant Bodies	Ica, Boston	Millennium Project

**REFERENCE SECTION ONLY – PD Non-Sold titles
NOT AVAILABLE FOR CO-OP. Contact Publishers directly**

Cameron Books	Errata Editions	Ica, Palm Beach	Minneapolis Institute Of Art
Cantz Druck	Esopus	Ice Plant, The	Mint Publishers Group
Carnegie Museum	European Consortium for Political Research	Iconoclast	Mit List Visual Arts Center
Center for Chinese Studies	Exact Change - New Titles	Ideal World Books	Mitchell/Innes/Nash
Moca, L.A.	Prada, Fondazione	St Louis Art Museum	University of Tokyo Press
Moca, San Diego	Presentation House Gallery	Station Hill Press	Valiz
Moderne Kunst - Nara	Press Regional	Steidl Druckerei & Verlag GmbH & Co	Van Gogh Museum
Moderne Kunst Nurnberg	Presses Du Reel, Les	Steidl Sdnr	Veenman Publishers
Moma	Private Collections	Stichting Kunstboek	Violette Editions
Muae Publishing	Public Art Fund	Stichting Over Holland	Visionaire
Muller Publishers	Queens Museum Of Art	Stop Over Press	Walker Art Center
Museum of Art	Radius	Surfer's Journal	Walker Art Center - Kahlo
Nai Publishers	Rammuny	Sydney Biennale	Walker Art Center - Walker
Neue Galerie	Raw Vision	Testify Books	Walker Art Center - Worlds
Nova Scotia College Of Art	Renaissance Society	The Behemoth	Wallenberg Book Commitee
Orange County Museum Of Art	Richter Verlag	The Chinese University Press	Wallflower Press
Oro Editions	Ropac, Thaddaeus Galeri	The Museum Foundation	Walther Konig Verlag
Oro Individual	S.P.I. Books	Timezone 8	Walther Konig Verlag – SDNR
P.S.1	Scala Vision	Timezone 8 Limited SDNR	Warhol Museum
P.S.1/Kunstwerke	Schellman - Individual	Torch Press	Wasmuth
Parkett Publishers	Schellman, Editions	Torst	Weten
PBG Academic	Schirmer/Mosel Verlag	Trolley	Wexner Center
PD Non-Full Srvc (excl PBG CBSD PGW)	Seguin, Galerie Patrick	Turner	Wild Horse Island Press
Petoskey Co-Pub	Seraphin Gallery	U of M Chelsea Milling Company	Witte De With, Rotterdam
Petoskey Regional	Seven Cycles	U of M Michigan Television	Yang, John
Philadelphia Museum Of Art	Site Santa Fe	U of M National Institute for Play	Yoga Journal
Photology	Skarstedt – Individual	U of M Park Publishing	York University
Picture Box Inc	Skarstedt Fine Art	Uc Berkeley Art Museum	ZAGAT
Place, Jean Michel	Smart Art Press	U-M Center for South Asian Studies	ZAGAT Surveys
Planeta Publishing Corp	Snoeck	U-M Center for South East Asian Studies	ZAGAT Wise Guides
Pluto	Social Science Research Council	Um Taubman	ZZDAP / Fraenkel
Poligrafa	Societe De Expositions	UMP E Books	ZZDAP Consign Inactive
Politi, Giancarlo	Square Enix	University of Michigan (All Divisions)	ZZDAP Pub Inactive
powerHouse Books	St Ann's Individual	University of Michigan (No Imprint)	ZZDAP Pub/Metropolis
	St Ann's Press	University of Michigan Press	ZZDAP Publishing
			ZZDAP Purchases

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