



Publishers Group West
2010 Pre-approved Newsletter Program

*** Please review participants & 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:
E-mail:	Fax:
Date of newsletter:	
Title:	
ISBN (13):	Publisher:

Restrictions: * 5 copy minimum buy required

- * CAP: \$1000 per to bill-to account per year, combined across all participating publishers.
- * Claims must arrive within 90 days of newsletter publication in order to receive credit - late submissions can be denied
- * Titles must be published within 6 months of newsletter publication date to qualify
- * 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, 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 this form.

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 !**

Avalon Travel/Seal Press	Douglas & McIntyre/Greystone	Kalmbach	Sierra Club
Beginning Press	Experiment (The)	Milkweed Editions	Silver Dolphin
Carus Publishing/Open Court	Frances Lincoln (adult & children's)	Morpheus International	SLG Books
Children's Book Press	Global Travel Publishers	New Horizon Press	SoftSkull
Classical Comics	Green Candy	New World Library / HJ Kramer	Source Book Publications
Clerisy Press/Menasha Ridge	Grove Press / Canongate	Nilgiri	Thunder Bay Press
Come & Get it Publishing	Gurze Books	Passporter Travel Press	Time Out
Counterpoint	House of Anansi / Greenwood Books	Portable Press	Tin House Books
Demos Medical	Jawbone Press	Quick American Archives	Trailer Life
Diamedica	Kabbalah Publishing	Rodmell Press	Ulysses Press
Hundreds of Heads (*incl How to Survive/Freshman Yr)		Seven Footer 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: _____

**Please submit claims and tearsheets to: Laura Roberts - Advertising Dept.
PGW 1700 Fourth Street* Berkeley, Ca 94710 * ph: 510-809-3719 * fx: 510-809-3777 *
Laura.roberts@pgw.com**