



Credit Application

Legal Company Name: _____ Doing Business As Name (leave blank if same): _____

A. Bill To Information

Name: _____ Address 1: _____ Address 2: _____
 City: _____ State: _____ Zip Code: _____ Country: _____
 Phone: _____ Fax: _____ SAN: _____
 Primary Contact Name: _____ Phone: _____ Email: _____
 Secondary Contact Name: _____ Phone: _____ Email: _____
 Financial Contact Name: _____ Phone: _____ Email: _____
 Receiver Contact Name: _____ Phone: _____ Email: _____
 TIN (Tax I.D) Number: _____ Email to receive invoices: _____

B. Ship To Information (Enter up to 2 Ship To addresses – if you have more, please supply on a separate page)

1) Name: _____ Address 1: _____ Address 2: _____
 City: _____ State: _____ Zip Code: _____ Country: _____
 Phone: _____ Fax: _____ SAN: _____
 2) Name: _____ Address 1: _____ Address 2: _____
 City: _____ State: _____ Zip Code: _____ Country: _____
 Phone: _____ Fax: _____ SAN: _____

C. Freight Forwarder (only for International accounts)

Carrier Name: _____ Address 1: _____ Address 2: _____
 City: _____ State: _____ Zip Code: _____ Country: _____
 Phone: _____ Fax: _____ SAN: _____

D. Tax, Business Information

Sales Tax Resale Certificate Number: (see next page) _____ Certifying State: (see next page) _____ DUNS: _____ D&B Rating: _____
 Describe your Taxable Status (select one): Reseller Not For Resale (you will be charged sales tax)
 Describe your company (select one): Sole Proprietor Partnership Corporation Years in Business: _____
 Describe your company's bookselling type (select one): Retailer Wholesaler Other
 Are you a Pubnet® User? Yes No (If "Yes," please insert your SAN in the field(s) above)
 What are your projected annual purchases from all Perseus divisions combined? \$ _____ What is your requested Credit Limit from Perseus? \$ _____
 Are you sending this application through a Sales Representative? Yes No If "Yes," what's the Sales Rep's name? _____

E. Proprietor/Partner/Corporate Officer Home Address

Name: _____ Address 1: _____ Address 2: _____
 City: _____ State: _____ Zip Code: _____ Country: _____ Phone: _____
 Fax: _____ Email: _____ SS# if no FEIN above: _____

Have any of the proprietors/partners/officers had an account with Perseus before, or any of its affiliated companies? Yes No
 Are there any publishing-related companies in which your proprietors/partners/officers have any interest? Yes No
 (If the answer to either question above was "Yes," please provide the Company Name(s), Address, City, State, and Zip on a separate page)

The information in this application and in all statements submitted in connection herewith is for the purpose of obtaining credit and is represented by the applicant to be true and complete, and thus authorizes Perseus to investigate all credit references and any other matters pertaining to its financial responsibility. The applicant acknowledges that for balances exceeding terms, the applicant will be subject to a service charge of 1.5% per month (18% per annum), and future orders will not be shipped until the balance is cleared. If Perseus is forced to consign this account for collections, the applicant agrees to pay costs and expenses, including attorney fees. The applicant acknowledges that he/she has read and understood all pages of this account application.

Authorized Signature: _____

Print Name: _____ Title: _____ Date: _____

New Account Order Minimum: For new accounts establishing a line of credit, the opening order must equal \$250 (invoice value) or greater, and that order must accompany this New Account Setup Form. Orders for available titles from all the Perseus divisions (PBG, PGW, CBSD, Perseus Distribution) combine to meet this New Account Opening Order Minimum.



For time sensitive orders that must arrive within two weeks, we recommend prepaying your first order with a credit card, so long as your order contains titles that are available for shipping right away. If you are paying by credit card and a line item isn't available (either backordered or not yet published), that line item will be cancelled from your order.

References

Please provide at least three trade credit references with whom you have an open account in good standing. Include your Bill To number for each reference you supply. If you have a standard list of trade credit references, please attach it to this form.

1) Company: _____	Contact Name: _____	Phone: _____	Email: _____	Bill To #: _____
2) Company: _____	Contact Name: _____	Phone: _____	Email: _____	Bill To #: _____
3) Company: _____	Contact Name: _____	Phone: _____	Email: _____	Bill To #: _____
4) Company: _____	Contact Name: _____	Phone: _____	Email: _____	Bill To #: _____
5) Company: _____	Contact Name: _____	Phone: _____	Email: _____	Bill To #: _____

Bank Information

Bank Name: _____ Account #: _____ Account Type: _____
 Address: _____ City: _____ State: _____ Zip Code: _____ Country: _____ Phone: _____

State Sales Tax Resellers Certificate

Please attach a signed Resellers Certificate for the state in which you operate. If you resell our products in more than one state, we require one certificate for each state or the approved multi-state form indicating your reseller number for each state where you are located. Please do not send a copy of your state sales tax permit, only a signed Resellers Certificate is acceptable. In the absence of a properly completed and signed certificate, Perseus is obligated by law to assess and collect sales tax on all sales delivered into states where we are registered. If you require further assistance in this matter, please contact our Treasury Department at (212) 340-8146.

Vendor Operating Procedures

This document contains the basic operating procedures for how all Perseus divisions handle Purchase Orders, and allows our customers to alter their account settings to create a more efficient working relationship. If you'd like more information about this document, please contact your Sales Representative or Customer Service.

A. Holding NYP (Not Yet Published) Backorders: Once your account is opened, Perseus, like most other publishers/distributors, accepts and holds backorders for NYP titles for **UP TO ONE YEAR**, or until the title's Release Date. If the title has not been released within 365 days of the order entry date, the order will be systematically cancelled, as this is our default setting. However, if you would like to alter that setting, select one of the following:

Holds NYP BOs for up to 1 Year Another Date Range (Specify) _____ Cancel All NYP BOs (Fill or Kill)

B. Holding Out of Stock Backorders: Once your account is opened, Perseus, like most other publishers/distributors, accepts and holds backorders for titles in print but currently out of stock for **UP TO 90 DAYS**. If the title has not been reprinted and the order fulfilled within 90 days from the order entry date, the order will be systematically cancelled, as this is our default setting. However, if you would like to alter that setting, select one of the following:

Holds O/S BOs for up to 90 Days Another Date Range (Specify) _____ Cancel All O/S BOs (Fill or Kill)

C. Combining: Perseus, like most other publishers/distributors, will combine purchase orders when shipping and billing to reduce the amount of time and money you spend receiving and sorting orders, as this is our default setting. (Worth noting that our invoices and pack lists will denote the individual title's Purchase Order number for every line in the shipment).

D. Shipment Minimum Policy*: Perseus requires a minimum shipment value of \$100 (invoice value) to release an order from each of its different warehouse groups: Perseus Books Group/Perseus Distribution, PGW, DAP, and CBSD (which has a \$50 shipment minimum). Orders less than that amount will consolidate within each warehouse group until the total value of those orders reaches that dollar amount (or greater), as this is our default setting. Accounts can also benefit by setting the minimum shipment value even higher, which further reduces the number of small individual shipments. If you would like to increase your order consolidation minimum value, select one of the following:

Minimum Shipment Value / Estimated Freight Savings **
 \$100 / No Additional Savings \$175 / ~20% Savings \$300 / ~25% Savings Other (Specify Dollar Amount) \$ _____

* Print on Demand titles, Credit Card Orders, Prepaid Orders and Free & Review orders are excluded from this Shipment Minimum Policy.

** Estimated additional savings based on decreasing freight cost per pound as the estimated package weight goes up, for your FOB orders. Actual cost savings per pound shipped will vary depending on value to weight relationship of books, Ship To location and shipping method. And if you choose to increase your ship minimum, the CBSD shipment minimum will be 50% of that new minimum.

E. Freight Method: By default, Perseus controls the freight method for both Free Freight and FOB titles. Publishers pay the freight on Free Freight titles, and the account will pay the freight on FOB titles, which Perseus prepays and adds to your invoice. But if you choose to control the freight below (Freight Collect), the account will pay ALL the freight costs, including on Free Freight titles. We recommend you choose the "Perseus Controlled" method, which avoids unnecessary costs.

Perseus Controlled Freight Collect If "Freight Collect," what is their carrier name and consignee number? _____



Payment Instructions – US & International Customers Only (Excludes Canadian Customers)

US and International customers should pay your Perseus statement using these instructions for the various payment options (Canadian customers, see below):

Paying via Check (Regular Mail):

Perseus Distribution, Inc.
15636 Collections Center Drive
Chicago, IL 60693

<u>Paying via Check (Courier Service):</u>	<u>Paying via ACH (US Customers):</u>	<u>Paying via Wire Transfer (US Funds):</u>
Bank of America Lockbox Services	Perseus Distribution, Inc.	Bank of America
Perseus Distribution Lockbox	Account #: 4426907275	100 West 33rd Street
15636 Collections Center Drive	ABA #: 111000012	New York, NY 10001
Chicago, IL 60693		Account Name: Perseus Distribution, Inc.
		Account #: 4426907275
		ABA #: 026009593
		SWIFT #: BOFAUS3N

Payment Instructions – Canadian Customers Only (Excludes US & International Customers)

Canadian customers should pay your Perseus statement using these instructions for the various payment options:

Paying via Check (Regular Mail):

Perseus Distribution, Inc. T46060
PO Box 46060
Postal Station A
Toronto, ON Canada M5W 4K9

<u>Paying via Check (Courier Service):</u>	<u>Paying by Wire Transfer:</u>
Toronto Dominion Bank Wholesale Lockbox	Toronto Dominion Bank, Toronto
Perseus Distribution, Inc. T46060	SWIFT BIC: TDOMCATTOR
4 Prince Andrew Place	Bank ID #: 004
Toronto, Ontario Canada M3C 2H4	Transit #: 1552
	For Credit To: Perseus Distribution, Inc.
	Account #: 5252666



Sales Rep/Account Profile (For Perseus Sales Rep Use Only)

1. Describe the account's bookselling type, in detail (select all that apply):

- | | | |
|---|---|--|
| <input type="checkbox"/> Retailer: Bookstore | <input type="checkbox"/> Wholesaler: Books | <input type="checkbox"/> Author |
| <input type="checkbox"/> Retailer: Specialty/Gift Store | <input type="checkbox"/> Wholesaler: Specialty/Gift | <input type="checkbox"/> Publisher |
| <input type="checkbox"/> Retailer: Mail Order/Catalog | <input type="checkbox"/> Wholesaler: International | <input type="checkbox"/> Premium/Corporate |
| <input type="checkbox"/> Retailer: International | <input type="checkbox"/> Institution | <input type="checkbox"/> Not For Profit |
| <input type="checkbox"/> Retailer: eBooks | <input type="checkbox"/> Library | <input type="checkbox"/> Other |

2. Will the account regularly require us to follow any specialized instructions to fulfill orders, either to the product, carton or the shipment (i.e. Routing Guides)?
 Yes No (If "Yes," please describe below and/or attach those instructions.)

3. Does the account have electronic ordering capabilities? Yes No (If "Yes," please describe): _____

Discount Codes

4. PBG Market Segment: _____

5. CDS Market Segment: _____

6. UMP Market Segment: _____

7. Returnable Status: Returnable Non-Returnable

Account/Rep Assignments

8. Customer Group: _____

9. Sales Rep Signature: _____ Print Name: _____ Date: _____

Rep Code: _____ Sales Force: _____ Phone: _____

For Financial Office Use Only

a. Credit Director Signature: _____ Print Name: _____ Date: _____

b. Treasurer Signature: _____ Print Name: _____ Date: _____