

## PGW Coop Advertising

Effective March 1, 2007, Publishers Group West (PGW) will take the first steps toward transitioning distribution of participating publishers to Perseus Books Group

### **PGW clients who have signed distribution contracts with Perseus:**

The PGW sales and marketing team will continue to recommend advertising and promotions designed to increase sales of client publishers' titles, but PGW will no longer contribute to the cost, including previously approved ads and promotions scheduled to take place after March 1, 2007.

### **PGW clients who have not signed with Perseus:**

While publishers will continue to be interested in advertising and promotions to increase sales of their titles, they will make these arrangements through their new distribution partners. PGW will inform publishers of all existing advertising and promotions scheduled after March 1, 2007 so that these can be entered into the systems of their new distributors. However, these will be removed from PGW's system after March 1, 2007.