

Guilford Publications, Inc.

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GUILFORD PRESS RETAIL COOP ADVERTISING CONTRACT

Guilford Press invites all retailers with accounts in good standing to apply to participate in its cooperative advertising program. The maximum total coop available is 1% of the previous calendar year's direct and indirect net billing. Indirect accounts must provide bona fide proof of purchase from a wholesaler. New stores and accounts may earn a maximum of 1% of the net billing on a single supporting order either direct or indirect for coop advertising. On titles purchased for in store appearances, Guilford will make available an additional amount equal to 10% (but not to exceed \$250) of the net billing for the supporting order. This additional allowance may only be used to promote that specific event. **All coop must be approved in advance by Guilford.** Prior written authorization is required.

Guilford agrees to reimburse your store's advertising expenditures for the pro rated share devoted to Guilford products. For direct orders, this will appear as a credit to your account; for indirect orders, a check will be issued. To receive credit, this approved contract plus the supporting material featuring Guilford titles must be submitted to Vicki Powers, Senior Account Manager, within 60 days following the promotion. Supporting material includes tear sheets, radio/TV scripts, invitations, newsletters, ad invoices, or other items, including photos of special displays. To accommodate the diverse needs of all retailers, Guilford will consider any reasonable promotion approved in advance, including in-store displays and direct mail.

Date: _____ Account # _____ Contact: _____

Store: _____

Address: _____

_____ E-mail: _____

Tel #: _____ Fax #: _____

Title(s) to be Advertised _____ Supporting PO# and Qty. _____

Date of promotion: _____ Advertising Medium: _____

Total Coop: \$ _____ Coop Spent: \$ _____ Amt to credit: \$ _____

Material Required from Guilford: _____

Comments: _____

Approved by: _____ Date: _____

Any amounts credited as coop which exceed the maximum allowance will be charged back. Credit will be issued provided the retailer has complied satisfactorily with all terms. No deductions may be taken from Guilford invoices. Failure to comply may affect eligibility in the coop program. Unused coop allowances may not be carried over into the next calendar year. This policy is subject to change or cancellation upon notice. Applies to accounts in good standing in the U.S. and Canada.

Send a copy of this contract with supporting materials to Vicki Powers, Senior Account Manager. Call 800-365-7006, ext 229, or email Vicki.Powers@guilford.com with any questions. **THANK YOU!**