

The Reader's Edge Newsletter Marketing Program 2010 Reservation Form

<i>Which issues do you plan to do? (please circle)</i>	— 12-Page Newsletter — Copy <u>Deadline</u>	Delivery Date <u>(estimated)</u>	— Mini 4-Page — Newsletter <u>Date Available</u>
FEBRUARY/MARCH	Jan 8	Jan 29	Jan 1
APRIL/MAY	Feb 26	Mar 26	Mar 1
JUNE/JULY	Apr 30	May 28	May 1
AUGUST/SEPTEMBER	Jun 25	Jul 27	Jul 1
OCTOBER/NOVEMBER	Aug 27	Sept 24	Sept 1
DECEMBER/JANUARY	Oct 15	Nov 12	Nov 1

Meeting the above deadlines is critical to getting all newsletters on the press at the same time.
A late fee of \$75 applies to copy that arrives more than two days late.

- I intend to use the mailing services provided by your printer (see other side for details)
- I would like to have a PDF version of each issue of my newsletter to post to my store's website.
- I am interested in Co-op Manager Pro software at the special introductory price.
Please have Booklog contact me.

Store Information

Name: _____ Store Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

E-mail: _____

- I have reviewed and accept the terms and conditions (see other side for details) offered by *The Reader's Edge* newsletter marketing program, and authorize Paz & Associates to discuss co-op with publishers on my behalf.

Signature: _____ Date: _____



Fax to 904/261-6742

Newsletter Choices

100% recycled
paper &
soy ink

Full 12-PAGE NEWSLETTER *Personalized & Printed*

Base Cost per Issue = \$998

For up to 1,500 newsletters

Printing More Newsletters

up to 1,000 add+ 20 cents ea

up to 2,000 add + 18 cents ea

up to 3,500 add + 16 cents ea

3,500+ add+ 15 cents ea

Bulk shipping — at cost by

FedEx Ground (avg. \$18 per box of 500)

Includes custom design (pages 1, 2 11 & 12), layout and printing plus all newsletter / exempt co-op claims administration. *Deduct \$100 if you'll be handling your own co-op claims.*

Full PDF — \$35 per issue

Mini 4-PAGE NEWSLETTER *Personalized & PDF for you to print*

\$348 per issue — includes promotional copy (20-25 titles), layout and final PDF of customized newsletter to print locally and create own co-op claim forms.

Customized areas: Newsletter name, box at bottom of front page, half of back page

DO-IT-YOURSELF *Newsletter blurbs only*

\$250 per issue — includes promotional copy for all Reader's Edge titles (60+) in MS-Word format for you to design and print your newsletter locally and generate your own co-op claim forms.

SEASONAL TITLE LISTS *Consolidated co-op lists for major publishers*

\$98 annual subscription — includes excel spreadsheet with titles eligible for newsletter co-op so you can choose what to promote (and how) and claim co-op on your own.

Payment terms: Net 30 days from invoice date.

Additional Services To Make Life Easier ...

Copywriting — \$50/hour

When you've got the ideas, but want help crafting the words. If you have a list of staff recommendations, an event concept, a new gift line or a new service, just give us the details and we'll develop copy for your review, input, and approval.

Substantive Design Changes — \$50/hour

When an event is cancelled, you decide to change a feature, or whatever reason you need to change something in your newsletter. We're happy to make any late-breaking changes whenever possible.

Bulk Mailing Service

Sometimes it's just easier to have someone else handle your mailing project.

For stores using the full 12-page newsletter, mailing services are available through our printer, Franklin Web Printing.

They'll address, bar code, bundle & deliver your newsletters to the Post Office in Nashville, TN.

You *save on bulk shipping to your store* and get newsletters off to your customers as soon as they come off the press.

\$100 set-up per newsletter
\$25 per thousand names