

Publisher Newsletter Co-op Summary 2010

Paz & Associates; 1/14/2010

<u>Publisher</u>	<u>Claim Year</u>	<u>Annual Amount</u>	<u>ABA Web Promo</u>	<u>List Driven</u>	<u>Pre-Approval</u>	<u>Minimum Order *</u>	<u>Sample Offer</u>
Algonquin	1/1-12/31	\$75/season	No	No	No	No	\$75/season
Candlewick	1/1-12/31	per offer	No	Yes	No	No	Look for seasonal offers
Globe Pequot	1/1-12/31	\$125	No	No	No	No	\$50 or \$75/title
Harcourt/Houghton	1/1-12/31	equal to pool	No	No	No	No	\$50/title
Hachette - details forthcoming							
HarperCollins	7/1-6/30	\$1,500	YES	No	No	No	\$50/title
Hyperion	1/1-12/31	\$1,000	No	No	No	No	
Disney	1/1-12/31	\$1,000	No	No	No	No	
Tokyopop	1/1-12/31	\$250	No	No	No	No	
Macmillan	1/1-12/31	no limit	YES	Yes	No	Yes	\$50 w/ 5+ copies
Penguin	1/1-12/31	\$1,000	No	Yes	Yes	Yes	\$100 w/ 12 copies
Perseus	8/1-7/31	\$250/season	YES	Yes	Yes	No	\$50/title
Publishers Group West	1/1-12/31	\$1,000	No	No	No	No	\$50-\$80/title for participating publishers
Random House	1/1-12/31	equal to pool + exempt newsletter allowance (by title)	No	Yes	Yes	varies	\$50 w/ 12 copies
Scholastic	1/1-12/31	\$500	YES	No	No	No	\$50/title
Simon & Schuster							
Adult	1/1-12/31	\$360/season	No	Yes	annual contract	Yes	\$20 w/ 5+ copies
Kids	1/1-12/31	\$360/season	No	Yes	annual contract	Yes	\$15 w/ 5+ copies
Sourcebooks	1/1-12/31	\$200/season	No	Yes	Yes	Yes	\$50 w/ 5+ copies
Unbridled	1/1-12/31	\$100/season	No	Yes	Yes	Yes	\$50 w/ 5 HC copies - direct
Albert Whitman	1/1-12/31	\$50/title	No	No	Yes	Yes	\$50 w/ 5+ copies
Wiley	1/1-12/31	\$200	YES	Yes	No	Yes	\$50 w/ 5 copies - direct
Workman	1/1-12/31	\$75/season	No	No	No	Yes	\$75/season w/ 10 copies
TOTAL		\$9,000+	Random House + Macmillan+Harcourt/Houghton				
* Almost all publishers require that you order a minimum “displayable” quantity, even if they don’t specify a number.							