

SIMON & SCHUSTER, INC

CO-OP MADE EASY

The below applies only to S&S, Inc. wholly-owned titles.

Things to Remember . . .

Wholly-owned Simon and Schuster, Inc. imprints: *Adult:* Atria, Beyond Words, Downtown Press, Enriched Classics, Fireside, Folger's Shakespeare Library, Free Press, Howard Books, MTV Books, Pocket Books, Pocket Star, Scribner, Donald M. Grant/Scribner, Simon & Schuster, S&S Libros en Espanol, Simon Spotlight Entertainment, Star Trek, Strebtor, Threshold Editions, Touchstone, VH1 Books, Washington Square Press, World Wrestling Entertainment (WWE) Books; *Children's:* Aladdin, Atheneum, Beyond Words, Howard Kids/Little Simon Inspirations, Libros Para Ninos, Little Simon, Margaret K. McElderry Books, Paula Weismann Books, Simon & Schuster Books for Young Readers, Simon Pulse, Simon Scribbles, Simon Spotlight; *Audio:* Audioworks, Pimsleur, Simon & Schuster Audio, Sound Ideas, Success

I. For Adult Coop Pools

- a) As a retailer, I can elect to use co-op based on my direct or indirect purchases. My Adult co-op pool is based on a total of 4% of my hardcover, plus 3% of my trade paper, and 1½ % of my mass market net purchases during the prior calendar year direct from S&S, Inc or indirectly from a wholesaler. **OR**
- b) As a retailer, I can elect to use Adult co-op based on a combination of my direct and indirect purchases. This amount would be based on a total of 2½ % of my hardcover, plus 2% of my trade paper, and 1% of my mass market net purchases from a wholesaler and S&S, Inc. during the prior calendar year.

II. For Audio Coop Pools

- a) As a retailer, I can elect to use co-op based on my direct or indirect purchases. My co-op pool is based on 3% of my total Audio net purchases during the prior calendar year direct from S&S, Inc or indirectly from a wholesaler. **OR**
- b) As a retailer, I can elect to use Audio co-op based on a combination of my direct and indirect purchases. This amount would be based on 2% of my total Audio net purchases from a wholesaler and S&S, Inc. during the prior calendar year.

III. For Children's Coop Pools

- a) As a retailer, I can elect to use co-op based on my direct or indirect purchases. My co-op pool is based on 4% of my total Children's net purchases during the prior calendar year direct from S&S, Inc or indirectly from a wholesaler. **OR**
- b) As a retailer, I can elect to use Children's co-op based on a combination of my direct and indirect purchases. This amount would be based on 2½% of my total Children's net purchases from a wholesaler and S&S, Inc. during the prior calendar year.

Did you know that . . .

- a) If you are a retail account that has less than \$10,000 in co-op dollars for the year, you can use a yearly contract that would eliminate all of your paperwork! You just need to send in your invoice(s) and proof for each co-op reimbursement. Be sure to include your Yearly Contract Number and Account Number.
- b) All exempt co-op is automatically credited with no extra paperwork for you to fill out. We offer exempt co-op promotions such as Exempt Newsletter Co-op, Exempt Book Club Co-op, Exempt Author Signing Co-op, and Exempt Per-Book Co-op.
- c) Any adult title(s) purchased specifically for an in-store author appearance arranged by S&S can get you up to \$200 in exempt coop, based on the order for the event. This is automatically calculated and credited to you when the event order is placed.
- d) If you are planning to expand your store, you qualify for additional co-op allowances.
- e) While we allow you to use your co-op dollars on your on-line events and advertising for all S&S titles, we do not allow you to use your co-op dollars for on-line listings.
- f) Submitted claims should include the ISBN(s) for any title(s) promoted.
- g) We also offer additional co-op for special backlist promotional. Details on promotional are sent in the seasonal catalog mailings.

All co-op claims should be sent to our Riverside office:

Simon & Schuster, Inc.
Customer Operations
100 Front Street
Riverside, NJ 08075

SIMON & SCHUSTER, INC

CO-OP MADE EASY

The below applies to Distribution Clients, sold by S&S, Inc. Sales Force.

Your co-op pools do not include distributed lines purchases. Each of our distributed lines has their own policy, and we suggest asking your sales representative for pre-approval for all cooperative advertising for distributed lines' titles.

I. Reader's Digest Children's Publishing

- a. As a retailer, I can elect to use co-op based on my direct or indirect purchases. My co-op pool is based on a total of 4% of my total net purchases during the prior calendar year direct from S&S, Inc or indirectly from a wholesaler. **OR**
- b. As a retailer, I can elect to use co-op based on a combination of my direct and indirect purchases. This amount would be based on a total of 2½ % of my total net purchases from a wholesaler and S&S, Inc. during the prior calendar year.

II. VIZ Media, LLC

- a. As a retailer, I can elect to use co-op based on my direct or indirect purchases. My co-op pool is based on a total of 5% of my total net purchases during the prior calendar year direct from S&S, Inc or indirectly from a wholesaler. **OR**
- b. As a retailer, I can elect to use co-op based on a combination of my direct and indirect purchases. This amount would be based on a total of 3 % of my total net purchases from a wholesaler and S&S, Inc. during the prior calendar year.

III. Peterson's

- a. As a retailer, I can elect to use co-op based on my direct or indirect purchases. My co-op pool is based on a total of 3% of my total net purchases during the prior calendar year direct from S&S, Inc or indirectly from a wholesaler.

IV. Baen Books

- a. Exempt coop of \$1.00 per-book, per order on all hard covers and 10% of cover price, per book on all paperbacks.

V. Merck

- a. Exempt coop of \$1.00 per-book.

VI. Games Workshop / Black Library / Solaris

- a. Exempt coop of \$.50 per-book on all trade paperbacks and mass market titles, and \$1.00 per-book on all hard covers for retailers participating in promotional programs. **OR**
- b. Newsletter Promotions
 - i. \$25 per bill-to with purchase of 5 copies of designated titles, up to \$360 per season.
 - ii. \$50 per bill-to with purchase of 10 copies of designated titles, up to \$360 per season. **OR**
- c. Per Title Allowances
 - i. 5 copies per title gets you \$25 per bill-to
 - ii. 10 copies per title gets you \$50 per bill-to

VII. World Almanac Books

- a. 5% of the suggested retail value purchased for a promotion from wholesaler and S&S, Inc. **OR**
- b. Newsletter Promotions
 - i. \$25 when the title is featured w/o a photograph of the jacket/cover/author and includes at least 25 words of copy.
 - ii. \$50 when the title is featured w/o a photograph of the jacket/cover/author and includes at least 25 words of copy. **OR**
- c. Per Title Allowances
 - i. 5 copies per title gets you \$25 per bill-to
 - ii. 10 copies per title gets you \$50 per bill-to

VIII. Other Distribution Clients

- a. Baseball America, Cardoza Publishing, Cold Spring Press, Covey Distribution (Audio), Meadowbrook Press, Open Road Publishing, Relaxation Company (Audio), Solaris, and Treasure Trove do not offer an official co-op pool, but strongly encourage the use of co-op and consider any co-op ideas. Please see your sales representative for pre-approval for all cooperative advertising for distributed lines' titles.

All co-op claims should be sent to our Riverside office:

Simon & Schuster, Inc.
Customer Operations
100 Front Street
Riverside, NJ 08075