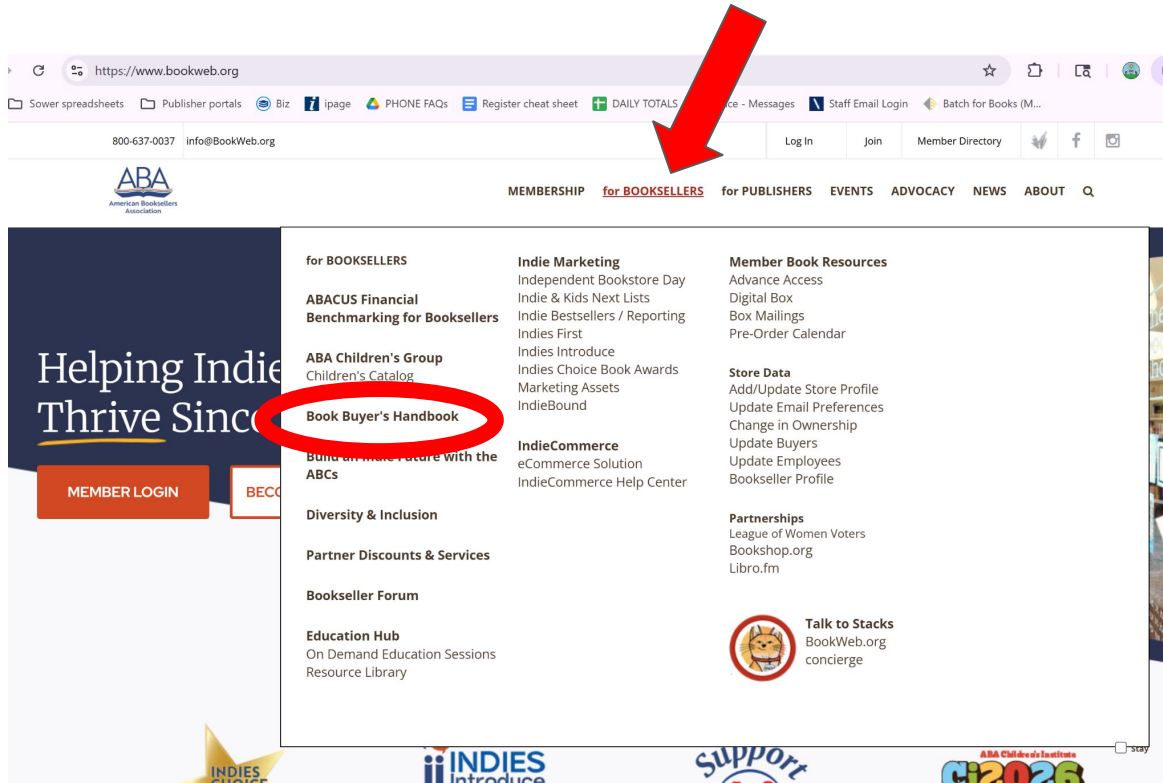


Decoding “Co-op”

Aka: Cooperative Advertising Credit

Double aka: \$\$\$ from publishers to promote their books!

Who knows what the Book Buyer's Handbook is?

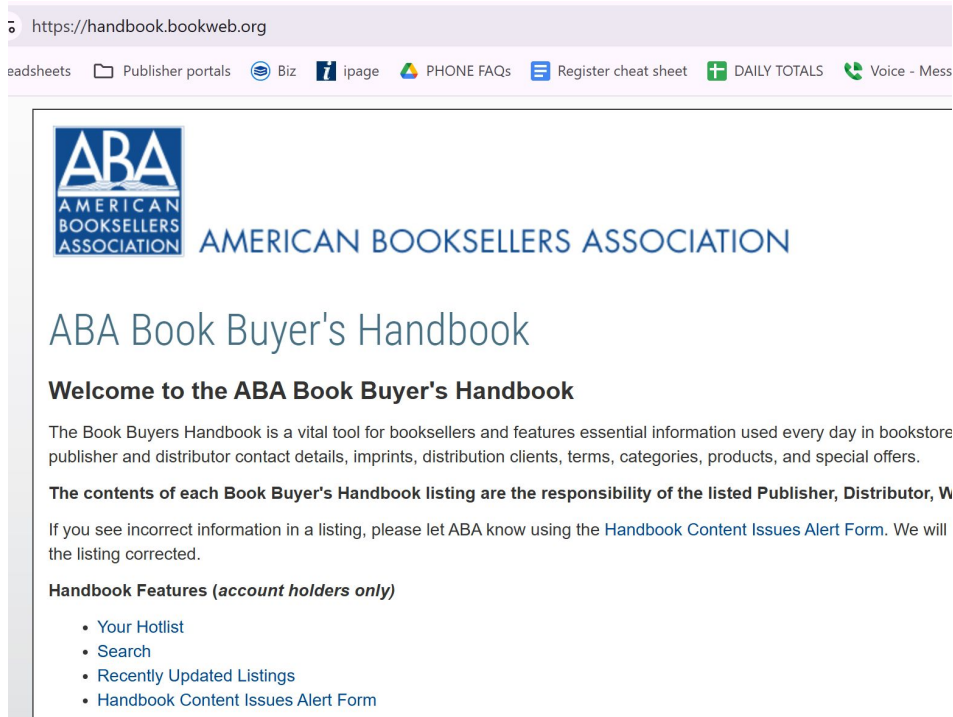


The screenshot shows the BookWeb.org website interface. A red arrow points to the 'Book Buyer's Handbook' link, which is circled in red. The website header includes the ABA logo, contact information (800-637-0037, info@BookWeb.org), and navigation links for MEMBERSHIP, PUBLISHERS, EVENTS, ADVOCACY, NEWS, and ABOUT. The main content area is divided into several sections: 'for BOOKSELLERS' (containing ABACUS Financial, Benchmarking for Booksellers, ABA Children's Group, Children's Catalog, and the circled 'Book Buyer's Handbook'), 'Indie Marketing' (listing various indie resources), 'Member Book Resources' (listing access and mailing options), 'Store Data' (listing store profile and employee updates), 'Partnerships' (listing League of Women Voters and Bookshop.org), 'Diversity & Inclusion', 'Partner Discounts & Services', 'Bookseller Forum', 'Education Hub', and 'Talk to Stacks'. The footer features logos for 'INDIES Introduce', 'Support', and 'ABA Children's Institute'.

[Bookweb.org](https://www.bookweb.org)

(login)

An online resource for finding imprints, minimums, co-op, returns, and much more!



The screenshot shows a web browser window with the URL <https://handbook.bookweb.org>. The browser's address bar and navigation bar are visible, showing various icons and links such as "Publisher portals", "Biz", "ipage", "PHONE FAQs", "Register cheat sheet", "DAILY TOTALS", and "Voice - Mess".

The main content area of the website features the ABA logo (American Bookellers Association) on the left and the text "AMERICAN BOOKSELLERS ASSOCIATION" on the right. Below this, the title "ABA Book Buyer's Handbook" is displayed in a large, teal font. Underneath the title, there is a section titled "Welcome to the ABA Book Buyer's Handbook" followed by a paragraph of introductory text. A bolded statement reads: "The contents of each Book Buyer's Handbook listing are the responsibility of the listed Publisher, Distributor, W". Below this, a paragraph explains that if incorrect information is found in a listing, users should use the "Handbook Content Issues Alert Form". Finally, a section titled "Handbook Features (account holders only)" lists four items: "Your Hotlist", "Search", "Recently Updated Listings", and "Handbook Content Issues Alert Form".

<https://handbook.bookweb.org>

eadsheets Publisher portals Biz ipage PHONE FAQs Register cheat sheet DAILY TOTALS Voice - Mess

 AMERICAN BOOKSELLERS ASSOCIATION

ABA Book Buyer's Handbook

Welcome to the ABA Book Buyer's Handbook

The Book Buyers Handbook is a vital tool for booksellers and features essential information used every day in bookstore publisher and distributor contact details, imprints, distribution clients, terms, categories, products, and special offers.

The contents of each Book Buyer's Handbook listing are the responsibility of the listed Publisher, Distributor, W

If you see incorrect information in a listing, please let ABA know using the [Handbook Content Issues Alert Form](#). We will the listing corrected.

Handbook Features (*account holders only*)

- [Your Hotlist](#)
- [Search](#)
- [Recently Updated Listings](#)
- [Handbook Content Issues Alert Form](#)

“Cooperative Advertising Credit”/ “co-op” eligibility

*Direct accounts with publishers

*Returnable accounts in good standing

*Some require minimum spends per year

**I AM NOT INFALLIBLE!!! ALL OF THIS INFO IS SUBJECT TO
CORRECTION AND/OR CHANGE**

Co-op/coop = “Cooperative Advertising Credit”

**THIS IS ALL MONEY YOU CAN BE USING
FROM PUBS TO PROMOTE THEIR BOOKS**

\$\$\$ based on what you spend

“The Pool”

Many pubs have shifted to

Auto payouts

-S&S
-HBG
(-PRH?)

(old school)
“claiming co-op”

“Hi! Here’s a picture
of this display of
Penguin spredges.
Pls give me money.”

\$\$\$ just available for the taking

Advertising
costs

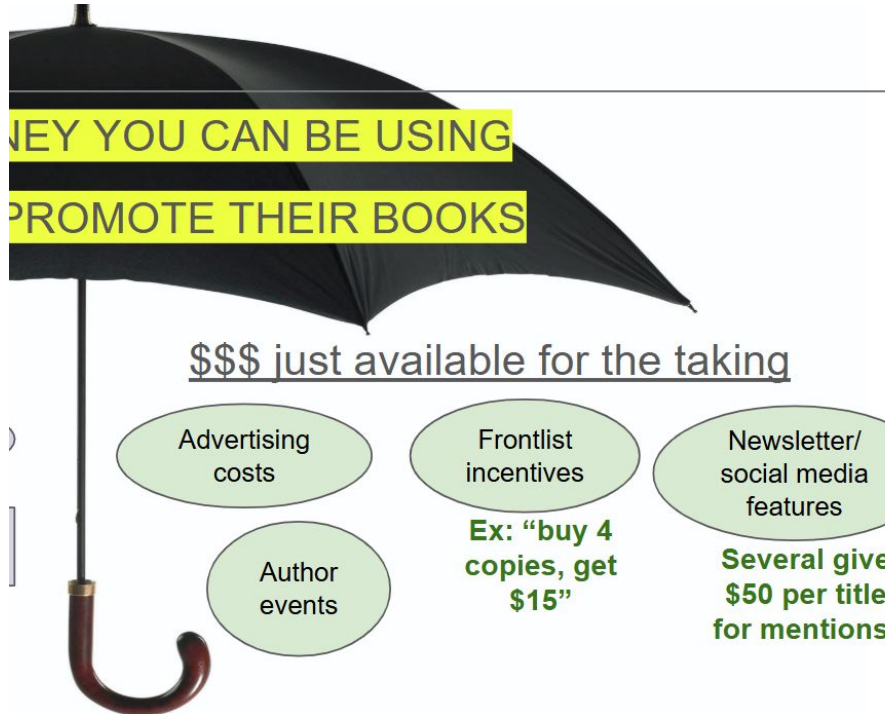
Author
events

Frontlist
incentives

Ex: “buy 4
copies, get
\$15”

Newsletter/
social media
features

Several give
\$50 per title
for mentions!



MONEY YOU CAN BE USING
PROMOTE THEIR BOOKS

\$\$\$ just available for the taking

Advertising costs

Author events

Frontlist incentives

Ex: "buy 4 copies, get \$15"

Newsletter/
social media features

Several give \$50 per title for mentions!

EASY STARTING STEPS!

*HarperCollins:

~Newsletter Promotion: An account may earn **\$50 per title**, per bill-to, up to a maximum of \$1,000 per year (July 1 - June 30) on **HarperCollins** titles,

~and \$1,000 per year on **HarperCollins Christian Publishing and HarperCollins Focus** titles,

~and \$1,000 per year for **Harlequin** titles for approved promotion in-store newsletters, flyers, online features or other electronic media programs.

THAT IS 3K A DANG YEAR!!!!!!



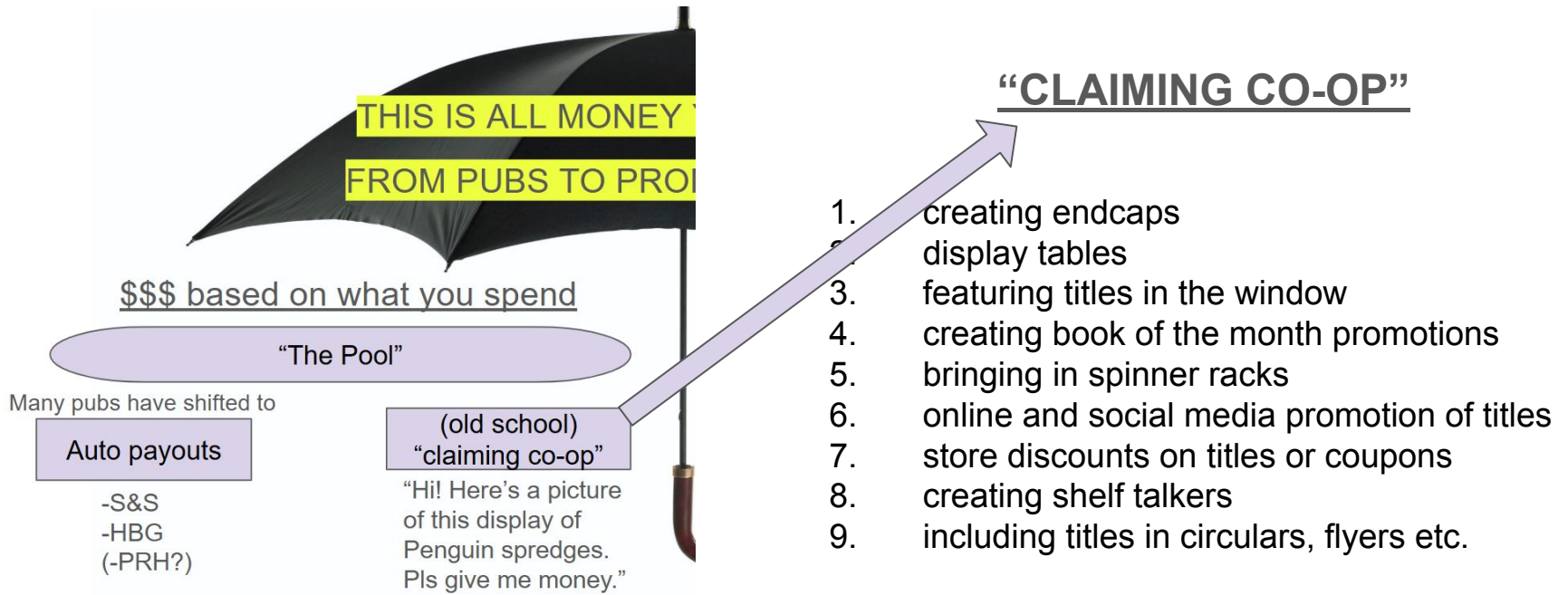
Direct purchases
(straight from the pub)

Indirect purchases
(aka from Ingram)

*Percentage of your previous year's orders
(usually calculated automatically by the
pub)

Ex: you spend \$10,000 with PRH; 3% back
= \$300 available to "claim"/disburse

*Percentage of your previous
year's orders (usually a lower
%age than direct) – must
submit manually (usually due
end of March/mid-April)




We had a Dungeon Crawler Carl midnight release yesterday and submitted our receipts for the custom bookmarks we'd ordered specially for the party for co-op credit.

EASY STARTING POINT - Simon quarterly payout

https://customerportal.simonandschuster.com/Home.aspx


dsheets Publisher portals Biz ipage PHONE FAQs Register cheat sheet DAILY TOTALS Voice - Messages Staff Email Login Batch for Books (M...

 **Simon & Schuster**
CUSTOMER PORTAL

Welcome Victoria Hall,


What information would you like to access?

Now, all of your account information is just a click away! Looking for the status of an order? Searching for a specific title? Need the balance for your Premier Marketing Plan or Standard Co-op Pool? Click on the headers below to get started.




ORDERS >

Track your order details and history, check open purchase orders and view backorder status.




INVOICES >

View, print or email invoices and track your shipments.




DIGITAL CATALOGS >

Access all of our latest seasonal, add-on title, and essential backlist catalogs, including those customized for your account.




PROMOTIONS >

Stock up with our select new title promotions and our featured backlist promotions.




MARKETING SUPPORT SERVICES >

If you are a retail account, access details of your quarterly Premier Marketing Plan. Eligible accounts may access their Standard Co-op Pool.



CREDIT MEMO >

View, print or email your credit memo.



USER ADMINISTRATION >

Manage user access for your account. As the administrator, you

BUT WHAT ABOUT GENERAL MONEY I ALREADY SPENT

I feel ya. That's when you say

“LOOK I MADE THIS DISPLAY.

IT HAS 7 PENGUIN TITLES.

GIB ME \$50 FOR EACH BOOK BC THAT'S WHAT THE OTHER PUBS GIVE ME.

KTHXBAI”



(Bunny, Mona Awad
Audition, Katie Kitamura
Hexes of the Deadwood Forest, Agnieszka Szpila
My Year of Rest and Relaxation, Ottessa Moshfegh
Stag Dance, Torrey Peters
The Garden, Nick Newman
Will There Ever Be Another You, Patricia Lockwood)



View in

What's the worst they say?

“No”?

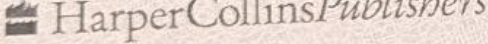
Bfd, you weren't getting anything from them already. And you already HAD the picture of the display on your phone, and you already HAD posted it on Insta 'cause the people love their Weird Girl Shit.

Now maybe you'll at least get \$50 for “The Garden” since it's faced-out.

Alright let's get back to HarperCollins

304572_HCPUBCK.ctp6 / HCT0001 / 2809417)

VERIFY THE AUTHENTICITY OF THIS MULTI-TONE SECURITY DOCUMENT. CHECK BACKGROUND AREA CHANGES COLOR GRADUALLY FROM TOP TO BOTTOM.

 HarperCollins Publishers

JPMorgan Chase Bank, N.A., New York, NY

Executive Offices
195 Broadway
New York, N.Y. 10007

Accounting Office
30 Ed Freate Drive
McClees, Pennsylvania 18507

1-2/210


VALID 6 MONTHS FROM DATE OF ISSUE

DATE
4/22/2026
MM/DD/YYYY

CHECK AMOUNT
\$****1,041.12

ONE THOUSAND FORTY ONE AND 12/100*****

PAY TO THE ORDER OF
SOWER BOOKS

AUTHORIZED SIGNATURE


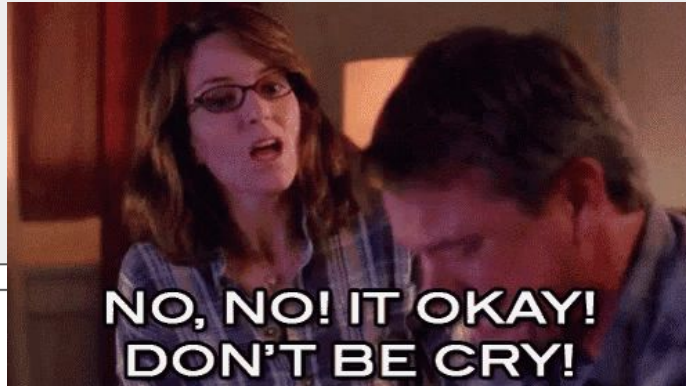
AUTHORIZED SIGNATURE

Void Over \$1,041.12

DO NOT CASH THIS CHECK IF ANY OF THE LISTED FEATURES ARE NOT PRESENT

Harper co-op submission spreadsheet

Coop Direct Claim Form		Email to: CoopClaims@harpercollins.com						
Fiscal 2026: 7/1/25 - 6/30/26								
Account Number --> 20032163								
Account Name --> Sower Books								
Sales Rep --> Bob Alunni								
Contract #	Start date (mm/dd/yy)	End date (mm/dd/yy)	Promotion Description	13 digit ISBN	Title	Author app pool Max \$200	Newsletter pool \$50 per title	Comments



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2025coop	08/19/25	08/19/25	Instagram post	9780151686568	old possum's book of practical cats		\$50.00	https://www.instagram.com/p/DNjisHSxq0E/?img_index=1
2025coop	9/9/25	9/9/25	Instagram post	9780062878014	Mel fell		\$50.00	https://www.instagram.com/p/DOZFLSckRme/
2025coop	9/9/25	9/9/25	Instagram post	9780063081147	so many years		\$50.00	https://www.instagram.com/p/DOZFLSckRme/
2025coop	09/13/25	09/13/25	Instagram post	9780063212077	Positive Obsession		\$50.00	https://www.instagram.com/p/DOjfvSakUfb/
2025coop	09/19/25	09/19/25	Instagram post	9780063444614	The Ending Writes Itself		\$50.00	https://www.instagram.com/p/DOwFXVWiaRq/?img_index=1
2025coop	09/22/25	09/22/25	Instagram post	9780062200600	King Sorrow		\$50.00	https://www.instagram.com/p/DO6Yn5ias1/
2025coop	09/23/25	09/23/25	Instagram post	9780063027107	Ink Girls		\$50.00	https://www.instagram.com/p/DO8zSqa_DeST/?img_index=2
2025coop	09/23/25	09/23/25	Instagram post	9780063157934	Botticelli's Apprentice		\$50.00	https://www.instagram.com/p/DO8zSqa_DeST/?img_index=2
2025coop	09/23/25	09/23/25	Instagram post	9780062676375	REstore Me		\$50.00	https://www.instagram.com/p/DO8zSqa_DeST/?img_index=2
2025coop	10/07/25	10/07/25	Instagram post	9780063354623	K-Jane		\$50.00	https://www.instagram.com/p/DPqvc-KjUyr/?img_index=1
2025coop	10/18/25	10/18/25	Instagram post	9780063381308	That's a great question, I'd love to tell you		\$50.00	https://www.instagram.com/p/DP/ao1HDWgk/?img_index=1
2025coop	10/20/25	10/20/25	Instagram post	9780063021471	Katabasis		\$50.00	https://www.instagram.com/p/DQCvnsEfgA/
submitted 11/4/25							\$600.00	

**YOU pick your "contract #". For soc med posts, just use the same start/end date.

