



Retail Co-op Marketing Policy Effective July 2, 2023

General Terms & Requirements: These policies pertain to all frontlist and backlist titles published by HarperCollins and exclude our Distribution Clients, which have separate co-op policies and require separate contracts. Ask your sales representative for details. **The customer must have authorization from a sales representative with a signed contract before the ad or promotion is run except for accounts with pools under \$10,000 as noted below.** All requests for credit must be received within 90 days of the ad or promotion, accompanied by proper documentation. The co-op plan year runs **July 2, 2023 through June 29, 2024**; any unspent co-op monies cannot be carried over into the following fiscal year. All policies are subject to change upon notice.

Retail Co-op: Co-op is earned by first electing by **July 2, 2023** one of the following five options for each pool (trade, mass market and children's) for the co-op plan year, which begins **July 2, 2023**. If no election is made by **July 2, 2023**, we will calculate funds under Option 1 below. Co-op pools are based on purchases or sales made during calendar year **2022**. Co-op cannot be earned on books bought on a non-returnable basis.

- **Option 1 - Direct** – 4% of the prior year's net billing for Trade Hardcover and all Children's books. 3% of net for Trade Paperbacks, Audio and Calendars. 1% of net on Mass Market titles. All books must be purchased directly from HarperCollins.
- **Option 2 - Indirect** – same as direct purchase option, except applied to purchases from any authorized wholesaler of our books rather than to direct purchases. Documentation must be provided by the wholesalers on behalf of the accounts by April 30th of each year.
- **Option 3 – Source Neutral Plans** – Customer must choose one of the following: POS Sales – 1.0% of the prior year's net POS sales for all Adult Trade titles, 1.5% for all Children's titles and 0.6% on all Mass Market titles OR **Combination Purchases** – 2.5% of the prior year's combined direct and indirect net billing for Trade Hardcover and Children's Books, 2.0% for all other Trade billing (0.6% of the net on Mass Market). Documentation must be provided by the account by April 30 of each year.
- **Option 4 – Per Title Supporting Order** – Accounts ordering infrequently (either direct or indirect) may elect to earn up to 4% of the net billing of a supporting order (1% of the net on Mass Market) up to two times a year. The maximum co-op allowed on any title is \$10,000. Requires pre-approval from a sales representative.
- **Option 5 - Planned Merchandising** – Direct or Indirect pools of 2% for all Trade and Children's books (0.75% for Mass Market). In addition, up to \$.65 per book (maximum \$8,500 per title) on initial orders for titles included in planned merchandising programs in which a HarperCollins title is included in the plan for a minimum of 6 continuous months. HarperCollins titles must comprise at least 12% of the total plan title inventory at all times. Requires pre-approval from a sales representative.

In addition, supplemental co-op may be earned on:

Author Appearances & Events: Up to \$200 may be earned for each event scheduled by our Publicity Department. This money is to be used for actual expenses incurred in hosting and promoting the appearing author, including any newsletter entries referring to the event.

Growth Plan: An account that experiences the opening of new stores, new branches and/or major expansions (at least 20% in square footage) may be eligible to earn additional co-op funds based upon an agreed growth percentage between the account and HarperCollins. A quarterly review with the account will be held to monitor their growth progress and the account will be charged back if their anticipated growth does not occur at the expected level.



• **Newsletter Promotion:** An account may earn \$50 per title, per bill-to, up to a maximum of \$1,000 per year on HarperCollins titles, and \$1,000 per year for Harlequin titles for approved promotion in store newsletters, flyers, online features or other electronic media programs. Titles must include an image of the cover or a title description to qualify. Titles do not qualify if being claimed as part of an author event.

• **Designated Titles:** From time to time, we may supplement co-op with designated title co-op funds; the sales representatives, customer service representatives, catalogs or industry publications will communicate such supplements. The maximum co-op allowed on any title is \$10,000 unless stated otherwise.

How Co-op Pool Allowances May Be Spent: HarperCollins encourages retailers to spend co-op allowances on creative and reasonable promotions designed to reach consumers. Please work with your sales representative to develop and approve these promotions.

Retailers earning total co-op monies of \$10,000 or less may elect to sign only one Co-op Marketing Contract in advance of any advertising or promotion for the year. Such retailers agree to comply in full with this co-op policy for the entire year. After signing the contract, use of earned co-op funds under this provision does not require written approval on separate contracts; however, use of supplemental co-op money does require a separate contract. Claims for co-op pool funds should be submitted as outlined below. Retailers earning total co-op monies over \$10,000 may elect to receive payments on a monthly basis by signing an additional Co-op Payment agreement. Contact your sales representative for details and a copy of the agreement.

How Claims Are to Be Submitted: Within 90 days of the ad or promotion date, send a copy of the approved contract and supporting documentation (outlined below) to: **Brona McCallion, HarperCollins Publishers, 195 Broadway 16th Floor, New York, NY 10007**. Customers should assign a specific claim number to a contract and to the request for the co-op reimbursement. Reimbursement of co-op claims will appear on the customer's statement and will be identified as "Co-op." A credit memo will not be sent to the customer. **No deductions may be made from invoices or statements.** When a title is advertised with other publishers' books, we will issue a credit for its proportionate share only. We will issue credit of 100% of the actual documented costs of an ad or promotion not to exceed the approved contract amount.

HarperCollins Publishers offers retail customers choices in how they can submit claims and proof of performance, including paperless options. These require a signed agreement. For agreement details and requirements, please contact your sales representative or the Co-op Advertising Coordinator. The following documentation is necessary for proof of performance. For In-Store Marketing, a copy of the paid bill must accompany the claim from the production source or value of the promotion must be pre-approved. For print ads, the claim must be accompanied by a full-page tear sheet of each ad and the publication's invoice showing the retailer's actual net space costs at the local rate, including rebates. For catalogs, newsletters etc., the claim must be accompanied by a copy of the actual catalog/newsletter and the retailer's statement as to the number of catalogs and the actual net cost of the advertisement of the book within. For online advertising, a printed copy of the page view or a link to an archived URL must be submitted with the claim. Credit for catalogs, brochures, newsletters, etc., will be for the proportionate share of the printing costs. For radio and TV ads, the station invoice must be enclosed, showing the length of each commercial, its cost, and the total cost at retailer's lowest contract rates less all discounts. Each script broadcast must be attached and must bear the ANA/RAB documentation for radio or the ANA/TVB documentation for television, with the signature of the station official.

*** HarperCollins Confidential***

HARRY N. ABRAMS, INC.

COOPERATIVE ADVERTISING APPLICATION FOR RETAILERS

Abrams offers their independent partners ‘unlimited’ coop with a yearly cap of \$2,000 per store. We want our independent bookstore partners to promote Abrams books freely and frequently.

**Coop must be applied for, and proof of promotion shared via screenshot or photo.
Please see below for the coop amounts we offer.**

Request is made to advertise and promote Abrams books under the cooperative advertising policy. Buyer must attest that the retail store will comply with all requirements listed below to receive coop credits and that the following information is accurate.

Account Number _____ Date _____

Store Name _____

TITLE(S): ISBNs REQUIRED

EVENT : Y/N

Date of Event :

NON-EVENT PROMOTION DESCRIPTION : _____

Ex : Ad, In-Store Display, FB post, Newsletter

Amount requested from Abrams \$ ____

- **\$100 Author Events – In Store or Virtual**
- **\$50 Coop Credit for the below :**
 - *Per website feature or print & digital newsletter features.*
 - *Simple buy listings for books are not included.*
 - *In-store displays, display must be up for a minimum of 30 days..*
 - *Per social media promotion – ex : Instagram, FB or TikTok*
 - *Staff Pick Feature instore or online*

All promotions except author events require a photo/screen shot of promotion be submitted with application

This allows our indie ambassador to advocate for indies internally, and demonstrate the support of our indie partners.

Bookseller Signature _____

ALL CO-OP REQUESTS MUST BE SUBMITTED VIA EMAIL TO:

Julian Benayoun

jbenayoun@abramsbooks.com



COOPERATIVE ADVERTISING INVOICE

MPS LINK ACCOUNT #

355152

CLAIM/ INVOICE #

Status Memo# 56187 / Invoice 107

STORE NAME Fiction Addiction
CONTACT Jill Hendrix
ADDRESS 1020A Woodruff Rd.
Greenville, SC 29607

DATE 4/1/2010

PHONE 864-675-0540
FAX n/a
E-MAIL info@fiction-addiction.com

EVENT START DATE

4/1/2010

EVENT END DATE

4/31/10

Table with columns: TITLE, ISBN, RETAIL PRICE, QUANTITY ORDERED, CLAIM AMOUNT PER TITLE (POOL \$, NON-POOL \$). Row 1: Mighty Fortress, 9780765315052, 27.99, 5, \$50.00.

TOTAL CO-OP REIMBURSEMENT

POOL \$ NON POOL \$50

EVENT DESCRIPTION

Email newsletter & in-store display

PLEASE SEND ALL CLAIMS TO:

MACMILLAN
CUSTOMER PROMOTIONS DEPARTMENT
175 FIFTH AVE, FLOOR 13
NEW YORK, NY 10010

or submit by fax: 212 214 0316

Call 646 307 5367 with any questions regarding this process.
Also check out http://us.macmillan.com/splash/bookseller/index.html for more information.

COOP DIRECT CLAIM GRID

Fiscal 2022

(July 1st 2021 -- June 30th 2022)

1,000.00

Email to: brona.mccallion@harpercollins.com

ACCOUNT NUMBER:	10339230			ACCOUNT NAME:	Fiction Addiction		SALES REP:	Dawn Littman	
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	
268	7/6/21	7/12/21	Email new releas	9780062356338	Exiles			50	
268	7/6/21	7/12/21	Email new releas	9780062967329	Stranger in the Mirror			50	
268	7/6/21	7/12/21	Email new releas	9780062878083	Blood & Honey			50	
268	7/13/21	7/19/21	Email new releas	9780062678171	Empire of Gold			50	
268	7/13/21	7/19/21	Email new releas	9780062946065	Vivi Loves Science			50	
268	7/20/21	7/26/21	Email new releas	9780062858092	False Witness			50	
268	7/27/21	8/2/21	Email new releas	9780062976000	Women's March			50	
268	7/27/21	8/2/21	Email new releas	9780062965240	Three Words for Goodbye			50	
268	7/27/21	8/2/21	Email new releas	9780063020979	Halloween Moon			50	
268	7/27/21	8/2/21	Email new releas	9780008464127	Mog's Kittens			50	
268	7/27/21	8/2/21	Email new releas	9780062954541	Bad Seed Presents the Good, the Bad, and the Spooky			50	
268	8/3/21	8/9/21	Email new releas	9780062868947	Guest List			50	
268	8/3/21	8/9/21	Email new releas	9780063066502	Down Range			50	
268	8/3/21	8/9/21	Email new releas	9780063011373	Palm Beach			50	
268	8/3/21	8/9/21	Email new releas	9780063040496	Sabriel			50	
268	8/10/21	8/16/21	Email new releas	9780063004085	Vortex			50	
268	8/24/21	8/30/21	Email new releas	9780063009295	Last Debutantes			50	
268	8/24/21	8/30/21	Email new releas	9780008472818	Dinosaur Therapy			50	
269	2/10/22	2/10/22	Author event	9780062886101	End of Days		200		
270	3/8/22	3/14/22	Email new relea:	9780062970350	Those Kids from Fawn Creek			50	
270	3/8/22	3/14/22	Email new relea:	9780062847379	Among the Beasts & Briars			50	