



P. O. Box 715 P 860 • 675 • 1344
Avon, CT 06001-0715 F 860 • 673 • 7650
BrianJud@bookmarketing.com
<http://www.premiumbookcompany.com>

Two new programs to sell children's books

1. Adopt-A-School. A creative way to sell children's books to schools – at no cost to them!

The budgets for schools have been slashed. Teachers and school librarians cannot purchase much-needed books for their students. And many businesses want to improve their images in the local economy.

How can these circumstances possibly help us sell your books?

In our new sales program our 5000 sales reps call on businesses of all sizes to “adopt” a local school. Then the company pays for the schools to purchase books from the titles in our selection.

2) Who needs a book to cheer them up more than children in a hospital?

Our national team of sales representatives will call on hospitals in their territories to help them create an in-hospital library to provide books for their younger patients. They will initially approach this opportunity in two ways:

A. Set up libraries in the hospitals. Each hospital will be asked to start a library using the titles in our program. This can be used to provide books to read to the children, or for them to read themselves while they are confined to the hospital.

B. Give the children a book to take home with them. The hospital can create significant goodwill – and some positive exposure in the local community – by giving the child's favorite book to him or her upon their departure. Of course, it will have the hospital's logo plainly visible.

Here is how these programs work.

The Premium Book Company will promote these programs among our 5,000 commissioned salespeople through our monthly newsletter, semi-annual catalog, weekly email blasts, Showcase Events and the custom search engine, *ESP*. These reps will call on businesses and schools in their territories to coordinate the programs. They will also sell directly to the children's hospitals.

PBC will devote a special section on our website and catalog from which the schools and hospitals may choose the children's books – both fiction and nonfiction titles.

How much does it cost?

There is one set-up fee to be in both the Adopt-A-School and children's hospital campaigns. That is \$250 for the first title, \$175 for the second and \$125 per additional title. There is no additional charge if you are also in our special-sales catalog program. More details at www.premiumbookcompany.com.

If you already have a title listed in our catalog, there is no additional charge if you choose to be added only to the special section on our website and *ESP*. However, if you want to be included in the custom, printed sales literature there will be a fee of \$75 per title.

When orders are made, we will purchase the books from you at 60% off the list price. We pay shipping charges and the books will be non-returnable.