

Pricing for the Special Sales Program

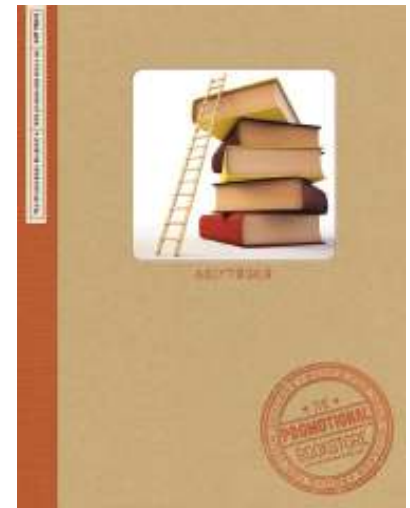
This commission-based sales program works through 65,000 professional, promotional-products sales people who sell large quantities of your books on a non-returnable basis to buyers in corporations, associations and schools. They already have relationships with buyers that can purchase books such as yours. A listing in our special-sales program includes:

Exposure in a semi-annual catalog. An undated catalog is sent to thousands of commissioned, experienced sales pros.

A listing on ESP. This is a search engine available to all ASI members and every listing is a product that could be used as a corporate premium – including your book, DVD, ebook, etc.

A Speakers Bureau. If you are an experienced speaker the salespeople can arrange speaking events for you. They can also arrange to have you become the spokesperson for a company or association.

Promotion of the books in the catalog. We promote the books in our catalogs at trade shows and showcase events annually. We also promote them through telemarketing, email blasts and the monthly newsletter, *Bound to Sell*.



In addition to the pricing below, we need 5 copies of each title to use as samples. When the reps ask for one to use in a demonstration, we individually customize it for their presentation.

1/4 page listing: \$500

Standard Listing

1/8 page listing is \$250 for the first title, \$175 for the second title and \$125 for each additional title (other pricing for publishers with multiple titles)



1/2 page listing: \$800

Full-page listing: \$1400

Single Title



Multiple Titles



Multiple Titles with CDs



Two-Page Spread: \$2500

Audio books



Multiple Title from One Publisher



Fiction Titles

In addition to carrying fiction titles from many top publishers, we have two programs specifically for fiction.

Corporate Library™ Program. In this program a large corporation will select titles from our catalog and offer them to employees at a discounted price. Your are automatically included if you are listed in our standard catalog

Retail distribution. We submit your book to distributors for retail outlets such as discount stores, airport bookstores and specialty stores. We do not take a percentage of any sale. \$500 to send books and the proper forms to three distributors



Brian Jud P.O. Box 715, Avon, CT 06001-0715

P: (860) 675 - 1344 F: (860) 673 - 7650

BrianJud@BookMarketing.com www.PremiumBookCompany.com