

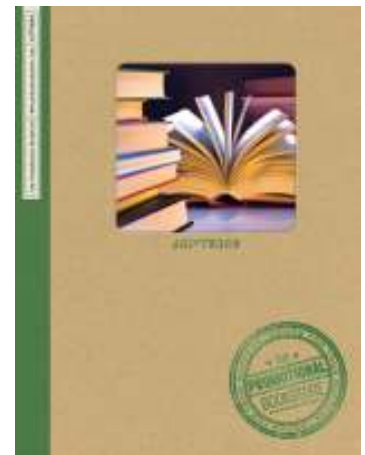
Pricing for the 2011 Special Sales Program

This commission-sales program works through over 5000 professional sales people who sell large quantities of your books on a non-returnable basis to buyers in corporations, associations and schools. They have relationships with buyers that can purchase books such as yours. It includes:

Exposure in a bi-monthly catalog that is sent to thousands of commissioned, experienced sales pros. In mid-2011 a complete catalog comprised of all the titles in the bi-monthly editions will be sent to all the sales people.

A listing on ESP, a search engine available to 65,000 ASI members and every listing is a product that could be used as a corporate premium.

Exposure at trade shows and showcase events at which we exhibit to increase our exposure among the sales people



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.



- 1/8 page regular listing: \$250 for the first title, \$175 for the second title and \$125 for each additional title
- 1/4 page listing: \$500
- 1/2 page listing: \$800
- Full page listing: \$1400
- Two- page Spread: \$2500
- Four-page Spread: \$4000

Full Page



Two-Page Spread



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