

---

---

# Deseret Book®

## COOPERATIVE ADVERTISING POLICY

P.O. Box 30178 • Salt Lake City, Utah 84130-0178

---

---

### Introduction

Deseret Book is dedicated to working with you to ensure that we both receive the maximum benefit from our advertising efforts and dollars. Working as a team should provide more timely advertising, more effective promotions and lighter financial burdens for both of us. Please carefully review this policy so you can utilize the great opportunities that are available.

### General Guidelines

1. Co-op will be paid only to those retailers who participate in the Deseret Book Blast Program, on book and audio titles from all of the Deseret Book imprints.
2. Retailers may claim co-op money on the following media: television, radio, newspaper, direct mail pieces, postage and other pre-approved promotional items.
3. All print ads must picture the product and provide copy (written description). All audio ads must state the title of the product and briefly describe it.
4. Deseret Book will pay 50% of the cost for space and time devoted to the promotion of Deseret Book products. (This includes postage)
5. All advertisements must be supported with prime in-store placement of the advertised products for a minimum of two weeks following the ad.
6. All co-op proposals must be submitted for pre-approval by Deseret Book 30 days prior to promotion. Contact your sales representative for request forms.
7. If approved, your co-op advertising plan must be completed to prevent forfeiture of future co-op funds.
8. Final ad copy needs to be approved by Deseret Book.

9. Deseret Book will produce radio spots that you may tag with your store information. Please contact the Deseret Book marketing department for additional information.

### Co-op Exclusions

1. Any portion of an ad featuring a title that is not a Deseret Book title will not be eligible for co-op.
2. Deseret Book reserves the right to reject a co-op proposal, which places an undue emphasis on a single title or geographic area.
3. Co-op is not available for *Products for Families*, *books&things*, or any other advertising initially purchased by Deseret Book. (Deseret Book is already paying for the majority of the space for Deseret Book product promotion in these publications.) Co-op is available to mail these catalogs.
4. Production costs, talent costs, and agency commissions are not eligible for co-op.
5. Co-op is not available for sale items or non-Deseret Book titles. This includes products distributed by Deseret Book.

### Special Promotions

Any special promotions (i.e. author signings) require prior evaluation and approval by the Deseret Book marketing department to be eligible for co-op.

## Allowance

Advertising allowance is equal to one percent of your net purchases from the previous calendar year, or \$500—whichever is greater. This allotment cannot be accrued from year to year. All accruals are absolutely nontransferable from one purchaser to another.

First-year accounts will receive a co-op allotment. Please contact your sales representative or the marketing department for that information.

Co-op is determined based on actual media costs and not arbitrary “worth.”

## Documentation

You must include complete and appropriate documentation to receive credit, or your claim will be denied.

1. Signed pre-approval form from Deseret Book.
2. All newspaper claims must include a complete tearsheet of each insertion and the newspaper invoice indicating the ad date, the newspaper edition, the size of the ad (lines or inches), the contract rate billed, and total cost of the ad. In the case of chain store or multiple insertions, the dealer must submit a tearsheet of the advertisement, and a notarized listing of the newspapers in which the ads appeared, indicating size, rate, and cost per paper.
3. Circular and catalog claims must include a complete issue of the circular or catalog with the ad page number indicated, along with the paid publisher’s invoice and postal receipt.
4. Direct mail claims must include a copy of the entire direct mail package, along with the paid publisher’s invoice and postal receipt.
5. Television and radio claims must include a complete invoice with a notarized copy of the station’s log indicating broadcast date, airtime, contract rate billed, and a notarized script with complete retailer information (retail tag).
6. Your account information must include the bookstore name, contact person, account number, address, and phone number.

## Clarifications

1. Credit will be issued within 30 to 60 days after we receive the claim, provided all guidelines have been met.
2. No cash reimbursements will be issued, and under no circumstance is a purchaser permitted to deduct advertising claims from his/her remittances to Deseret Book. Furthermore, deductions of claims from remittances will carry the penalty of loss of further eligibility for co-op advertising support from Deseret Book.
3. You must submit your claim within 60 days of the ad run date. Claims submitted after 60 days will not be honored. Please submit to:

### Co-op Advertising

**Deseret Book**

**Box 30178**

**Salt Lake City, UT 84130-0178**

4. Your account balance must be current with Deseret Book; delinquency in payment will disqualify the claim.
5. This program is subject to modification, alteration, or cancellation without notification by Deseret Book.
6. For more information, please contact your sales representative or Greg Gorzitz at (801) 517-3272 or e-mail [ggorzitz@deseretbook.com](mailto:ggorzitz@deseretbook.com)

- Revised December 31, 2005