

Thank you for your interest in our program to sell your book on a non-returnable, commission basis to buyers in corporations, associations, schools, the military and government agencies. These buyers use books as premiums, incentives and ad specialties and typically buy in large quantities.

In summary, we will display your book in a catalog and two search engines that are used by 65,000 commissioned salespeople to sell to known buyers. When they take an order for your books, we will purchase them from you at 40% of (60% off) the list price – and we pay the shipping charges.

- See our current catalog at <http://www.premiumbookcompany.com/catalog/catalog.pdf>
- There is a **one-time** fee of \$250 for the standard 1/8-page catalog listing. The second title is \$175 and each additional is \$125. We have pricing for larger listings offering greater exposure. A 1/4-page is \$500, 1/2-page is \$800 and a full-page listing is \$1400. We have discounted pricing for multiple titles, too. APSS members get a 10% discount off all listings.
- We send a newsletter to the sales reps monthly promoting the books in our catalog -- you can send us something to be in that monthly, too. There is no charge to do so.

### **What's in It for You to Be in the Catalog?**

- **Become more profitable.** We can sell large quantities of your books -- non-returnable.
- **You don't have to sell any books.** We know who and where the buyers are -- and what they want. We do all the selling and negotiating for you.
- **Get incremental revenue** without having to do any of the selling.
- **Low cost.** Once you pay the one-time catalog-set-up fee, we sell on a commission-only basis.
- **Reach non-bookstore buyers you never knew existed.** We know the ins and outs of the business and where your books are most saleable.
- **Get a personal sales force without the cost.** The national team of experienced premium salespeople sells your books to their usual customers. They call on these people regularly and have the relationships in place that could take you years to nurture.
- **Focus on what you do best.** Your strength is in writing books. Their strength is in selling them.

We send a catalog out quarterly (Jan, April, July and October) and the deadline for space reservations is the first of the month prior. We do the layout for you and you approve it before we go to print. And you get a copy of the printed catalog.

### **How to join**

To enroll your title in our program, please email me a high-resolution cover image. I also need a 50-word description of your book for the 1/8-page listing (100 words in a quarter page, 200 words in a half page, and 400 words in a full page), and its retail price.

### **To pay by credit card or PayPal**

Please go to [www.paypal.com](http://www.paypal.com) (account [brianjud@comcast.net](mailto:brianjud@comcast.net)) to complete the payment process, or I can send a PayPal invoice. If you prefer to call with your card number, please call (860) 675-1344. Or, email your card number to me. Or, let me know a time to call you for the number.

If you want me to call you to discuss the details, let me know a number and a good time to call. My email address is [BrianJud@bookmarketing.com](mailto:BrianJud@bookmarketing.com) Or call me at (860) 675-1344.