



NEWSLETTER COOP POLICY

For Retail Trade Accounts

The Globe Pequot Press encourages you to use your coop to mention our titles in your newsletter. Credit will be provided as follows:

- ~ \$50 for a positive mention of at least 40 words in a newsletter prepared for and distributed to your customers.*
- ~ \$75 for the above positive mention if accompanied by a photo of the title.*
- ~ All publishers distributed by the Globe Pequot Press are included.*

NO PRIOR APPROVAL REQUIRED. Simply submit 2 copies of the newsletter with a chargeback for coop. The claim may exceed the earned coop for the year, up to a total combined credit of \$125.

Submit claims to:

Cooperative Advertising Coordinator
The Globe Pequot Press
PO Box 480
Guilford, CT 06437
(Ph) 800-962-0973, ext. 4555 ♦ (Fax) 203-458-4611

Account must be in good credit standing. Reimbursement will follow by credit memorandum to the retail account. The retailer may not make a deduction from merchandise invoices or otherwise utilize coop credit until a credit memorandum has been issued by the publisher. No reimbursement for promotions will be made after March of the following year. Coop funds can not be carried over to the following year.

1/03