

# SELL MORE BOOKS! HELP PAY FOR YOUR WEBSITE!

## Sign Up for the BookSense.com Co-op Reimbursement Program

### How Does It Work?

- Each month we provide you with content to post on your BookSense.com website
- The content includes book titles—with descriptions and jacket covers—from publishers with newsletter co-op policies
- We file the co-op claims for you

### What's Required of Me?

- Have a live BookSense.com site for at least 60 days
- Create and/or choose themes and post onto BookSense.com website
- Place a minimum order (varies by publisher) and display the books near the front of your store for each title on which you plan to claim co-op
- Meet all the requirements for at least three titles in a month in which you plan to make a claim, though you're not required to file a claim in any given month
- Report to the Book Sense Bestseller List via BookScan or the Book Sense Upload Method
- Fill out the simple online affidavit each month in which you file a claim

### What Do I Get?

- A check or credit memo, about 60 days after you send us the affidavit. You could earn up to \$500 a month! (To cover administrative costs, BookSense.com will charge you back 15% of the total amount claimed.)

\_\_\_\_\_  
Store Name

\_\_\_\_\_  
Contact Name

\_\_\_\_\_  
Address

\_\_\_\_\_  
City/State/Zip

\_\_\_\_\_  
Email

I understand that I will receive co-op payments only when I post themes on my website, place minimum orders (varies by publisher); display books on a table, endcap, or in a window in my store; and report my total sales to the Book Sense Bestseller List. I further agree to fill out the online affidavit each month, confirming that I'm eligible for co-op for specific titles.

I also authorize the American Booksellers Association (ABA) to act on my behalf in claiming co-op advertising funds. ABA may have access to the balance of exempt co-op advertising monies available to my store for the current fiscal year for the specific purpose of carrying out this program.

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Name/Title

\_\_\_\_\_  
Date

Questions? 800-637-0037, x 6653 or [staff@booksense.com](mailto:staff@booksense.com)

