



Penguin Group (USA)



B-to-B Advantage

Established August 2002
Revised August 2006 and June 2004

Penguin Group (USA) is pleased to offer its B-to-B Advantage program for retailers, designed to support book sales to local corporations and associations. The program applies to titles published and distributed by PGI and DK Publishing (excluding short-discount and net-priced items). For questions and additional information, please call your sales representative or Deb Lewis, Manager of Business to Business Trade Sales, at 800-847-5515 x 6380.

B-to-B Business Discount Schedule

<u>Quantity</u>	<u>Discount</u>
25–99 units per title	50%
100-999 units per title	55%
1000+units per title	60%

The program is available to enrolled retail customers only. Participating retail customers must complete an enrollment form. A separate account number will be set up for B-to-B Advantage orders.

- All orders are non-returnable.
- All orders must be submitted to a PGI or DK trade sales representative.
- One title per order, 25 unit minimum.
- Each order shall be for use by a single corporation or association customer as a premium or giveaway, or for internal training, *not for resale*.
- Standard payment terms apply (net 30 days).
- The retailer may choose between shipping to its ship-to address or directly to the corporate customer. A packing slip will accompany the book shipment, and an invoice will be forwarded to the retailer’s billing address.
- PGI reserves the right to charge applicable sales tax on shipments based on current interpretation of taxing jurisdiction. A copy of the retailer’s resale certificate must be on file with PGI. For drop ship orders to CA, CT, FL, LA, MA, MD, and MI from areas outside of those states PGI must receive a valid resale or exempt certificate from the ultimate customer or a letter from the retailer stating the ultimate customer will pay use tax for the state we drop ship to. PGI is required to charge the retailer sales tax based on the destination state’s sales tax if the proper documentation is not received with the order.
- The enrolled retailer will be billed by PGI at the B-to-B Advantage discount. The retailer is responsible for payments on all orders regardless of where the order is shipped to and whether the corporate customer has defaulted on payment to the retailer.
- All orders are ineligible for co-op use.
- All orders are ineligible for any other special offers.
- If the enrolled retailer solicits a sale that requires customized books or imprinting and passes it on to PGI, PGI will pay the enrolled retailer up to 5% of the net sales receipts as a commission—payable 30 days after PGI receives payment for the order. Minimum order required is 5,000 copies. All PGI orders of this kind should be directed to Lisa Vitelli, PGI Special Sales Department, at 212-366-2034. All DK orders for this kind should be directed to Vicki Korlishin, DK Publishing Special Sales Department, at 212-213-4800 ext. 5033.