



Fall 2018 Buy 1 Get 1 at 50% Off

James Patterson's ALEX CROSS Series Retail Promotion

U.S. RETAILERS ONLY

For any retail account who participates in this Buy 1 Get 1 at 50% Off consumer promotion from Hachette Book Group, retailers may claim a credit for each title **sold at the new suggested retail price** as specified below. The book sold at 50% Off must be of equal or lesser value to the book sold at full price. The credit will only be applied to the book sold at the promotional 50% Off discount. In order to participate, retailers **MUST** promote all of the titles from the attached list for at least six weeks between 10/29/18 and 12/31/18. Titles **MUST** be promoted together as a group in a designated store section location with appropriate signage and promoted on a website home page for a minimum of six weeks during the promotional period. This offer is open to all U.S. retailers that purchase on a returnable basis directly from HBG, or via a wholesaler, who would like to participate in this offer.

Guidelines:

Hachette Book Group will credit U.S. retailers who promote the titles below at Buy 1 Get 1 50% Off for a minimum of six weeks between 10/29/18 to 12/10/18. Retailers are, of course, free to charge whatever price they choose, but only those meeting the terms below will qualify for the credit. This promotion supersedes any previous offer on these titles.

ISBN	Title	OSD	Format	US Retail Price	New Suggested Promotional Retail Price	Credit Per Copy Sold
9780446364195	Along Came a Spider	12/1/1993	MM	\$8.00	\$4.00	\$2.00
9780446601245	Kiss the Girls	12/1/1995	MM	\$8.00	\$4.00	\$2.00
9780446604802	Jack & Jill	11/1/1997	MM	\$8.00	\$4.00	\$2.00
9780446606189	Cat & Mouse	11/1/1998	MM	\$7.99	\$4.00	\$2.00
9780446677387	Kiss the Girls	7/1/2000	TP	\$15.99	\$8.00	\$4.00
9780446608817	Pop Goes the Weasel	10/1/2000	MM	\$8.00	\$4.00	\$2.00
9780446605489	Roses Are Red	10/1/2001	MM	\$8.00	\$4.00	\$2.00
9780446611213	Violets Are Blue	10/1/2002	MM	\$8.00	\$4.00	\$2.00
9780446692632	Along Came a Spider	8/1/2003	TP	\$15.99	\$8.00	\$4.00
9780446692649	Cat & Mouse	8/1/2003	TP	\$16.00	\$8.00	\$4.00
9780446692656	Jack & Jill	8/1/2003	TP	\$16.00	\$8.00	\$4.00
9780446613262	Four Blind Mice	10/1/2003	MM	\$7.99	\$4.00	\$2.00
9780446610223	The Big Bad Wolf	10/1/2004	MM	\$8.00	\$4.00	\$2.00
9780446613354	London Bridges	10/1/2005	MM	\$8.00	\$4.00	\$2.00
9780446619035	Mary, Mary	10/1/2006	MM	\$10.00	\$5.00	\$2.50
9780446619059	Cross	10/1/2007	MM	\$10.00	\$5.00	\$2.50
9780446198981	Double Cross	10/1/2008	MM	\$10.00	\$5.00	\$2.50
9780446536301	Cross Country	10/1/2009	MM	\$10.00	\$5.00	\$2.50
9780446561969	I, Alex Cross	10/1/2010	MM	\$10.00	\$5.00	\$2.50
9780446557788	Alex Cross's Trial	12/1/2010	MM	\$10.00	\$5.00	\$2.50
9780446574716	Cross Fire	10/1/2011	MM	\$10.00	\$5.00	\$2.50
9781455510191	Kill Alex Cross	11/20/2012	MM	\$10.00	\$5.00	\$2.50
9780446571845	Alex Cross, Run	2/25/2014	MM	\$10.00	\$5.00	\$2.50
9781455515806	Cross My Heart	9/30/2014	MM	\$10.00	\$5.00	\$2.50

9781455515837	Hope to Die	9/29/2015	MM	\$9.99	\$5.00	\$2.50
9780316317146	Cross Kill: An Alex Cross Story	6/7/2016	TP	\$4.99	\$2.50	\$1.25
9781455585137	Cross Justice	9/27/2016	MM	\$9.99	\$5.00	\$2.50
9781455544950	Merry Christmas, Alex Cross	11/29/2016	MM	\$7.99	\$4.00	\$2.00
9780316469760	Detective Cross	5/2/2017	TP	\$4.99	\$2.50	\$1.25
9781455585328	Cross the Line	9/26/2017	MM	\$9.99	\$5.00	\$2.50
9781538745519	The People vs. Alex Cross	4/10/2018	TP	\$15.99	\$8.00	\$4.00
9781538760642	The People vs. Alex Cross	9/25/2018	MM	\$9.99	\$5.00	\$2.50
9780316273947	Target: Alex Cross	11/19/2018	HC	\$29.00	\$14.50	\$7.25
9781455523566	Along Came a Spider (Oversize Reissue)	12/4/2018	MM	\$9.99	\$5.00	\$2.50
9781538714485	Kiss the Girls (Oversize Reissue)	12/4/2018	MM	\$9.99	\$5.00	\$2.50

In order to be eligible, the retailer must furnish to its Hachette Book Group sales representative, or to our sales department, proof of its retail sales between the dates listed above. Proof and claim must be received by the Hachette Book Group no later than 4/1/2019. Deductions for anticipated credits will not be honored. Credit will be issued after review of proof of sales.

Our suggested retail price will remain as originally cataloged, and returns on any copies will be credited based on the cataloged retail price and the terms of our returns policy. If a retailer purchased copies from a wholesaler, the retailer must furnish us with evidence of that purchase to receive direct credit from us. However, if a retailer who purchased copies from a wholesaler does not want to receive its credit from the Hachette Book Group directly, the retailer can make arrangements with the wholesaler to have credit issued to the wholesaler for the retailer's account, and we will honor the wholesaler's submission to that credit to the wholesaler's account.

For more information, please contact your Hachette Book Group sales representative or Hachette Book Group, 1290 Avenue of the Americas, New York, NY 10104.