

Disney PUBLISHING WORLDWIDE

2021 Wholesale Co-op Policy

General Terms & Requirements: This policy pertains to all frontlist and backlist titles published by Disney Publishing Worldwide and/or its affiliates, including Buena Vista Books, Inc. (which imprints include Disney•Hyperion, Rick Riordan Presents, Disney Press, Disney Editions, Kingswell, Marvel Press, Lucasfilm Press, Nat Geo Adult, Nat Geo Kids and Freeform (collectively, “DPW”). Only wholesalers in good credit standing with DPW may participate. The wholesaler must have advance written authorization (email is sufficient) from a sales representative of DPW that the planned advertisement or promotion is approved and is eligible for co-op.

All requests for credit must be made within 90 days of the advertisement or promotion, accompanied by proper documentation. The co-op plan year runs January 1, 2021 through December 31, 2021. Any unspent monies cannot be carried over into the following calendar year. **All claims for calendar year 2021 must be submitted no later than March 31, 2022.** All policies are subject to change without prior notice.

Wholesale Co-op: The wholesale co-op pool is based on 1% of wholesaler’s previous year’s Net Billings of DPW’s titles made on a returnable basis directly from DPW. “Net Billings” means sales of DPW titles less discounts and less returns. Non-returnable, customer specific, proprietary orders are not returnable and are not eligible for co-op.

How Claims are to be Submitted: Within 90 days of the advertisement or promotion date, send a copy of the authorization and supporting documentation (outlined below) by mail to: **Co-op Advertising Coordinator, Hachette Book Group, 1290 Avenue of the Americas, New York, NY 10104** or by email to **clientcoop@hbgusa.com**. Wholesalers must assign a specific claim number to the authorization and to the request for co-op reimbursement. Reimbursement of co-op claims will appear on the statements sent to wholesalers and will be identified as “co-op.” A credit memo will not be sent to the wholesaler. **No deductions may be made from invoices or statements.** When a title is advertised with other publishers’ titles, DPW will issue a credit for the proportionate share of co-op attributable to a DPW title only. The proportionate share of co-op attributable to a DPW title is the percentage of the entire advertisement or promotion related to the DPW title in relation to the entire advertisement or promotion. DPW will issue credit of 100% of the actual documented costs of an advertisement or promotion not to exceed the approved authorized amount.

The following documentation is necessary for proof of performance:

For catalogs, etc., the claim must be accompanied by a copy of the actual catalog and the wholesaler’s statement as to the number of catalogs and the actual net cost of the advertisement of the book within. For online advertising, a printed copy of the page view must be submitted with the claim. Credit for catalogs, brochures, newsletters, etc., will be for the proportionate share of the printing costs. Documentation may be sent by email if possible.