

Workman

RETAIL BOOK DISCOUNT

EFFECTIVE OCTOBER 1, 2005

Accounts must choose to be Returnable or Nonreturnable

Returnable

24–99 books: 46%, Workman pays freight
100+ books: 47%, Workman pays freight
or
24+ books: 49%, customer pays freight



Nonreturnable

24–99 books: 51%, Workman pays freight
100+ books: 52%, Workman pays freight
or
24+ books: 54%, customer pays freight



For both returnable and nonreturnable accounts, all orders below 24 books receive the following terms:

1–23 books: 40% discount, customer pays freight



Co-op Advertising

Accounts must choose one of the following two co-op advertising options:

10% supporting order (limited to 10 titles per season across all imprints except BD&L) or 2.5% pool based on previous year's net billing

RETAIL BOOK DISCOUNT SCHEDULE

Effective October 1, 2005

Terms & Conditions

References to Workman Publishing include Algonquin Books of Chapel Hill, Artisan Books, and Workman.

Black Dog & Leventhal (BD&L), Greenwich Workshop Press (GWP), and Storey Books are independent publishers distributed by Workman Publishing.

Payment Terms: Net 30 days.

STOP: 40% discount plus \$3.00 handling

Retailers may elect to change their discount options printed on the reverse side within the first 60 days of the beginning of each calendar year. That election, once made, will remain in effect throughout the year. If no election is made, Workman will ship under the same terms as the previous year.

New accounts must choose between any of the discount options printed on the reverse side. If no election is made, Workman will ship under predetermined default discounts listed below:

Gift Stores: Nonreturnable; Workman pays freight

Book Stores: Returnable; Workman pays freight

Order minimums: are based on shipping to a single location. There will be no sub-shipments (requiring separate packing or billing) within any order.

Retail Distribution Center (RDC): Retailers able to accept delivery by long distance carrier, whereby the publisher is not responsible for inside delivery charges, may open an RDC account. A letter certifying that you meet this criterion is to be mailed to the attention of Workman's Sales Department. A new account number will be assigned.

Returnable/Non-returnable: Accounts may elect to buy on a returnable or non-returnable basis. This choice will apply uniformly to all calendars published or distributed by Workman Publishing; a separate choice may be made for books. If no election is made, Workman will ship on the same terms as were in effect the previous year for Workman Publishing titles. To change from returnable to non-returnable, or vice versa, accounts must send written notice to customer service. Contact Workman for details.

Free Freight Restrictions: Workman will not accommodate an account's request for specific shipping methods if the account elects free freight. If an account insists on a particular freight carrier due to their internal requirements, they forfeit their free freight terms.

Returns: Books and calendars are fully returnable in resalable condition (no price stickers) beginning six (6) months after invoice date. No prior authorization is needed. Customer pays all freight and handling costs on return shipments. Full book returns are required for books, diaries, advent calendars, and perpetual calendars.

Return Credit: Book returns will be credited at the retailer's purchase discount. Returns from customers with both warehousing and nonwarehousing accounts will be credited at a blended discount factoring in both types of sales to both accounts.

Workman Retail Account Growth Incentive Plan for Books

Increase net billings 5% to 9.9% over 2004 net billings Receive 1% of 2005 total net billings.

Increase net billings 10% or more over 2004 net billings Receive 1.5% of 2005 total net billings.

Eligible titles: All Workman Publishing book lines including Workman, Algonquin, Artisan, Storey, Black Dog & Leventhal, and Greenwich Workshop Press. Calendars are not eligible for this promotion. All incentive rewards will be calculated by Workman on the retailer's direct net billing from Workman for eligible titles during calendar year 2005. After 9 months Workman will make a calculation of potential award and 50% of potential award can be used for 2005 co-op programs. Incentive rewards will take the form of a credit to be issued by Workman. If the award is not actually earned, the credit will be reversed and the unearned amount originally awarded will be due and payable to Workman within 60 days of the beginning of the following calendar year. Accounts must be in good credit standing in order to be eligible to receive reward payments. Credits will be issued for awards of \$10 or more.

Co-op Advertising: Accounts that elect a **co-op pool** earn 2.5% of the net billing for the prior year for books purchased either directly from the publisher or indirectly from the distributors; they may not be combined. Three pools will be created: 1) books published by Workman, Algonquin, Artisan, and GWP; 2) books published by Black Dog & Leventhal; 3) books published by Storey.

Accounts that elect **supporting order** earn 10% co-op on the net billing for a supporting order for the books to be promoted. Orders may be placed either directly or indirectly; they may not be combined. Retailers cannot promote more than ten (10) titles per season (across all imprints except BD&L) under the supporting order plan.

Author Appearances / Authorless Events / Newsletters:

A Workman sales representative must approve all programs outlined below.

For author appearances, up to \$150 may be used for each author scheduled by the Workman Publishing Publicity Department with a minimum supporting order of 25 copies.

For authorless events, up to \$75 may be used toward a Workman Publishing book promotion at which the author doesn't appear with a minimum supporting order of 10 copies.

For store newsletters, one-a-season, up to \$75 per title, per bill-to, is available for featured Workman Publishing titles with a minimum supporting order of 10 copies.

Such promotions must be supported with a two-week in-store feature display of advertised titles.

Retailers are free to sell titles purchased from Workman Publishing at whatever retail price they wish.

Custom stickering and other special requirements are available at additional cost. Contact Workman or your sales rep for more information.

The terms stated herein may not be modified by contrary, different, or additional terms contained in a customer's purchase order or other purchase confirmation or advice.

Workman Publishing Co., Inc. reserves the right to change its discount, returns, and co-op policies at any time.

Workman Publishing Company
708 Broadway
New York, NY 10003-9555
800-722-7202