

Effective 1/1/2012



2012 BOTTOM LINE BUSINESS PLAN

Macmillan's Bottom Line Business Plan offers enrolled retailers and wholesalers the opportunity to purchase our titles for group or corporate sales at a higher discount than under our standard terms. We want to encourage the promotion of our titles for use as corporate gifts, to community groups, or as bulk purchases to one buyer. The discount schedule for eligible purchases is:

Bottom Line Business Plan

25 - 99 copies per title 50%

100 - 249 copies per title 52%

250+ copies per title 55%

To receive these terms, accounts must fill out an enrollment agreement and comply with the following terms:

1. All orders are non-returnable. Standard MPS payment terms apply.
2. Each order may be resold by the bookseller only to a single corporate/institutional or bulk-purchasing customer. Orders for resale by the bookseller's customer (including orders for resale at an author appearance), and orders for libraries and course or classroom use are not eligible.
3. All orders will be shipped either to the bookseller's customer or to the bookseller, based on the bookseller's instructions at the time the order is placed. Be sure to state your preference. We will send invoices per your usual MPS packing slip/invoice instructions. In all other respects, orders will be shipped according to our standard shipping policies.
4. All orders shipped under this program are ineligible for any other special offers.
5. Orders under this program will be included in net billing for calculation of the next year's coop advertising pools. Use of coop funds for promotions seeking to solicit orders of this type is permitted with prior approval. However, copies purchased under this program do not count for any per copy purchased coop calculations.
6. All Macmillan's and distributees' titles are eligible for this program, with the exception of short discounted titles, limited editions, Palgrave Scholarly and Reference titles, and Bedford, Freeman & Worth titles.
7. All orders must be placed to the attention of:

Bob Letts, MPS, 16365 James Madison Highway, Gordonsville, VA 22942;

Phone #: 888-330-8477; Facsimile #: 540-672-7731; email: blett@mpsvirginia.com

*Orders should be clearly marked **BOTTOM LINE BUSINESS PLAN ORDER** so that the proper discount will be applied.*

8. All orders require prior Macmillan approval. We reserve the right to request supporting documentation on orders. This program may be changed or discontinued by Macmillan at any time.

The enrollment form is attached. We look forward to doing business with you.

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Please enroll our business in the Macmillan Bottom Line Business Plan. We agree that any orders we place through this program will be in accordance with and subject to the terms of the plan. Any order purchased under this program must be for a single corporate/institutional or bulk-purchasing customer and may not be for resale by that customer.

Account#: _____

Store name: _____

Address: _____

City/state/zip: _____

Phone: _____ E-mail: _____ Fax: _____

Signed (Account): _____

Name and Position (please print): _____

Sales Representative: _____

*Return Completed form to:
Brian McSharry, Macmillan
175 Fifth Avenue, 12th Floor
New York, NY 10010
Email: brian.mcsharry@macmillan.com
Facsimile: 212.598.0270
Telephone: 646.307.5355*