

FALL 2010 PURCHASE ORDER

PLACE YOUR ORDER BY AUGUST 19, 2010

111 Queen Street E., Suite 320, Toronto, ON M5C 1S2 • Telephone: (416) 364-3333 ext. 3160
 Fax: 416-595-5415 • Toll-Free 1-888-360-6658 Email: mail@booksforeverybody.com



Please supply the following quantities of Books for Everybody catalogues:
 PLEASE ORDER IN EVEN 100s

- **Main (Adult) BFE** catalogue ONLY
- **BFE Young Readers Edition** catalogue ONLY
- **Main & Young Readers Editions** bound together as single units

- We want the discount coupon included in our Adult catalogues.
- We will be participating in the Bulk Mailing Program. We'll fill in and return the appropriate order form.

Store Name:

Manager's Name:

Order Placed by:

Mailing Address:

City Province Postal Code

Shipping Address:

City Province Postal Code

Telephone:.....Fax:.....

Date: Website:

E-mail:

IMPRINTING

- Yes. I understand the cost of imprinting is **\$140/M (\$70/500)**. This cost will be added to my invoice. (For orders of 10,000 or more copies, please contact Books For Everybody.)
- Please use last year's imprint.
- New/changed imprint required. (I understand that I will be billed \$35.00 for this plate creation/change.)
- ** Back Cover Personalization - (Black Type)**
No additional charge when done with front cover imprint.
- NO IMPRINT REQUIRED

Orders for 500 or more copies of any one kind of catalogue can be imprinted on the front cover with your bookstore information. When ordering catalogues in the bound-together format, only the outside front cover of the adult catalogue will bear your imprint.

** Personalization on the back cover – full 8" x 10" area – can be arranged (i.e. postal indicia, additional message/events/specials); contact us to discuss details and options. The typesetting for your message is available through Books For Everybody at no extra cost.

Front Cover Imprint: Maximum 5 lines

For back cover personalization, contact BFE at: 416-364-3333 x 3160 or aberki@booksforeverybody.com

Please indicate exactly how you wish your store imprint to appear on the front of your catalogues; for example, your store name, address, postal code, telephone number, email, etc., can be included. The imprint area has a maximum size of 6.5" x 2". If your logo is to be used, please provide clear, b&w artwork, or a TIFF or EPS file no later than August 27, 2010. Please type or print clearly. Be sure all information is accurate.

PRICE LIST (HST/GST Extra)

	BFE (Adult)	Young Readers Edition
100 - 400 copies *	55¢ each	18¢ each
500 - 900 copies	38¢ each	16¢ each
1,000 - 2,400 copies	33¢ each	15¢ each
2,500 - 4,900 copies	24¢ each	14¢ each
5,000 - 14,900 copies	23¢ each	14¢ each
15,000 + copies	22¢ each	12¢ each

* Minimum order 100 copies. Orders under 500 copies cannot be imprinted.

SHIPPING:

Unless alternate instructions are provided with your order, all shipments will be sent via the most economical carrier available to us. All orders are shipped FOB Toronto. Shipments will be sent to arrive in your store about the first week of October. Please contact us immediately if there is a problem. Be sure to include a complete shipping address in the space provided above. We CANNOT ship to post office box numbers.

- Send me FREE point-of-sale materials!**
- FREE roll of 500 Stickers (removable adhesive, 11/2" x 13/4")
- _____ Additional Rolls of 500 Stickers @ \$7.00 each
- FREE Colour Window/Door Signs, package of 2 (81/2" x 11")
- _____ Additional Signs @ \$1.00 each
- FREE "Ask me about our store catalogue!" Buttons (pkg of 5)
Please order only the free materials you will find useful.
- _____ **SINGLE-TIER acrylic Display stand @ \$13.50 each**
- _____ **TWO-TIER acrylic Display stand @ \$19.00 each**

PLEASE KEEP A COPY FOR YOUR RECORDS



BOOKS FOR EVERYBODY

GIFT GUIDES

MAILING PROGRAM

LET US DO THE WORK FOR YOU

**Whether your list is large or small, we'll take
the headache out of your customer mailing:
send us your labels and it is taken care of!**

DEADLINE FOR MAILING REQUEST:
EARLY SEPTEMBER.

DEADLINE FOR LABELS AND CHEQUE:
MID SEPTEMBER

Yes, I will be participating in the BULK-MAILING PROGRAM
for Books For Everybody Fall 2010.

Store Name: _____

Contact: _____

Phone Number: _____

CATALOGUES TO BE MAILED:

_____ Approximate number of catalogues to be mailed

For a reasonable price we'll label, sort and deliver your catalogues to the Post Office, and send them on their way to your customers – *all for less than the cost of mailing the catalogues first-class.*

We can also arrange a personalized insert for your catalogues. Ask how we can help you achieve your marketing needs.

Cost for 3rd-class bulk-mail postage, plus labelling, and sorting is approximately 1.18¢ apiece, plus GST. (PRICE TBC)

Books For Everybody will arrange to have the correct number of catalogues sent to the mailing house, with the balance, if any, sent directly to your store.

- Labels should be in alpha/numeric order by postal code.
- Include Canadian addresses only. U.S. and overseas addresses do not qualify for the 3rd-class bulk-mailing rate.
- All labels must have complete addresses and postal codes.
- Labels must be computer generated, typewritten or written legibly.

Please fill out the purchase order for your catalogues. This is not the catalogue order form.



Return completed form to: BOOKS FOR EVERYBODY

111 Queen Street E., Suite 320, Toronto, ON M5C 1S2

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