



Co-op Marketing Support Rate Card

Charlesbridge encourages and supports the promotional efforts of our retail customers. To help defray the cost of promoting our titles, we are glad to offer you marketing support.

No paperwork! No pre-approval!

Here are a few of the most popular ways people promote books to their customers and the available co-op reimbursement for each*:

Window displays	
With a minimum purchase of ten books	\$25.00
Feature in-store displays	
With a minimum purchase of ten books	\$25.00
Newsletters/Catalog	
A mention or review	\$25.00
A mention or review with art	\$40.00
Website features	
With art	\$25.00
Author/Illustrator appearances	
With a minimum purchase of twenty-five books	\$75.00
Advertising of Charlesbridge titles in local paper	\$50.00

Cover images of our books are free and downloadable on our website at www.charlesbridge.com.

Charlesbridge will issue a credit to your account (sorry, no cash reimbursement) upon receipt of:

- ◆ A copy of any print ad, newsletter, catalog, a photo of a window display, or any other related material which includes Charlesbridge books.
- ◆ Website feature? Send us the link.
- ◆ E-newsletter? Just include us on the mailing.

Please provide invoices and materials within 30 days.

Do you have other great promotional ideas or opportunities? Suggestions are welcome. We are flexible and eager to help you promote Charlesbridge books and children's literacy. Just check with us.

Call Donna Spurlock at (800) 225-3214, or email dspurlock@charlesbridge.com.

* Please note: unfortunately, we are unable to combine co-op promotions.
Sorry, we cannot issue check or cash reimbursement.