

Pricing for the 2020 Special Sales Program

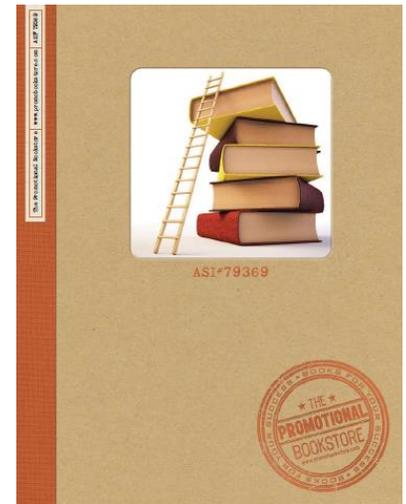
This commission-based sales program works through 65,000 professional, promotional-products salespeople who sell large quantities of your books on a non-returnable basis to buyers in corporations, associations and schools. They already have relationships with buyers that can purchase books such as yours. A listing in our special-sales program includes:

Exposure in a semi-annual catalog. An undated catalog is sent to thousands of commissioned, experienced sales pros.

A listing on ESP. This is a search engine available to all ASI members and every listing is a product that could be used as a corporate premium – including your book, DVD, ebook, etc.

A Speakers Bureau. If you are an experienced speaker the salespeople can arrange speaking events for you. They can also arrange to have you become the spokesperson for a company or association.

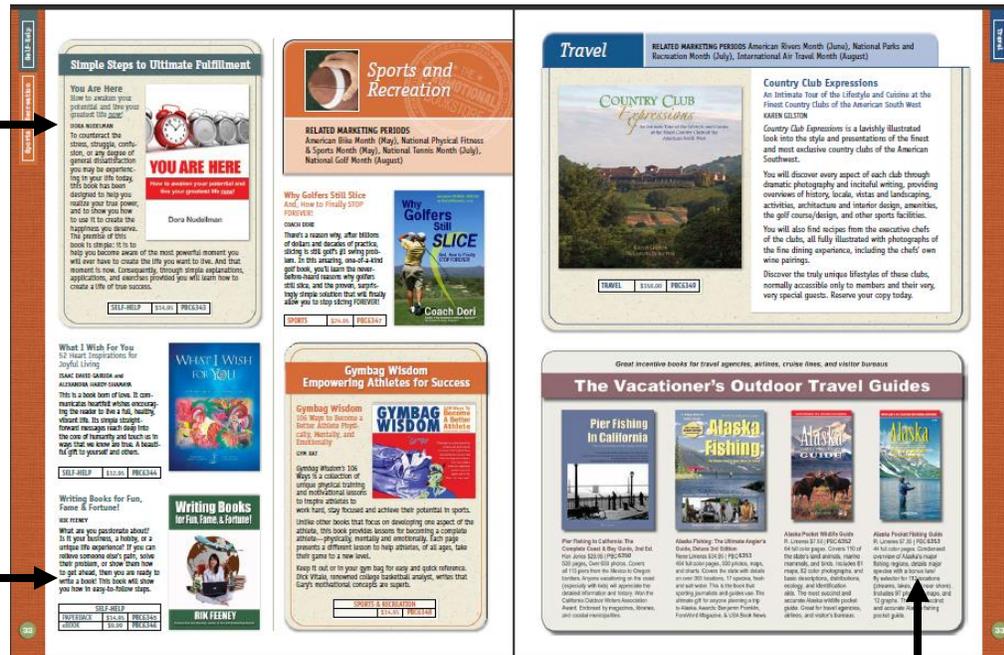
Promotion of the books in the catalog. We promote the books in our catalogs at trade shows and showcase events annually. We also promote them through telemarketing, email blasts and the monthly newsletter, *Bound to Sell*.



In addition to the pricing below, we need 2 copies of each title to use as samples. When the reps ask for one to use in a demonstration, we individually customize it for their presentation.

1/4 page listing: \$500

Standard Listing
1/8 page listing is \$250 for the first title, \$175 for the second title and \$125 for each additional title (other pricing for publishers with multiple titles)



1/2 page listing: \$800

