

Pricing for the 2016 Special Sales Program

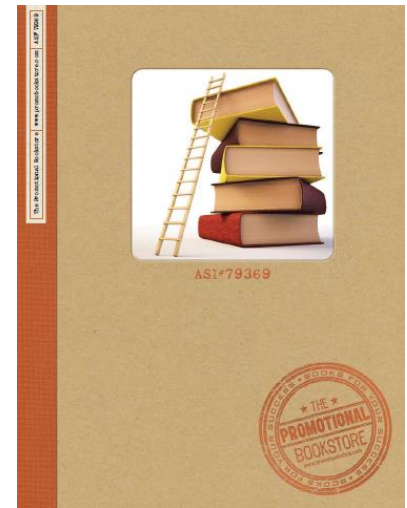
This commission-based sales program works through 65,000 professional, promotional-products sales people who sell large quantities of your books on a non-returnable basis to buyers in corporations, associations and schools. They already have relationships with buyers that can purchase books such as yours.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

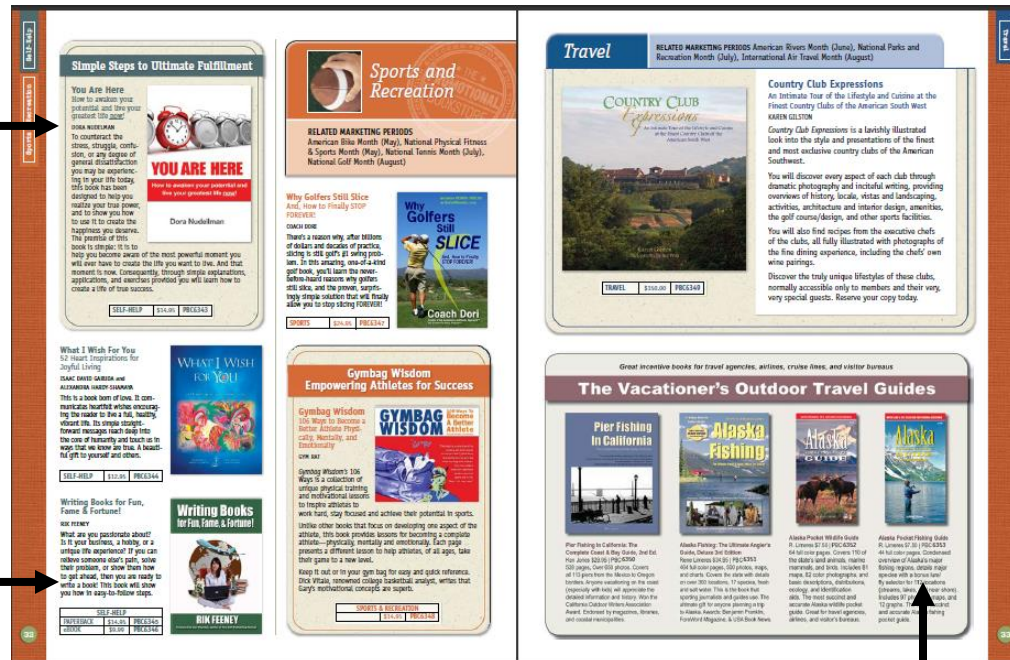
Promotion of the books in the catalog. We promote the books in our catalogs at trade shows and showcase events annually. We also promote them through telemarketing, email blasts and the monthly newsletter, *Bound to Sell*.



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

Full-page listing: \$1400

Single Title

NY TIMES BESTSELLER + 300 NATIONAL BESTSELLER APPEARANCES

The #1 Book Every Salesperson Must Have!

One million copies sold!

12.5 Principles of Sales Greatness

—Tom Peters

Managers and salespeople know the importance of a strong business and personal network. This powerful book shows how to connect, get results, and build rich relationships that last a lifetime.

Jeffrey Gitomer, America's top sales trainer, presents more than 100 seminars annually to public audiences and Fortune 500 companies. His weekly e-zine, *Sales Confidential*, has 400,000 subscribers.

Multiple Titles, with covers

SUZE ORMAN
The Money Class Learns to Conquer Your American Dream
SUZE ORMAN \$24.95 | PRC0333

ROBERT G. ALLAN
CREATING WEALTH
ROBERT G. ALLAN \$17.99 | PRC224

TELL TO WIN
PETER GUBER

Making Work Work
NANCY MORGENTHAU

The Power of Unfair Advantage
DANIEL H. REIDENBERG

ORANGE
Adrian Grenier
—Chester Elton

Multiple Titles

DOG STORIES IN THE SERIES OF GAIN

BOOKS	PAPERBACK PRICE	CPA PRICE
#1: The Original Adventures of Hank the Cowdog	\$16.99 PRC111	\$16.99 PRC111
#2: The Further Adventures of Hank the Cowdog	\$16.99 PRC112	\$16.99 PRC112
#3: Hank the Cowdog Meets the Mad Scientist	\$16.99 PRC113	\$16.99 PRC113
#4: Hank the Cowdog Goes to the Moon	\$16.99 PRC114	\$16.99 PRC114
#5: Hank the Cowdog Goes to the Desert	\$16.99 PRC115	\$16.99 PRC115
#6: Hank the Cowdog Goes to the Beach	\$16.99 PRC116	\$16.99 PRC116
#7: Hank the Cowdog Goes to the City	\$16.99 PRC117	\$16.99 PRC117
#8: Hank the Cowdog Goes to the Mountains	\$16.99 PRC118	\$16.99 PRC118
#9: Hank the Cowdog Goes to the Sea	\$16.99 PRC119	\$16.99 PRC119
#10: Hank the Cowdog Goes to the Sky	\$16.99 PRC120	\$16.99 PRC120
#11: Hank the Cowdog Goes to the Moon	\$16.99 PRC121	\$16.99 PRC121
#12: Hank the Cowdog Goes to the Stars	\$16.99 PRC122	\$16.99 PRC122
#13: Hank the Cowdog Goes to the Planets	\$16.99 PRC123	\$16.99 PRC123
#14: Hank the Cowdog Goes to the Galaxies	\$16.99 PRC124	\$16.99 PRC124
#15: Hank the Cowdog Goes to the Universe	\$16.99 PRC125	\$16.99 PRC125

Two-Page Spread: \$2500

Audio books

Audio Books

Top Selling Audible
Boss
How to Win the Game of Life
The 48 Laws of Power
The Power of Unfair Advantage
The Orange Revolution

Author	Title	ASIN	Price
Stephen King	The Mist	B000553334	\$24.95
Stephen King	The Road	B000553334	\$24.95
Stephen King	11/22/03	B000553334	\$24.95
Stephen King	The Stand	B000553334	\$24.95
Stephen King	The Green Mile	B000553334	\$24.95
Stephen King	The Tommyknockers	B000553334	\$24.95
Stephen King	The Long Walk	B000553334	\$24.95
Stephen King	The Dark Tower	B000553334	\$24.95
Stephen King	The Eyes	B000553334	\$24.95
Stephen King	The Return	B000553334	\$24.95
Stephen King	The Collector	B000553334	\$24.95
Stephen King	The Graveyard Book	B000553334	\$24.95
Stephen King	The Boogymen	B000553334	\$24.95
Stephen King	The Invention of Solitaire	B000553334	\$24.95
Stephen King	The End of the World	B000553334	\$24.95
Stephen King	The Rat Patrol	B000553334	\$24.95
Stephen King	The End of the World	B000553334	\$24.95
Stephen King	The Rat Patrol	B000553334	\$24.95
Stephen King	The End of the World	B000553334	\$24.95
Stephen King	The Rat Patrol	B000553334	\$24.95

Multiple Title from One Publisher

Featured Titles

The Very Best Day
The Orange Revolution
The Power of Unfair Advantage
The Money Class
Suze Orman

Fiction Titles

In addition to carrying fiction titles from many top publishers, we have two programs specifically for fiction.

Corporate Library™ Program. In this program a large corporation will select titles from our catalog and offer them to employees at a discounted price. Your are automatically included if you are listed in our standard catalog

Retail distribution. We submit your book to distributors for retail outlets such as discount stores, airport bookstores and specialty stores. We do not take a percentage of any sale. \$500 to send books and the proper forms to three distributors

BIG GIRL DANIELLE SIEEL
\$7.99 | PRC5128
In this heartwarming, irresistible novel, Daniela Sieel celebrates the virtues of unconventional beauty while exploring deeply resonant issues of weight, self-image, endurance, and family.

Hotel on the Corner of Bitter and Sweet JAMA FOXO
\$15.00 | PRC5129
A timely book that not only reminds readers of a shameful episode in American history, but cautions us to assemble the present and take heed we don't repeat those injustices.

The Girl Who Played with Fire STELL LARSSON
\$15.95 | PRC5130
Part mind-bending espionage thriller, part riveting police procedural, and part gripping exposé on social injustice. A masterpiece, endlessly captivating novel.

The Girl on the Train DELIA OWEN
\$16.99 | PRC5131
The queen of suspense is back. The blindest and most spine-chilling of Clark's long career is about the newest and most top-of-class of crime, identity theft.



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