

# CO-OP ADVERTISING CLAIM FORM

Thanks for your support of independent bookstores!

Publisher \_\_\_\_\_

Date \_\_\_\_\_

Sent to \_\_\_\_\_

Acct # \_\_\_\_\_

Sales Rep \_\_\_\_\_

Contract # \_\_\_\_\_

**Author Appearance**

Author \_\_\_\_\_

Title \_\_\_\_\_

ISBN \_\_\_\_\_

Date \_\_\_\_\_

**Ad**

Proportional Cost

N&O \_\_\_\_\_

Independent \_\_\_\_\_

Other \_\_\_\_\_

**Standard Publicity**

QRB Calendar of Events  
QRB E-letter (Circ. 6000+)  
Banner / Website / Store calendar

Media Listings  
FOS Title Placement/In-store Display

**Other Promotions**

- Newsletter/E-Newsletter/Website
- In-store Display
- Ad \_\_\_\_\_
- Other \_\_\_\_\_

**Supporting Documents**

- Co-op Contract
- Media/Production Invoices
- Web Print
- Tear Sheets
- Newsletter/E-newsletter print out
- Other

**Total Claim:** \_\_\_\_\_

**Exempt:** \_\_\_\_\_

**Pool:** \_\_\_\_\_