

EXCLUSIVE REP SALES PROGRAMS

Spring 2021 Sales Promotions

The following direct exclusive sales programs are intended to be offered at the rep's discretion, are not automatic, and must be specified on each order. *Unless otherwise indicated, sales programs cannot be combined.* In case of conflict, management will decide appropriate discounts on a case-by-case basis. Specials are subject to change upon written notification.

Rep Special

Customers can receive **free shipping** and **free shelf-ready processing** on orders totaling **\$350.00** or more.

Spring 2021 Free Series Collections (includes print and/or multiuser eBooks)

Direct customers can select free sets of series on qualifying orders. Orders above **\$350** qualify for free library-bound print or free multiuser eBook editions. Series choices include:

- Primary Grades: **Technology & Engineering Collection** – includes *Farm Machines at Work* (6 titles), *Lightning Bolt Books: Awesome Rides* (8 titles), and *Lightning Bolt Books: Military Machines* (6 titles) (complete set of 20 titles) (Promo: Print **SLF20P** / eBooks **ESLF20P**)
- Intermediate Grades: **Supernatural Studies** – includes *Ancient Mysteries* (6 titles), *Searchlight Books: Fear Fest* (6 titles), and *Unexplained* (6 titles) (complete set of 18 titles) (Promo: Print **SLF20M** / eBooks **ESLF20M**)

All orders placed under this promotion will receive free shipping and shelf-ready processing (including MARC records and QR Codes for digital editions). Fulfillment of print sets contingent upon existing stock levels. Multiuser digital access limited to a single school or library. Offer expires June 30th, 2021.

Spring 2021 Free Titles – Customer Choice (includes print and/or multiuser digital books)

Direct customers can now select free books in print or multiuser digital editions (including eBooks, Lerner Interactive, and Audisee eBooks with Audio)!

- Orders above \$350 qualify for 10 free books of the customer's choice.
 - Print: **SELECT10P** / Digital: **SELECT10D** / Mix: **SELECT10M**

All orders placed under this promotion will receive free shipping and shelf-ready processing (including QR codes for digital editions). All selected incentive titles must be copyright 2020 or older. Customer must specify format type. Multiuser digital access limited to a single school or library. Offer expires June 30th, 2021.

Spring 2021 Bonus Incentive Offers

Direct customers are eligible to receive a complimentary item with qualifying orders:

- **\$500** or more = \$50 Amazon.com Gift Card **AMAZON**
- **\$1,000** or more = Kindle Fire HD **KINDLE**
- **\$2,500** or more = 11.6" Chromebook **CHROME**
- **\$3,500** or more = iPad (32GB) **IPAD7**

Items ordered under this promotion will receive free shipping and shelf-ready processing. Bonus items will ship separate from main order. If an item is unavailable, we reserve the right to substitute with a comparable item of equal or greater value. Offer expires June 30th, 2021.

Spring 2021 Lerner Sports Database "Grand Slam" Promotion

Direct customers who include a one-year subscription to the Lerner Sports Database (priced at \$149) with their order can receive their choice of any 7 Lerner Sports titles (print or multi-user eBook editions) for free! All orders will also receive free shelf-ready processing and free shipping. Multi-user digital access limited to a single school or library. Offer expires June 30th, 2021.

Promo: GRANDSLAM

Spring 2021 Digital / Print Combo Special

Direct customers who spend \$350 or more on any combination of multiuser eBooks, Lerner Interactive Books, and/or Audisee eBooks with Audio can receive the corresponding hardcover print editions for free! All orders will also qualify for complimentary shelf-ready processing (including QR codes for instant access) and standard shipping. Offer expires June 30th, 2021.

Promo: COMBO2

Multi-Site Digital Pricing for School Districts and Library Systems

Recognizing that many school districts and library systems purchase digital products to circulate across their organization, we are prepared to offer substantial volume-based discounts:

- To obtain a customized quote for a school district, we will need to know the number of buildings and the estimated student enrollment.
- To obtain a customized quote for a library system, we will need to know the patron (ie, card member) count and the number of buildings.

In order to obtain a quote, please provide Brad Richason with the required information. A quote will be formulated and returned to you promptly.

Core/Opening Day Collections

- 1) New schools and libraries are eligible to receive up to a 35% discount off list price on Core Collections and Opening Day Collections. Generalized Core / Opening Day Collections for Primary, Intermediate, and Upper Grades, arranged by Dewey, are listed on our catalog order form and on our website.
- 2) Sales representatives have the authority to develop unique Core / Opening Day Collections around the specifications of their customers. Any such customized collections offering an additional discount, however, need to be pre-approved.