



## Distribution to buyers in corporations, associations, schools, the military and government agencies

The Premium Book Company (PBC) is an APSS partner and can sell your books for you on a non-returnable, commission basis to buyers in corporations, associations, schools and government agencies. These buyers use books as premiums, incentives and ad specialties and typically buy in large quantities.

In summary, PBC will display your book in a catalog and two search engines that are used by 65,000 commissioned salespeople to sell to known buyers. When they take an order for your books, PBC will purchase them from you at 60% off the list price – and PBC pays the shipping charges.

- See the current catalog at <http://www.premiumbookcompany.com> PBC does the layout for you and you approve it before going to print. You also get a copy of the printed catalog.
- Your book will be displayed on two search engines making it accessible by all 65,000 sales people -- **for as long as your book is in print.**
- There is a \$250 **one-time** catalog set-up fee for the first title (\$175 for the second and \$125 for each additional title) to be included in our program. We have discounted pricing for a 1/4-page listing (\$500), 1/2-page listing (\$800) as well as full-page listings (\$1400). APSS members get a 10% discount off all listings.
- PBC sends a newsletter to the sales reps monthly promoting the books in the catalog -- you can send something to be in that monthly, too. There is no charge to do so.

### What's In It for You to Be In The PBC Catalog?

- **Become more profitable.** PBC can sell large quantities of your books -- non-returnable.
- **You don't have to sell any books.** PBC knows who and where the buyers are -- and what they want. PBC does all the selling and negotiating for you.
- **Get incremental revenue** without having to do any of the selling.
- **Low cost.** Once you pay the one-time catalog-set-up fee, PBC sells on a commission-only basis.
- **Reach non-bookstore buyers you never knew existed.** PBC knows the ins and outs of the business and where your books are most saleable.
- **Get a personal sales force without the cost.** A national team of experienced premium salespeople sells your books to their usual customers. They call on these people regularly and have the relationships in place that could take you years to nurture.
- **Focus on what you do best.** Your strengths may be in writing or publishing books. PBC's strength is in selling them.

How to join

**How to join**

To enroll your title in our program, please email me a high-resolution cover image. I also need a 50-word description of your book (or longer description with a larger-size listing), and its retail price.

**To pay by credit card or PayPal**

Please go to [www.paypal.com](http://www.paypal.com) (account [brianjud@comcast.net](mailto:brianjud@comcast.net)) to complete the payment process. If you prefer to call with your card number, please call (860) 675-1344. Or, email your card number to me. Or, let me know a time to call you for the number.

If you want me to call you to discuss the details, let me know a number and a good time to call. Or call me at (860) 675-1344.

Thank you, Brian Jud