



A division of FRP™

2451 Atrium Way / Nashville, TN 37214

Office: 800-269-6839 Fax: 615-391-2815 www.cookbookmarketplace.com

## ***Distribution Information***

**DISTRIBUTOR DEFINITION:** A resource partner for the Publisher through which titles are placed into the retail market. Sales are made THROUGH a distributor not TO a distributor. *Distributor sales are largely impacted by the Publishers' Marketing Plan.*

**Purchase Discount:**

<b>FRP Publisher</b>	<b>60% off retail</b> (Ex: \$19.95 retail we pay \$7.98)
<b>OTHER Non-FRP Publisher</b>	<b>65% off retail</b> (Ex: \$19.95 retail we pay \$6.98)

All Sales are non-returnable unless Special Return Addendum is executed.

**Requirements Per Title:** *Annual Fee:* \$75 1<sup>st</sup> title; \$25 each additional title for Distribution Services (CBMP)  
*One-Time-Setup Fee:* \$50 from Ingram Book Group (IBG)

### **DISTRIBUTION BENEFITS**

- We partner with publishers in their marketing and sales efforts into wholesale/retail accounts.
- Inclusion in our annual full-color catalog or mid-year catalog insert piece (determined by entry date into system).
- Consumer based sales exposure through our Internet website ([www.cookbookmarketplace.com](http://www.cookbookmarketplace.com)).
- Books offered at various trade shows throughout the year.
- Opportunities to participate in Co-Op Advertisements; to be advised of costs and deadline via email as become available.
- Over 3,800 retail contacts in book, gift, gourmet, kitchen stores, and reviewers, from all across the country through CBMP and over 35,000 retail contacts world-wide through IBG system.
- Setup and representation into Barnes & Noble, Books-A-Million, Hastings and other bookstore chains, along with their websites (no guarantee of placement).
- Setup and representation into Amazon.com and other various website retail accounts.
- Setup and representation into IBG. (See below for further details on IBG)
- All titles are made available to buyers for discount club sale opportunities; no guarantee of placement.

### **INGRAM BOOK GROUP**

- IBG requires a \$50 one-time fee, which is payable through CBMP setup and a Vendor Permission Letter to be on file with them for each publisher title. Permission must be submitted on Publisher Letterhead (see page 5 of Agreement.)
- IBG is the nation's largest book wholesaler and provides enhanced nationwide exposure into book industry markets, such as national bookstore chains, independent bookstores, libraries, colleges and discount clubs. IBG services over 35,000 retail accounts world wide and these types of buyers often only purchase from IBG to have one resource and take advantage of their shipping/discounts offers.

*Note: National Placement Presentations for a bookstore chain requires setup at IBG and a Returnable Sale Addendum to be on file with us for those titles which qualify to be presented to the national buyer. No guarantee of national placement. It is the Publisher's responsibility to buy-back returns, plus applicable return shipping costs and restocking fees. Publisher must be careful to consider all possible risk in pursuing national placement opportunities.*



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**Our program is very simple:**

- We purchase your book at specified discount (*Ex: \$19.95 retail at 60% we pay \$7.98; at 65% we pay \$6.98*)
- Payment is sent to you within 90 days of purchase.
- If your books are stored at the FRP warehouse, there are no shipping charges incurred; otherwise, you pay the freight to ship the books to us from your inventory location to our Nashville, TN warehouse.
- Your title must have an ISBN barcode for scanning purposes on the back cover to qualify for placement.
- Titles are subject to Barnes & Noble restickering fee, if applicable.  
(See Agreement Letter Addendum page 2 for details.)

**FRP Publishers: In order to be setup in our distribution system, please send us the following:**

- Agreement paperwork completed in full-5 pages total.  
Send via fax to 615-391-2815 so we can start the process ASAP!  
Note: The Marketing Alert form is to be submitted to us as event details become available.
- If paying annual fee by check, please mail check to:  
The Cookbook Marketplace  
Attn: Customer Service  
2451 Atrium Way  
Nashville, TN 37214
- Please allow 4-6 weeks for setup in our system once paperwork has been received in.

**OTHER Publishers: Titles must first be submitted for review.**

- Send a sample copy, along with your marketing plan, to the following address. Sorry, samples cannot be returned.  
The Cookbook Marketplace  
Attn: Anne Pritchard, Distribution Coordinator  
12792 Pine Needle Cove  
Olive Branch, MS 38654  
888-795-0632
- If approved, send completed Agreement paperwork completed in full-5 pages total.  
Send via fax to 615-391-2815 so we can start the process ASAP!  
Note: The Marketing Alert form is to be submitted to us as event details become available.
- If paying annual fee by check, please mail check to:  
The Cookbook Marketplace  
Attn: Customer Service  
2451 Atrium Way  
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- Please allow 4-6 weeks for setup in our system once paperwork has been received in.



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## ***Distribution Agreement***

**FRP Publisher (60% discount)**

**OTHER Publisher (65% discount)**

Upon receipt of this signed document and the applicable marketing and distribution fees, The Cookbook Marketplace (CBMP) is authorized by Publisher (Publisher) to purchase Publisher's book(s), in full carton quantities (maximum box quantity of 24), at the above selected discount. *(Example: Retail of \$19.95, we purchase at 60% for \$7.98; at 65% we purchase for \$6.98)*

Payment is net 90 days from date books are received by CBMP. Purchases filled from Publisher's inventory warehoused by FRP will not involve any shipping expense to the Publisher. Purchases filled from inventory in the Publisher's possession will be shipped FOB destination to CBMP and Publisher will pay shipping expenses.

### *Required Fees:*

All Publishers \$75 for 1<sup>st</sup> title; \$25 for each additional title, payable per year (CBMP) Annual Distribution Services

All Publishers \$50 per title, One-Time Setup into Ingram Book Group (IBG) payable through CBMP

CBMP may attend various regional and national book and/or gift trade shows to exhibit books. If space allows, a representative from FRP Publisher's organization may attend one day at the tradeshow each year to promote their title(s). Time and date must be arranged with CBMP office on a first come first served basis. CBMP makes no commitment to attend any specific trade shows.

The Publisher agrees to supply the CBMP with up to six (6) sample book copies per year, as needed, of each title represented. These copies will be used for promotional purposes only. Publisher agrees that no more than ten (10) sample recipes may be duplicated in their entirety, per promotional opportunity.

CBMP purchases books, as needed, to fill orders, and makes no commitment to purchase any specified number of books. As a distributor, CBMP will supply books to fulfill the need you, the Publisher, create through your marketing efforts. All sales are non-returnable, unless Publisher opts to put a Return Addendum in place for national-type titles under a separate agreement.

CBMP has over 3,800 retail contacts in the book, gift, gourmet, kitchen store markets, and reviewers, from all across the country. IBG services over 35,000 retail contacts world-wide and is the nation's largest wholesaler. IBG offers the Publisher enhanced exposure into the book industry markets, such as national bookstore chains, independent bookstores, libraries, universities and discount clubs.

CBMP is domiciled in Tennessee and re-sells books from its Tennessee location(s). Available upon request is a Tennessee resale certificate to place in your files. This resale certificate relieves the Publisher from liability to collect Tennessee tax from CBMP.

This agreement is considered non-exclusive and non-restrictive in terms of accounts which CBMP may service on behalf of Publisher. As a distributor, CBMP does not supply Publisher with specific retail account sales information made on their title(s). This agreement will automatically renew on the first day of each year, at which time an invoice will be mailed to the Publisher's home office address. CBMP reserves the right to cancel any titles due to insufficient sales volume or difficulty in acquiring inventory from the Publisher. In the event of cancellation by either the Publisher or CBMP, a 60-day advance written notice is required. CBMP will return any on-hand inventory to Publisher within 3-months of the cancellation notice given by either party. Publisher is required to repurchase any remaining inventory on hand with CBMP at the same purchased price and is responsible for any shipping charges to return inventory to Publisher's location. Payment for returned books is due from Publisher upon receipt.

The attached TITLE SHEET (page 3 of Agreement) details the books to be setup and associated fees to be paid and is considered to be a part of this agreement. New titles can be added as needed during the course of the year to this same agreement and all titles will be auto-renewed each year, unless cancellation notice is received as outlined above.

Publisher Name of Organization or Individual: \_\_\_\_\_

Submitted by: \_\_\_\_\_ Signature: \_\_\_\_\_ Date: \_\_\_\_\_  
(Please print name of signature)

***Please print or type all information and return via fax to 615-391-2815.***

***Please keep a signed copy for your files. Allow 4-6 weeks for set up in The Cookbook Marketplace.***

**PLEASE SIGN READ RECEIPT – Must Be Included with Agreement:**

**Name of Publisher / Group:** \_\_\_\_\_

\_\_\_\_\_  
Signature of Publisher / Group Contact

\_\_\_\_\_  
Print Name of Signature

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August 10, 2007

Dear Cookbook Marketplace Publisher...

We were recently notified by Barnes & Noble (B&N) of a compliance issue which they have put in place regarding required components to be included in the back cover barcode scan area of books. Some of the components are driven by the new book-industry standards, which were put in place by the International Organization for Standardization (ISO) that went into effect as of January 2007, but one is specific for participating with B&N, which they communicated to us last month.

The barcode scan area components now required on all books sold into B&N are as follows:

1. Encoded ISBN 13 digit code
2. Human readable ISBN 13 digit code, placed at top of encoded bars (includes dashes)
3. Encoded retail price
4. \*Human readable retail price which includes a dollar sign \$ format (Ex: \$9.95)
5. Any books produced prior to January 2007 must also be in compliance to new format  
*\*Specific to Barnes & Noble Requirements*

If B&N receives in a book which does not meet all these requirements, they will automatically resticker the book with an updated label and then issue a charge back fee to the distributor/supplier of the book. In order to continue to operate into B&N, we do not have any choice in this matter but to comply with their resticker process on those books which do not have the required barcode scan format (see below example).



As your distributor, we are not able to absorb these costs and will be passing the service and handling fees along to you at a cost of \$.15 (15 cents) per unit on each of your title(s) which do not have the above type of scan barcode on orders that B&N places with us beginning September 1, 2007.

When we receive in a B&N order, we will automatically track which titles are being shipped and keep records to bill you according to their purchase activity on your title(s). Depending on how active your title(s) might be with B&N will determine your specific costs involved.

The \$.15 per unit resticker/handling fee will be either a) deducted from our next purchase to you, or b) invoiced specifically for these charges, which ever occurs first.

To clarify, this is **not** our business practice, but that of B&N. As we are your distributor into B&N, we must manage the situation as part of your title(s) being in our distribution system. We will not be able to restrict titles against sales into the B&N account. Any titles in our distribution system must participate in sales into all accounts which we service on your behalf. Thank you for your understanding in this matter. Please direct any questions directly to me as follows: [apritchard@frpbooks.com](mailto:apritchard@frpbooks.com) or toll free 888-795-0632.

Best regards,

Anne Pritchard  
Distribution Coordinator

**Distribution with The Cookbook Marketplace - TITLE SHEET Information**

**Publisher Name / City, State**

**SAP Act # :** \_\_\_\_\_

**Date :** \_\_\_\_\_

To be Setup

**FRP Publisher / Other:** \_\_\_\_\_

<b>1</b>	<b>Cookbook Title / Sub Title</b>	<b>Purchase Discount Level</b> {FRP=60%} {Other=65%}	<b>\$75 1st Title; \$25 Each Additional Title Distribution Annual Services Fee</b>	<b>\$50 Per Title ONE TIME SETUP fee for Ingram (Note 1)</b>	<b>13-digit ISBN#</b>  (Note 2 regarding Barcode Label Compliance)	<b>Retail Price</b>	<b>CBMP Final Purchase Price</b> {FRP=60%} {Other=65%}	<b>Book-Style Code</b> (Note 3)	<b>Attach 50 Word Pitch Points</b> (Note 4)
		% \$	\$	\$		\$	\$		

<b>2</b>	<b>SubTitle:</b> _____	% \$	\$		<b>Year Published:</b> _____	<b># Pages:</b> _____	<b># Recipes:</b> _____	<b>Box Qty:</b> _____	
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<b>3</b>	<b>SubTitle:</b> _____	% \$	\$		<b>Year Published:</b> _____	<b># Pages:</b> _____	<b># Recipes:</b> _____	<b>Box Qty:</b> _____	
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<b>4</b>	<b>SubTitle:</b> _____	% \$	\$		<b>Year Published:</b> _____	<b># Pages:</b> _____	<b># Recipes:</b> _____	<b>Box Qty:</b> _____	
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*If more than 4 titles are to be setup, please submit additional TITLE SHEET.*

**Total Category Fees:** \$ \_\_\_\_\_ \$ \_\_\_\_\_

**Grand Total:** \$ \_\_\_\_\_

**Note 1: Ingram Setup**

Ingram Book Group requires a one-time setup fee of \$50 per title, which is payable through our services.

**Note 2: Barcode Label Compliance**

Refer to the OFFICIAL ADDENDUM INFORMATION letter 2007 Industry Standards and Barnes & Noble. Must be agreeable to requirements in order to participate in distribution.

**Note 3: Book Style Codes**

(HC) Hardcover	(PCS) Plastic Comb Softcover	(WOS) Wire-O Softcover	(CWO) Concealed Wire-O
(HCDJ) Hardcover w/Dust Jacket	(PCH) Plastic Comb Hardcover	(WOH) Wire-O Hardcover	(SC) Softcover
(HCCD) Hardcover w/CD	(SS) Spiral Softcover	(WOE) Wire-O w/Easel Back	

**Note 4: 50-Word Description**

Please submit on separate sheet. This will be used as your title(s) copy at our website and any other appropriate marketing and distribution channels. Please be specific in those items of interest that are totally unique to your title, keeping your audience in mind (retail buyer and end consumer). Be sure to also include any awards or official designations, which will add prestige to your title.

**Submitted by:** \_\_\_\_\_  
Please print name of signature

**Signature:** \_\_\_\_\_  
\_\_\_\_\_

**Date:** \_\_\_\_\_

**Daytime Phone #** \_\_\_\_\_

**Email** \_\_\_\_\_

**Please keep a signed copy for your files. Allow 4-6 weeks for setup in The Cookbook Marketplace.**

# THE COOKBOOK MARKETPLACE

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**Distribution Total Fees to be paid: \$** \_\_\_\_\_

(Enter the Grand Total from Agreement page 3 TITLE DETAIL sheet.)

**I'm paying by check or Money Order.**

Make payable to: The Cookbook Marketplace.

Reference: 2007 Catalog Fee

Mail to Attention: Customer Service

Address: 2451 Atrium Way, Nashville, TN 37214

**Please send an invoice to me at this address:** \_\_\_\_\_

\_\_\_\_\_  
Street, City, State and Zip Code required. Payment due within 30 days.

**Please use my Charge Credit Card #** \_\_\_\_\_ Exp. \_\_\_\_\_

3 Digit Authorization Code: \_\_\_\_\_ Name as it appears on card: \_\_\_\_\_

Credit Card Billing Address: \_\_\_\_\_

## IV. Publisher Contact Data

### Main Organization Contact:

First Name \_\_\_\_\_ Last Name \_\_\_\_\_ Job Title \_\_\_\_\_

Org. Mailing Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Org. Daytime Phone (\_\_\_\_\_) \_\_\_\_\_ Org. Daytime Fax (\_\_\_\_\_) \_\_\_\_\_

Org. Email Address \_\_\_\_\_

Org. Website \_\_\_\_\_

Home Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Home Phone (\_\_\_\_\_) \_\_\_\_\_ Home Fax (\_\_\_\_\_) \_\_\_\_\_

Home Email Address \_\_\_\_\_

Work Phone (\_\_\_\_\_) \_\_\_\_\_ Work Fax (\_\_\_\_\_) \_\_\_\_\_

Work Email Address \_\_\_\_\_

**My inventory is stored at the FRP warehouse.**

**Purchases will be transferred from FRP to The Cookbook Marketplace at No Charge.**

**You'll need to place an order with us. I understand I am responsible for freight charges to send books to your warehouse.**

**Contact the following person To Place An Order:**

First Name \_\_\_\_\_ Last Name \_\_\_\_\_

Daytime Phone (\_\_\_\_\_) \_\_\_\_\_ Daytime Fax (\_\_\_\_\_) \_\_\_\_\_

Email Address \_\_\_\_\_

**Submitted by:** \_\_\_\_\_ **Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

(Please print name of signature)

*Please print or type all information and return via fax to 615-391-2815.*

*Please keep a signed copy for your files. Allow 4-6 weeks for set up in The Cookbook Marketplace.*

 **STOP!!!**

**PLEASE BE SURE TO COPY THE BELOW FORM ONTO YOUR LETTER HEAD AND RETURN TO US WITH SUPPLIED INFORMATION ALONG WITH YOUR AGREEMENT.**

**YOU are the Publisher not FRP or Cookbook Marketplace**

*Be sure to remove all info above the “cut line” from your copy – only the below information should show on your letterhead copy for Ingram. Return the letter with your agreement to us and we will submit the letter to Ingram for you.*

.....Thank You!

Agreement – Jul09 / Page 5 of 5

**Cut Here ✂**-----

**To: Ingram Book Group**

**Date:** \_\_\_\_\_

**From:** \_\_\_\_\_  
(Name of Publisher)

**Re: Authorized Distributor**

*Please note that we are a current publisher being handled by The Cookbook Marketplace for distribution services on the below listed titles. We request that The Cookbook Marketplace be permitted to supply these titles into your system:*

<u>Title</u>	<u>ISBN#</u>
_____	/
_____	/
_____	/
_____	/
_____	/
_____	/

\_\_\_\_\_  
**Authorized Signature**

**Please Print Name:** \_\_\_\_\_

\_\_\_\_\_  
**Title**

Use this form as a template for keeping us updated, as well as other distributors. This will keep all informed of how you are promoting your book, and to help prompt purchases.

The following details should be included in all communications regarding upcoming marketing events. Give at least 4 to 6 weeks advance notice for us to maximize with our retailers!

## ***MARKETING ALERT!***

**Book Title:** \_\_\_\_\_  
**Subtitle:** \_\_\_\_\_  
**Publisher:** \_\_\_\_\_  
**Author:** \_\_\_\_\_  
**City, State:** \_\_\_\_\_  
**ISBN #:** \_\_\_\_\_ **Retail Price: \$** \_\_\_\_\_

<b>Marketing Activity</b>	<b>Dates</b>	<b>Locations</b>
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
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_____	_____	_____
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_____	_____	_____
_____	_____	_____

**Please submit info via email as follows:**

### ***THE COOKBOOK MARKETPLACE***

Attn: Anne Pritchard  
[apritchard@frpbooks.com](mailto:apritchard@frpbooks.com)