



H.B. Fenn and Company Ltd.

H.B. FENN AND COMPANY LTD.

CO-OP POLICY

At H.B. Fenn and Company Ltd. we're committed to supporting your creative and innovative marketing initiatives, and we want to hear from you. If you have an idea that incorporates a title from our list, just follow the steps below.

1. Contact your sales rep with a written proposal of what you'd like to do. This proposal can be brief, but must include the following: description of marketing/promotional vehicle, cost of plans, titles concerned, the number of copies you plan to order to support the proposal.
2. Your sales rep will obtain approval for the proposal.
3. Once approved and you've completed the co-op, please send the invoice to your sales rep along with back-up material (ie: photo of display, invoice from newspaper if an ad was done, copy of newsletter).
4. Credit will be placed on your account for the agreed upon amount.

Author Events

This same policy applies to any support you may ask us for to promote an event with one of our authors in/through your store. All requests must be made in writing and approved in advance of the event.

PLEASE NOTE:

- Our co-op terms are 50/50 on approved items.
- Co-op must be approved in ADVANCE.
- Invoices must be received within 3 months of promotion, or in the case of a November or December promotion by January 31st of the following year.