

Important Change to Our Advertising and Database Listing Policy

Vendors who advertise through New Leaf within a calendar year are exempt from Listing Fees for that same year

As of July 1, 2009, we have begun charging data maintenance fees to all vendors who do not advertise through New Leaf. These fees help to defray the cost of upgrading and maintaining the database through which your products are made available to our retail accounts. But, we would rather you advertise through New Leaf than pay listing fees.

For vendors who advertise through New Leaf within a calendar year, we are waiving the data maintenance fees for that same year. In order to make it easier for you to promote through New Leaf, you are not required to promote each individual title. In fact, if you miss the deadline for scheduling advertising, we will even allow you to apply the data maintenance fees toward the purchase of promotions to run at any time during that same calendar year. In short, we'd rather you advertise through us than pay listing fees!

We want to help you promote your titles/products because we believe strongly that advertising your books and other products to our customer stores through our catalogs and many other marketing channels is the best way to sell your merchandise through New Leaf. We publish three annual catalogs and twelve monthly updates that our customers refer to year-round in growing and maintaining their store inventory. In addition we publish Evolve!, a quarterly consumer magazine that our stores use for in-house marketing, and we have several additional on-line advertising opportunities available for your consideration.

The deadline for scheduling promotions for each year will be January 1st. All promotions must be scheduled via Ad Insertion Order Form (http://newleafvendors.com/docs/Ad Insertion Order_2008.pdf). As long as we have an Ad Insertion Order Form from you by January 1, you will be exempt for that calendar year. Please go to http://newleafvendors.com/ad_info.php or contact Ginger Price, 770-948-7845 ext. 3166, email address gprice@newleaf-dist.com for additional information and assistance with creating a promotional plan through New Leaf. For other questions about this policy change, you can also contact your buyer: Kelly Rowland, sidelines Kelly@newleaf-dist.com, Lynnita Jimenez, recorded media Lynnita@newleaf-dist.com, Judith Hawkins-Tillirson Judith@newleaf-dist.com.

Don't forget – if you miss the deadline, you can always apply the data maintenance fees toward the purchase of promotions to run at any time during that same calendar year.

Data maintenance fees will be assessed on all active titles/products as follows:

\$50 maintenance fee per year for 1 title/product

\$65 fee per year for 2 titles/products

\$75 fee per year for 3 titles/products

\$10 for each additional title/product

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