

## Kaplan Pre-College POS Promotion • January 2008

### TERMS:

- Retail accounts only.
- The four-week POS incentive comparison dates are:
  - For 2008: Week ending January 6 through January 27 (BookScan weeks 1-4 for 2008)
  - For 2007: Week ending January 7 through January 28 (BookScan weeks 1-4 for 2007)
- +5% credit is on a per title basis. An account may achieve a 25% increase on some eligible titles and earn the +5% credit on those titles only, while not qualifying for the +5% credit on other eligible titles. Accounts do not need to achieve a 25% increase on all titles in order to participate.
- Accounts must provide POS data for eligible titles during the designated 2008 sales periods. In the absence of POS data, an account may provide an affidavit signed by a Kaplan Account Manager.
- \*Option for Retail Accounts that Purchase Exclusively through Wholesalers:  
**Retail accounts in this category are eligible to receive the equivalent of 5% of the suggested retail price (SRP) in exempt 2008 coop dollars per unit sold when they comply with the terms outlined above. Please see your Kaplan account manager for more details.**
- Documentation and claim must be submitted no later than April 1, 2008.

### Upcoming Test Dates

**January 26: SAT / SAT Subject Tests**  
**February 9: ACT (Except for New York State)**  
**March 1: SAT only**  
**April 12: ACT**  
**May 3: SAT**  
**June 7: SAT / SAT Subject Tests**  
**June 14: ACT**  
**October 15, 18: PSAT**

### Kaplan ACT Test Prep:

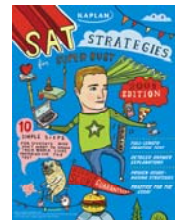
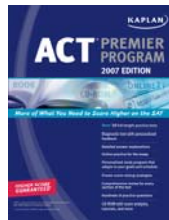
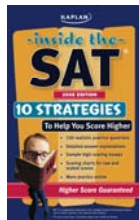
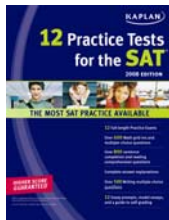
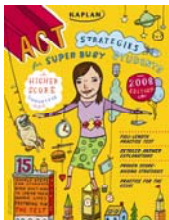
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