

Kaplan Publishing
U.S.A. Distributor Coop Advertising Policy
(Updated January 1, 2008)

Coop Pool Allotments

Distributor accounts earn cooperative advertising monies for use as described in this policy equal to 3% of their net purchases during the previous year.

For new customers, Kaplan Publishing will establish pools based on estimates of the new customers' current calendar year net sales volume. Adjustments will be made at the end of the year based on actual net sales.

General Terms and Requirements

From these accrued coop funds, Kaplan Publishing will authorize credit equal to 100% of the cost of the advertisement or promotion or of the standard charge for advertising in distributor-controlled media, not to exceed the contract amount for the year. To earn the allowance, promotions must be completed by December 31 of the current calendar year.

The following are examples of qualifying advertising and promotional costs:

- Distributor catalogs, brochures, or circulars
- Distributor website promotion
- Distributor telemarketing programs
- Other reasonable and practical methods of advertising and promotion that a distributor may suggest

Coop allowances may not be used for microfiche, line listings, or website listings.

Throughout the course of the year specific titles will be announced as Exempt Coop Eligible. Distributors may earn incremental marketing funds proportional to their initial buy to be used to promote the selected title. Ask your Kaplan Publishing account manager for details.

Written approval for all Kaplan Publishing cooperative advertising and promotions, including the selection of titles to be advertised and promoted, must be secured from the Senior Director of Marketing for Kaplan Publishing in advance of the retailer's advertising or promotion. Distributors must give reasonable notice of the type, cost, and date of the advertisement or promotion planned. Such notification must be indicated on the Distributor Cooperative Advertising Contract.

Within 90 days after the completion of the advertising or promotion, distributors must submit claims to the following address:

Kaplan Publishing
Attention: Michelle Patterson
1 Liberty Plaza, 24th floor
New York, NY 10006
Phone: 212-618-2403
Email: michelle.patterson@kaplan.com

Coop Claim Documentation, Other

To process each claim, Kaplan Publishing requires the following:

- Copy of the coop contract approved by Senior Director of Marketing for Kaplan Publishing
- Invoice stating total cost or charge
- For catalogs, brochures, and circulars, a copy of the complete catalog, brochure, or circular
- For website promotions, a printed copy of the page view with the URL
- For other advertising or promotion, documentation that will reasonably support the expenditure

All regular distributor accounts in good credit standing are eligible to apply for cooperative advertising money. Failure by a distributor to comply with the specific requirements of this policy will result in the denial of requested credits. Approval of all contracts and claims will be granted or withheld on a non-discriminatory basis.

Coop deductions should be taken upon receipt of a Kaplan Publishing credit memo.

Questions should be directed to:

Kaplan Publishing
Attention: Michelle Patterson
1 Liberty Plaza, 24th floor
New York, NY 10006
Phone: 212-618-2403
Email: michelle.patterson@kaplan.com

Distributors are free to charge whatever price they wish for books purchased from Kaplan Publishing. Any prices included in advertising or promotional materials furnished by Kaplan Publishing may be deleted or changed at the option of the distributor.

Terms subject to change at any time. Check Kaplanpublishing.com for more information.