



# LÄF Productions, Inc.

*“Bringing LÄFter Back to Business”™*

Date: September 21, 2004

Subject: **Dealer Bulletin for Resale Prices for Booklets, Books and Journals.**

Featuring new and better discounts as well as a greater selection. See brochures for descriptions and list prices. Please order using full title and/or ISBN for identification.

**Terms** are 30 days from the date of invoice on 500(+) orders of qualified accounts. A finance charge of 1.5% per month will be added to all balances over 30 days. Payment must accompany invoice for all others.

### Discounts:

	Order	Discount in Percentage
<b>Book Trade</b>	<b>1-2</b>	<b>No discount</b>
	<b>3-299</b>	<b>30%</b>
	<b>300-499</b>	<b>40%</b>
	<b>500-up</b>	<b>45%</b>
<b>Outside Book Trade</b> (Gift shops, Grocery stores, etc.)	<b>1-2</b>	<b>No discount</b>
	<b>3-199</b>	<b>30%</b>
	<b>200-499</b>	<b>40%</b>
	<b>500-up</b>	<b>45%</b>
<b>Premiums</b> (Company imprinted products that are given away or sold at a discount to promote this company's business.)	<b>25-99</b>	<b>20%</b>
	<b>100-499</b>	<b>30%</b>
	<b>500-999</b>	<b>40%</b>
	<b>1,000-14,999</b>	<b>50%</b>
	<b>15,000-up</b>	<b>Cost of printing + 60% off list price</b>
<b>Premium terms:</b> Non-returnable, net 30 days, FOB warehouse/printing plant, freight collect.		

Minimum order: three copies of one title. Titles may be utilized to achieve higher discounts. Discounts apply only to titles published by LÄF Productions, Inc. No discounts are offered on titles from other publishers and carried for resale by the LÄF Productions Bookshelf.

**Shipping:** Books are best shipped via UPS or the Post Office's "Priority Mail". We can ship via truck or Federal Express, but do not recommend them for long distances, as the rates are considerably higher. Shipping is FOB Little Rock.

We dislike **drop shipping** individual books but will do it at list, less 40% plus \$4.

**Shortages** or nonreceipt must be reported to us within 15 days of the ship date.

**Resale Numbers:** Arkansas dealers must mention their resale number with their order.

**Promotional Materials:** We can supply photographs of all our publications for your catalog work.

**Book Trade:** Our books will soon become available from major wholesalers. **STOP orders** are accepted for individual books at list less 40% plus \$4.

**Orders may be sent** to the address below. Purchase orders may be faxed with prior call to 866-213-4437 or emailed to [LAFproductions@aol.com](mailto:LAFproductions@aol.com) at any time.