

**2022 KIDS POST-HALLOWEEN MARKDOWN PROMOTION OPTION A- US**

Hachette Book Group announces a promotional offer on the titles listed beginning 11/1/22. Hachette Book Group will credit retailers selling copies of the titles listed below for 50% off or less, for a maximum of two weeks, through November 2022. In order to qualify for this credit, physical retailers must promote the titles in a designated store location at a price of 50% off or less. The promotional price must be called out on the books themselves or with signage indicating the new sale price. Internet retailers must feature the books prominently on their corporate retail home page at the discounted price for a maximum of two weeks within the promotional window to participate in this offer. This offer is open to all US accounts that purchased on a returnable basis directly from HBG, or via a wholesaler**,** who would like to participate in this offer. US accounts may choose to participate in one post-Halloween markdown offer (Option A or B) but may not claim credit for multiple offers.

|  |  |  |  |
| --- | --- | --- | --- |
| **ISBN (Item Code)** | **Title (Long)** | **On-Sale Date** |  **List Price US**  |
| 9780316450010 | COLOR MONSTER HC | 9/4/2018 |  $ 18.99  |
| 9781523506149 | PAINT BY STICKER KIDS: HALLOWEEN TP | 9/3/2019 |  $ 10.95  |
| 9780761193005 | EEK! HALLOWEEN! BB | 8/23/2016 |  $ 7.95  |
| 9780316450058 | COLOR MONSTER BB | 6/29/2021 |  $ 8.99  |
| 9780316236539 | GO AWAY, BIG GREEN MONSTER! (REVISED EDITION) POB | 4/1/1993 |  $ 13.99  |
| 9780761170891 | EYELIKE STICKERS: HALLOWEEN TP | 11/1/2011 |  $ 7.95  |
| 9780316573955 | GLAD MONSTER, SAD MONSTER POB | 9/1/1997 |  $ 13.99  |
| 9780316628310 | WE'RE GOING ON A PUMPKIN HUNT BB | 7/27/2021 |  $ 7.99  |
| 9780762473571 | GHOSTBUSTERS: A PARANORMAL PICTURE BOOK HC | 9/7/2021 |  $ 17.99  |
| 9780762466566 | ABCS OF HALLOWEEN: AN ALPHABET BOOK BB | 7/16/2019 |  $ 8.99  |
| 9780316427562 | CHRISTOPHER PUMPKIN BB | 7/28/2020 |  $ 8.99  |
| 9780316395328 | ONE GOOD NIGHT 'TIL HALLOWEEN BB | 8/2/2022 |  $ 7.99  |
| 9780316429351 | MIRACULOUS: MONSTER MADNESS! TP | 8/2/2022 |  $ 5.99  |
| 9780762493166 | HALLOWEEN TRICK OR TREAT: A COLORS BOOK BB | 7/24/2018 |  $ 8.99  |
| 9780316458092 | TRICK OR TREAT, CRANKENSTEIN HC | 8/17/2021 |  $ 17.99  |
| 9780316210416 | NIGHTY NIGHT, LITTLE GREEN MONSTER POB | 8/6/2013 |  $ 11.99  |
| 9780316423069 | LINE FRIENDS: BROWN & FRIENDS: TRICK OR TREAT YOURSELF POB | 8/2/2022 |  $ 10.99  |
| 9780316495912 | SPIRIT RIDING FREE: A TRICKY HALLOWEEN TP | 7/14/2020 |  $ 5.99  |
| 9780316431989 | I'M NOT SCARED BOOK TP | 7/25/2017 |  $ 8.99  |
| 9780316443449 | ED EMBERLEY'S HOW TO DRAW MONSTERS AND MORE SCARY STUFF TP | 7/3/2018 |  $ 10.99  |
| 9780824919788 | MY FIRST TRICK OR TREAT BB | 8/9/2016 |  $ 5.99  |
| 9781484730461 | SCARIEST BOOK EVER HC | 7/18/2017 |  $ 17.99  |
| 9780316628303 | WE'RE GOING ON A PUMPKIN HUNT POB | 7/27/2021 |  $ 14.99  |
| 9781546014850 | ABCS OF HALLOWEEN BB | 7/14/2020 |  $ 7.99  |
| 9780316084451 | I'M NOT SCARED BOOK POB | 8/3/2011 |  $ 12.99  |
| 9780316256728 | ZIP! ZOOM! ON A BROOM BB | 7/2/2019 |  $ 7.99  |
| 9780824918682 | HALLOWEEN 123 BB | 8/1/2012 |  $ 6.99  |
| 9780824919566 | COUNTDOWN TO HALLOWEEN BB | 8/4/2015 |  $ 7.99  |
| 9780316452144 | 1, 2, LET'S SAY BOO BB | 7/30/2019 |  $ 7.99  |
| 9781546013846 | TRICK OR TREAT, YOU'RE SO SWEET!: A LIFT-THE-FLAP BOOK BB | 8/17/2021 |  $ 8.99  |
| 9780316427555 | CHRISTOPHER PUMPKIN HC | 7/28/2020 |  $ 17.99  |
| 9780316282321 | CRANKENSTEIN BB | 8/5/2014 |  $ 8.99  |
| 9780316256735 | ZIP! ZOOM! ON A BROOM HC | 7/25/2017 |  $ 16.99  |

**Guidelines:**

Hachette Book Group will credit retailers who lower the price to the suggested new retail price or less on the titles listed above for a maximum of two weeks within the stated promotional window. Retailers are, of course, free to charge whatever price they choose, but only those meeting the above terms will qualify for the credit. This promotion supersedes any previous offer on these titles.

In order to be eligible for this promotion, the retailer must furnish to its Hachette Book Group sales representative, or to our sales department, proof of its retail sales between the dates listed above. Proof and claim must be received by the Hachette Book Group no later than 1/31/2023. Deductions for anticipated credits will not be honored. Credit will be issued after review of proof of sales.

Our suggested retail price will remain as originally cataloged, and returns on any copies will be credited based on the cataloged retail price and the terms of our returns policy. If a retailer purchased copies from a wholesaler, the retailer must furnish us with evidence of that purchase to receive direct credit from us. However, if a retailer who purchased copies from a wholesaler does not want to receive its credit from the Hachette Book Group directly, the retailer can make arrangements with the wholesaler to have credit issued to the wholesaler for the retailer’s account, and we will honor the wholesaler’s submission to that credit to the wholesaler’s account.

For more information, please contact your Hachette Book Group sales representative or Hachette Book Group, 1290 Avenue of the Americas, New York, NY 10104.