

Hachette Book Group Post Holiday Bob Dylan BOGO 50% Shared Markdown Promotion-US Version

U.S. Retail accounts may claim a credit for each title sold or given away as part of this BOGO 50% shared markdown promotion from Hachette Book Group as specified below. Accounts may run this promotion from December 26,2023 to January 31, 2024. In order to qualify for this credit, physical retailers must promote the title in a designated store location, and the promotional offer must be called out on the book itself or with signage indicating the new sale price. Internet retailers must feature the book prominently on their corporate retail homepage as part of a BOGO 50% shared markdown promotion from December 26,2023 to January 31, 2024 to participate in this offer. This offer is open to all accounts that purchased on a returnable basis directly from HBG, or via a wholesaler, who would like to participate in this offer.

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.

ISBN	Title	Pub Date	Retail\$	Imprint	Funding Per Unit\$
9781734537796	Bob Dylan: Mixing up the Medicine	10/24/2023	\$100	Callaway	\$25.03

Hachette Book Group will credit retailers who lower the price to the suggested new retail price or less on the title listed above for a maximum of two weeks within the stated promotional window. In order to be eligible, the retailer must furnish to its Hachette Book Group sales representative, or to our sales department, proof of its retail sales for the promotional period. Proof and claim must be received by the Hachette Book Group no later than 4/1/2024. 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.