

## WHOLESALE PROFILE FORM

Please complete this form and email it to [info@edupaperback.org](mailto:info@edupaperback.org) or fax to 202-962-3939 no later than Wednesday, December 14<sup>th</sup>. If you prefer to fill the form out electronically, please visit <http://edupaperback.org/form>

Name of Wholesaler \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_

Website Address \_\_\_\_\_

EBMA Marketing Contact \_\_\_\_\_

Phone # \_\_\_\_\_ Ext. \_\_\_\_\_

Fax # \_\_\_\_\_ Email Address \_\_\_\_\_

Book Buyer \_\_\_\_\_

Phone # \_\_\_\_\_ Ext. \_\_\_\_\_

Fax # \_\_\_\_\_ Email Address \_\_\_\_\_

Number of titles stocked \_\_\_\_\_

### Products Sold by Percentage of Sales (should add to 100%):

_____ mass market paper	_____ prebound books	_____ workbooks
_____ trade paper	_____ magazines	_____ audio/videotapes
_____ foreign language books	_____ hardcover books	_____ remainder/sales books
_____ eBooks	_____ other	

If you also publish, what percentage of your sales are proprietary products? \_\_\_\_\_

### Educational Markets Served by Sales Percentage (should add to 100%):

_____ libraries	_____ middle/junior high	_____ book fairs
_____ elementary schools	_____ high school	_____ RIF
_____ Preschool	_____ college	_____ other institutions (prisons, churches, organizations)_

**Promotion/Selling**

1. Catalogs: Please provide data for each type of catalog mailed:

Type*	Mailing Date	Drop Dead Date for Listings & Advertising	Quantity Mailed	Audience**
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____

\* Under type, indicate categories such as a new annual, bestseller, new listings only, or special.

\*\*Audience may be targeted schools by grade level, public libraries, etc., as examples.

2. Do you have a sales force? \_\_\_\_\_ Yes \_\_\_\_\_ No

\_\_\_\_\_ Number of reps \_\_\_\_\_ Sales meeting dates (approx)

3. Major exhibits at which you display?

National \_\_\_\_\_

Regional \_\_\_\_\_

State \_\_\_\_\_

4. What are your major promotions besides catalogs (telemarketing, flyers, space ads, etc.)? \_\_\_\_\_

5. What is your preferred use of cooperative advertising? \_\_\_\_\_

Do you special order books you do not normally stock in your warehouse? \_\_\_\_\_

Do teachers and librarians visit your warehouse? \_\_\_\_\_

Our educational sales are \_\_\_\_\_ percent of our overall book sales.

**Please attach a "Who's Who?" list of your company management.**