



Ingram Book Company.
Setting the standard

Prospective Calendar Vendor Form

Contact Information	
Publisher Name	
Contact Name	
Contact Title	
E-mail address	
Phone	
Fax	
Address	
Web Address	
Company Information	
How many years has your company been in business?	
Who currently distributes your product?	
If leaving your current distributor, please provide the date your contract expires.	
Have you ever had a direct relationship with Ingram in the past? If so, please provide your old account number.	
Do you have a US address for your return shipments (not a PO Box)? If so, please provide such address.	
Product Information	
How many calendars do you currently have in print for consideration?	
What is your average suggested retail price for each calendar?	
Do all calendars have a 13-digit ISBN and Bookland EAN barcode (required in 2007 and beyond)?	
Does any of your calendars carry a UPC barcode?	
Please list your ISBN prefixes.	

If you have any questions or concerns, please contact us at: bookbuyer@ingrambook.com



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Sales Information		
What are your year-to-date gross sales (invoice) and units?	\$	Units:
What are your previous year's gross sales (invoice) and units?	\$	Units:
What is the primary market for your product (retail, library, internet, etc.)?		
What percentage of your total sales are through this market?		
Describe the sales force you presently use for this market.		
What is your annual percentage of returns?		
Marketing Information		
How does a typical customer learn about your calendar?		
How do you currently market your calendar?		
What is your annual marketing budget?		
What percentage of your budget do you spend on advertising?		
What other national and/or regional marketing channels have you utilized to sell your calendars?		
Operations Information		
Are you set up to receive purchase orders via Electronic Data Interchange (EDI)?		
Can you conduct business online?		
Additional Comments		

In addition to filling out this form, please mail us copies of your forthcoming calendars. In addition, include any catalogs or other important information you would like the committee to consider regarding your company. Please mail the completed questionnaire and calendar samples to:

Ingram Book Company, Publisher Relations, 14 Ingram Boulevard, box 621, LaVergne, TN 37086

Signature/Printed Name

Date

Please note:
*Sample product cannot be returned.
Incomplete questionnaires and
questionnaires without sample product will
not be reviewed as a potential vendor with
Ingram.*

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