

# The MIT Press Cooperative Advertising Contract

Date:

To (MIT Press contact):

From (Bookstore):

We would like to promote the following title(s):

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## PROMOTION PLANS

Media \_\_\_\_\_ Date of Promotion \_\_\_\_\_

Size \_\_\_\_\_ Total Cost \_\_\_\_\_

MITP's share \_\_\_\_\_

(The Press will pay up to 75% of approved promotions.)

Should we provide ad copy? \_\_\_\_\_ glossies? \_\_\_\_\_

Deadline for materials \_\_\_\_\_

Please provide descriptions of promotional plans:

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Please submit proof of advertising (a tear sheet, invoice, etc.) along with a copy of approved contract to Kelley Travers, Sales Associate, The MIT Press, One Rogers Street, Cambridge, MA 02142. Coop payment will be credited to your account unless otherwise arranged. Credit will show up on your monthly statement as "coop advertising credit."

Signature of Bookstore Representative \_\_\_\_\_

Signature of Publisher's Representative \_\_\_\_\_

Coop advertising claims must be made within six months of the promotion as agreed upon in contract or the claims will not be honored.

**The MIT Press/One Rogers Street/Cambridge, MA/02142  
Phone: 617-258-0584/Fax: 617-253-1709**