

RETAILER PROMOTIONAL ALLOWANCE

Effective May 1, 2008

1. Advertising period is 4/1/08 through 3/31/09. All advertising claims must be submitted by 4/1/09 to receive promotional advertising credit.
2. Your allowance is equal to 4% of your net purchases direct through Tyndale House for the period 5/1/07 through 4/30/08, which is our fiscal Year 2008. This allowance is disbursed only as a credit memo.
3. Eligible Advertising includes radio, TV, and newspaper advertising:
 - a. Documentation required for radio and TV advertising includes a notarized Affidavit of Performance, a copy of the script, and an invoice showing total cost of advertising. If a script is unavailable, an audio or video tape is acceptable if the Affidavit of Performance validates use of the tape.
 - b. Documentation required for print advertising includes a full page from newspaper or magazine for each insertion date and an invoice showing total cost of advertising. Clippings and xerographic copies of print advertising are not acceptable proof of advertising. Newspaper and magazine advertising that is expected to cost over \$1000.00 should receive approval for content prior to publication. Approval should be obtained from Retailer Advertising Administrator. For further information, call (630) 668-8300 x5425 or FAX (630) 668-8905. You may be required to submit ad or catalog copy prior to run date.
4. If advertising includes non-Tyndale products, cost calculation will be based upon the percentage of air time or print space devoted to Tyndale products.
5. All advertising, whether TV, radio, or printed material, must include the Tyndale logo or the name "Tyndale House Publishers" to be eligible for retailer promotional advertising credit. Free glossy prints and catalog descriptions are available for all Tyndale products. Newspaper slicks and pre-recorded radio and TV commercials are available for selected current products at no charge. The materials may be obtained by calling (800) 323-9400 x5425.
6. Print mailers, catalogs flyers, bulletins, and advertising media other than those listed above will be considered based on mutual prior agreement between the retailer and Tyndale. Yellow-page ads do not qualify for promotional reimbursement. Approval for content and promotional advertising allowance should be obtained from the Retailer Advertising Administrator call (630) 668-8300 x5425 or FAX (630) 668-8905. You may be required to submit ad or catalog copy prior to run date. Postage, mailing, and labor costs for the distribution of printed material will be determined by Retailer Advertising Administrator.
7. If you have insufficient funds in your Tyndale promotional advertising allowance, you may receive additional promotional credit based upon your purchases through your distributor. The credit allowance will be 2% of the total purchases made of Tyndale House product during the previous calendar year, 1/1/07 through 12/31/07. Send a printout or statement documenting these purchases to the Retailer Advertising Administrator along with your promotional advertising request.
8. Each time your account is issued a credit memo for promotional advertising, a new balance will appear in the body of the credit memo. In this way you will have immediate information regarding your promotional advertising balance. If you should misplace this documentation, Please send a written request by mail or FAX to Retailer Advertising Administrator, to receive your current balance. The FAX number to use is (630) 668-8905.
9. Production fees, actors' salaries, agency fees, and taxes do not qualify for credit reimbursement.

It is always our desire to keep our customers informed of any changes to our policies. If you should have any questions regarding this or our other retailer advertising policies, please direct inquiries to Retailer Advertising Administrator, Tyndale House Publishers, 351 Executive Drive, Carol Stream, Illinois 60188. (630) 668-8300 x5425

SUBJECT TO CHANGE WITHOUT NOTICE