

**Trade Terms, Discounts, and Policies**  
**Effective May 1, 2009. Please discard old policy brochures**

**Main address:**

Tyndale House Publishers, Inc.  
351 Executive Drive  
Carol Stream IL 60188

**Returns address:**

Tyndale House Publishers  
Returns Department  
370 Executive Drive  
Carol Stream IL 60188

**Customer Service and Ordering:**  
630-668-8300

**Returns FAX:** 630-668-0227  
**Sales Dept FAX:** 630-668-8905

**In-House Staff**

National Sales Office: (630) 668-8300  
Vice President, Trade Sales: Dave Endrody x5258  
Retailer Advertising: Anne Montgomery x5425  
New Account Information: Laura Slivinski x5236  
General Sales Dept. Information: Sharon Heggeland x5355

**District Managers (Salesmen)**

SOUTHEAST: Dave Salzmann x8824  
NORTH CENTRAL: Gary Kelch x8833  
WEST CENTRAL: Wendell Johnson x8821  
SOUTH CENTRAL: Troy Baker x8822  
SOUTHWEST: Doug Weaver x8827  
NORTHWEST: Mike Petersen x8832  
NORTHEAST: Mike Bachmann x8823

**RETAILER PROMOTIONAL ALLOWANCE**

1. Advertising period is 4/1/09 through 3/31/10. All advertising claims must be submitted by 4/1/10 to receive promotional advertising credit.
2. Your allowance is equal to 4% of your net purchases direct through Tyndale House for the period 5/1/08 through 4/30/09, which is our fiscal Year 2009. 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, 1/1/08 through 12/31/08. 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**

**PRINTED IN USA**

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## TRADE POLICY

Terms Continental USA.....Net 30 days  
Terms Canada, Alaska, Hawaii and USA protectorates.....Net 60 days  
Terms International.....Net 90 days  
Finance charge on invoices past terms.....1.5% per month  
F.O.B. Point.....Our warehouse

Invoices are mailed immediately upon shipment. Claims of short shipments must be made within 30 days of the date of shipment. To protect bona fide dealers, no agents can be served. All payments must apply to a particular invoice. Please enclose invoice numbers being paid with each check. All returned checks are subject to a 1.5% or \$10.00 service fee, whichever is greater. All bank charges are the responsibility of the customer. For International and Canadian accounts, checks must be paid in U.S. dollars and drawn on a U.S. bank. All orders are subject to approval by the home office.

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## PRICES

Prices are subject to change without notice. Prices indicated are in U.S. currency. Retail prices shown in current catalogs and order forms are suggested retail prices only; retailers may sell Tyndale product at other prices, except for special promotions where retailer has agreed to sell product at a particular price.

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## DISCOUNT SCHEDULE

Trade discounts are granted only to those who qualify as an established retail store. All Tyndale products combine in one assorted discount schedule as shown below:

1-99.....44%      100-299.....46%      300-499.....48%      500+.....50%  
**Case quantities.....50%**

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## ORDERING

1. Purchase order #, store # (chain stores only), and buyer's name should be clearly marked on each order.
  2. Tyndale House catalog number must be included for each item ordered.
  3. We fulfill all back orders unless otherwise directed on your purchase order or noted prior to shipment. Backorders are shipped at the customer's expense.
  4. Pre-publication items are not considered backorders. A "No backorder" status will NOT cancel these items.
  5. When a customer cancels an order already received and "in process" at Tyndale House, it is not always possible to guarantee the cancellation.
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## SHIPPING

1. By general rule, orders are processed in the order they are received at Tyndale.

2. Services offered (Detailed information on these services will be made available upon request.):

<b>USA:</b>	<u>1-200 lbs</u>	<u>Special Handling</u>	<u>200 lbs and up</u>	<u>Special Handling</u>
	UPS Air	Freight	UPS 100wt	Air Freight
	RPS	Special Delivery	LTL—Roadway or	
	UPS Next Day		Overnite	
	UPS Second Day			

**INTERNATIONAL:** Sack Mail A/O Air Freight Sea Freight

3. Requests for specific routings will be honored whenever possible. We reserve the right to alter these requests if pickup is not made by requested freight line within 48 hours. Customer assumes all liability when requesting routing by UPS.
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## DROP SHIPPING

If a drop ship is for a book or two to a private address and drop-shipped on behalf of a bookstore, the charge is \$2.00 plus postage. For Internet accounts, please note that, as described in the application for Internet accounts, Tyndale does NOT drop-ship for Internet accounts.

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## CUSTOMER SERVICE

### IF YOU HAVE QUESTIONS ABOUT YOUR ORDER

1. All adjustments on your account should be made through the Customer Service department. **You can contact them at 800-323-9400 (FAX 630-668-0227) or by writing to them at the address on this policy.** They will be happy to discuss your account with you.
  2. Requests for adjustments must be made within 30 days after invoice date.
  3. Incorrect shipments must be reported immediately to the Customer Service department. They will then initiate a UPS call tag, and the UPS driver will come to your store for pickup. Upon receipt of such you will return the incorrect shipment for full credit. Failure to report an incorrect shipment within 30 days will waive your right of return.
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## RETURNS POLICY (Domestic Trade Accounts Only)

**Returns Authorization is NOT required. Returned items must be in clean, saleable condition, free of all store labels and stickers.**

**Returns of products sold at closeout discounts and special non-returnable promotional offers will not be credited.**

**Defective products** do NOT need to be returned in many instances. Call 1-800-323-9400 or fax to 630-668-0227 for credit or replacement.

All returns will be credited at 50% discount from the suggested retail price unless the item was purchased at a higher discount.

Returned cartons should not exceed fifty pounds.

For your protection, returns should be shipped via a traceable means (e.g., UPS or FedEx), or if shipped Parcel Post, then insured. Tyndale will assume no responsibility for lost returns.

### Ship all returns Prepaid to:

Tyndale House Publishers  
Returns Department  
370 Executive Drive  
Carol Stream, IL 60188

**Be sure to include your return address on the shipping label.**

**A packing list should be included in each box indicating (1) the items being returned; (2) your store name, account number, and full address; and (3) number of boxes in shipment (1 of x, 2 of x, etc.)**

Refused returns will either be destroyed or shipped back at senders' expense. **We reserve the right to not issue credit nor ship back any illegible returned items, including other suppliers' products sent to us in error.**

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