

TYNDALE HOUSE PUBLISHERS

Trade Application

Thank you for your interest in Tyndale House Publishers. Tyndale desires to establish trade relationships with businesses that match the qualifications of our target business classes. To apply for a Trade Account, please follow these steps:

1. Complete the attached ***Trade Application*** in its entirety.
2. Complete the attached ***Bank Release Form*** in its entirety.
3. Attach a ***State Resale Tax Certificate*** or ***Sales Tax Exemption Certificate*** (we can help you to determine the appropriate form.)
4. Return completed documents to New Accounts at the address below.

Information may be submitted via fax, e-mail (*provided the documents were physically signed*), or mail. Tyndale House Publishers strives to process all applications within two to three business days of receipt of the application. Approved applications will be immediately available for placing orders; however, please be aware that it may take an additional two weeks or more to establish a credit line. The credit research process will be shorter if you provide complete contact information for bank and credit references (*company name, address, phone, fax, contact name*). Many new accounts do choose to prepay for initial orders that are time sensitive. Pending or incomplete applications are kept on file for six months.

We look forward to establishing a business relationship with you. If you have questions or concerns as you read the application, it would be a pleasure to speak with you. My contact information is below.

Best regards,

Heather Alred
New Account Coordinator
Tyndale House Publishers
351 Executive Drive
Carol Stream, IL 60188
Phone: 630.668.8300 x5478
Toll Free 1.800.323.9400 x5478
Fax: 630.344.0945
newaccounts@tyndale.com

Enclosures: Trade Application
Bank Release Form

TYNDALE HOUSE PUBLISHERS

Domestic Trade Application
(Please fill out in its entirety. Indicate N/A if not applicable)

Legal Name of Business: _____

DBA: _____

Billing Address _____

Shipping Address _____

City: _____ State: _____ Zip: _____

City: _____ State: _____ Zip: _____

Website: _____

Do you consider your business to be a part of the **Christian Market**, or the **General Market**? (circle one, please)

Are you a member of CBA? No Yes #: _____ Are you a member of ABA? No Yes #: _____

Are you associated with another business that has an account with Tyndale? No Yes Account #: _____

Type of Account for Which You Are Applying (Please select the one that most closely fits your business)

Retail Accounts (check one)

- Brick and Mortar Bookstore (Including Church Bookstores)** *A business that resells products to the general public as a bookstore in a fixed location with an external sign and entrance, that is open to the public a minimum of 30 hours per week, and whose book and Bible sales are greater than 35% of total revenue*
Additional Requirements: Pictures of the exterior, signage, and interior of the bookstore; attach with application, or provide website.
- General Retailer** (Describe: _____) *A business that resells products to the general public in a fixed location with an external store sign and entrance, that is open to the general public a minimum of 30 hours per week, whose book and Bible sales are less than 35% of total revenue, **and is therefore NOT considered to be a bookstore** (examples: gift shop, pharmacy, general merchandise).*
- Internet Retailer** *A business that uses the internet to contact the public and receives 100% of its sales via the internet. This business must warehouse and distribute orders received from its customer base. **Tyndale will not drop ship orders** for Internet Retailers.*
Additional Requirements: Established, independent, fully functional website with the ability to purchase directly and immediately from the site (i.e. a "shopping cart").
- Catalog Company** - *A business that uses any printed media to contact the public and receives over 80% of its sales via the telephone, fax, or mail (example: cataloger).*
Additional Requirements: Physical copy of catalog or printed media must accompany application.

Wholesale Accounts (Please be prepared to supply additional information if requested.)

- Book Distributor** - *A business that only sells products to retail bookstores at wholesale prices. For those wholesalers who sell to retail stores that are a part of the wholesaler's business, the sales or stock transfers to those stores will be rebilled at retail discounts.*
Additional Requirements: A website or brochure information.
- Independent Distributor** - *Businesses whose sales representatives sell to and service large retailers. These would be at wholesale prices.*
Additional Requirements: A website or brochure information.
- Other (Circle One)**

Display Marketing

Event-Based

Rack Jobbers (# of locations: _____)

Rack Jobbers must have 50 locations and Event-Based organizations must be focused solely on event-based sales.

Additional Requirements: Website or brochure information.

Contact Information

Accounts Payable Contact: _____ Buyer: _____
Phone: _____ Phone: _____
Fax: _____ Fax: _____
E-Mail: _____ E-Mail: _____

Please Answer the Following Questions Regarding your Business

What is the square footage of your retail floor space? _____
Do you have a centralized warehouse(s)? No Yes How many? _____ Square footage of each? _____
Hours of Operation: From: _____ To: _____ On (days): _____
From: _____ To: _____ On (days): _____
From: _____ To: _____ On (days): _____
Are you listed in your local phone book? No Yes If so, under what heading? _____
Are you a member of one of these marketing groups? Parable Muncie Covenant Other: _____
What is your annual sales volume? \$ _____ (If you are a new business, please estimate.)
What percentage of your sales is: Christian product _____% General product _____% Books and Bibles _____%
Date the business did (will) open: _____ Number of Sales people: Full Time - _____ Part Time - _____
If you are a Catalog company, how many catalogs do you publish annually? _____

Wholesalers only (all three questions):

What is your target market?
 Bookstores Individuals Churches Non-profit Organizations Other (please specify) _____
Products purchased from vendors are sold through what channels?
 Telemarketing Home Parties Catalogs Bookstores (Owned by Applicant? No Yes # of locations _____)
 Other: _____
How are products promoted: _____

Order and Shipment Information

What types of products are you interested in purchasing from Tyndale?
 Books Bibles Children's Books Books in Spanish Customized Products
Will you accept back orders when items are out of stock? Yes No (Default is Yes)
Will you accept back orders when items are not yet published? Yes No (Default is Yes)
If yes, release when back orders total \$ _____ (net) (Default \$50.00)
Will you be submitting orders electronically (EDI)? No Yes SAN: _____
Do you have a preferred shipper? _____
Special shipping instructions: _____

(Tyndale House Publishers will select the carrier on free-freight shipments)

Ownership Information

Are you the new owner of an established business? No Yes Date of Purchase: _____

Do you own any other businesses? No Yes Describe: _____

If no, is this business your sole source of income? Yes No

If no, briefly explain: _____

Business Type: Proprietorship Partnership Corporation LLC
 Other – describe: _____

Is this business a subsidiary or division of any other organization? No Yes

If yes, please explain: _____

1. Owner/ Principal's Name: _____

Position: (Owner, President, CEO, etc.): _____

Residential Address: _____

Residential Phone: _____ SSN: _____

2. Owner/ Principal's Name: _____

Position: _____

Residential Address: _____

Residential Phone: _____ SSN: _____

To Establish Credit, Please Provide References

(To provide other or additional references, please attach your own credit reference sheet with account numbers and fax numbers)

Thomas Nelson: _____

Harvest House: _____

Word Entertainment: _____

STL Distribution: _____

Moody Press: _____

Spring Arbor / Ingram: _____

Zondervan: _____

Anchor / Whitaker House: _____

Federal EIN #: _____

Requested Credit Limit \$ _____

Please Read and Sign Below (Must be completed by authorized personnel)

STANDARD ACCOUNT TERMS: Billing is Net 30. 1 ½ % service charge on invoices past terms. F.O.B. our warehouse. Customer receives title to the merchandise when it leaves our warehouse and customer pays all freight charges (unless otherwise specified on a specific order). Customer assumes all liability when requesting routing by United States Postal Service (International or Domestic.) Customer also pays freight charges for returned product and assumes all risk if a delivery receipt cannot be obtained on a non-received return. Customer agrees to a return percentage of 50% or at purchase % if greater than 50% of overstock returns. Customer agrees to an additional 25% off of retail penalty for all damages making returns unsalable. Only clean, salable product that is still in print is returnable. Products purchased at a 70% or greater are non-returnable. If due to delinquency your account is placed for collection, fees and legal charges up to 50% of the principal balance due will be customer's responsibility. I/We authorize Tyndale House to investigate our credit history or information as deemed necessary to extend credit for open account purposes. **I affirm that the submitted information is complete and true to the best of my knowledge. I have read and do accept the above credit terms. I agree that a faxed or electronic copy of this document is valid and as equally binding as the original document and signature. Furthermore, I affirm that I am authorized to bind the applicant organization to the above terms and understand that if I misrepresent this authority I may personally be held responsible for any or all debts incurred.**

Name: _____ Title: _____
(Please Print)

Signature: _____ Date: _____

Instructions for Submitting Application

This document may be submitted via fax, e-mail (provided the documents were physically signed), or mail. Tyndale House Publishers strives to process all applications within two business days of receipt of the application. Approved applications will be immediately available for placing orders; however, please be aware that it may take an additional two weeks or more to establish credit.

Fax: 630-344-0945

Mail:

Tyndale House Publishers

Attn: New Accounts

351 Executive Drive

Carol Stream, IL 60188

E-mail: newaccounts@tyndale.com

For Your Convenience, Application Check List:

- Completed and Signed Application
- Completed and Signed Bank Release Form (for those requesting credit terms)
- State tax documents
- Additional Information required per Business Class

THE INFORMATION BELOW IS SEPARATED FROM YOUR APPLICATION AND SENT DIRECTLY TO YOUR BANK FOR THE PURPOSE OF ESTABLISHING CREDIT. PLEASE COMPLETE IN ITS ENTIRETY.

BANK RELEASE FORM
TYNDALE HOUSE PUBLISHERS

TO WHOM IT MAY CONCERN:

I authorize you to give Tyndale House Publishers, 351 Executive Drive, Carol Stream, IL 60188 such information that they may desire in regard to my accounts. This request is made for the purpose of establishing credit relations.

Signature as it appears on record

Date

BANK NAME _____

BANK ADDRESS _____

CITY _____ STATE _____ ZIP _____

CONTACT NAME _____ PHONE # _____

FAX # _____

CHECKING ACCT # _____ SAVINGS ACCT # _____

BUSINESS NAME _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____