

**2016 SCHOLASTIC COOPERATIVE ADVERTISING AND PROMOTION
AGREEMENT FOR *HARRY POTTER AND THE CURSED CHILD PARTS I & II*
U.S. Retailers**

Please return form to:
Your Scholastic Sales Representative

No claims will be honored unless a Cooperative Advertising and Promotion Agreement is completed and signed by an authorized Scholastic representative prior to the actual running of an advertisement/promotion. This Cooperative Advertising and Promotion Allowance may be used on any Scholastic title(s) during the 2016 calendar year or rolled over into the 2017 pool. By signing below, you agree to the terms and conditions set forth below and on the reverse of this agreement.

Account _____ Account # _____ Date: _____
Street Address _____ Telephone _____
City & State _____ Zip _____

Accounts may advertise under only one plan (A or B) through year end 2016.

A. Direct or Indirect (but not both): Allowance is based on 2.5% of the invoice billing of all copies of all versions of *Harry Potter and the Cursed Child Parts I & II* invoiced on or before October 31, 2016.

\$ _____ X 2.5% = \$ _____
(2016 Invoice Billing for *Harry Potter and the Cursed Child Parts I & II*)

B. Combined Direct and Indirect: Allowance is based on 2% of the combined invoice billing of all copies of all versions of *Harry Potter and the Cursed Child Parts I & II* invoiced from both Scholastic and distributors on or before October 31, 2016.

\$ _____ X 2% = \$ _____
(2016 Scholastic billing for *Harry Potter and the Cursed Child Parts I & II*)

\$ _____ X 2% = \$ _____
(2016 Distributor billing for *Harry Potter and the Cursed Child Parts I & II*)

This agreement is governed by the laws of the State of New York. All 2016 advertising/promotion claims must be accompanied by a full proof of promotion within 90 days of the appearance of the ad/promotion, but no later than March 31, 2017. Credit for all claims must be taken by April 30, 2017. Any credits not taken by April 30, 2017 will not be honored. Scholastic will pay up to 100% of the actual net cost, exclusive of any preparation costs and not to exceed the maximum allowance earned, for advertising Scholastic titles. Failure to remit all required information within 90 days may result in loss of advertising/promotion funding. Retailers are free to charge whatever price they wish for books purchased from Scholastic. Any prices (excluding Scholastic "Suggested Retail Price") included in advertising or promotional materials furnished by Scholastic may be deleted or changed at the option of the distributor.

Sales Representative's Signature _____

Sales Manager's Signature _____

Buyer's Signature _____

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Retailers may select any ONE of the plans described below:

Plan A: A trade retail account can earn cooperative advertising funds at a rate of 2.5% of the invoice billing on all copies of all versions of *HARRY POTTER AND THE CURSED CHILD PARTS I & II* invoiced from Scholastic or distributors (but not both) on or before October 31, 2016. These earned funds can be spent on any Scholastic title(s) in the current year or rolled over into 2017. Amounts spent in 2016 shall be deducted from the co-op payable in 2017.

Plan B: Up to 2.0% of invoice billing on all copies of all versions of *HARRY POTTER AND THE CURSED CHILD PARTS I & II* invoiced from both Scholastic and distributors combined on or before October 31, 2016. Documentation evidencing purchases from distributors must be provided. These earned funds can be spent in the current year or rolled over into 2017. Amounts spent in 2016 shall be deducted from the co-op payable in 2017.

All other 2016 Harry Potter purchases will continue to earn in accordance with the regular 2016 policy and will be included in the 2017 pool.

For both Plan A and Plan B, an account is not allowed to spend more than 10% of their earned total 2016 pool (based on purchases made in 2015) on promoting Harry Potter books and merchandise.

All other terms and conditions of the Scholastic Co-Op Policy apply. Please call your individual Scholastic sales rep for details.

Scholastic Inc.
557 Broadway
New York, NY 10012-3999
Attn: Trade Sales Department