



# MUNCE GROUP MEMBERSHIP APPLICATION



# Group Agreement



**Please complete this form and return it to Munce Marketing Group, Inc., by mail or fax.**

Munce Marketing Group, Inc.  
415 Second Street  
Indian Rocks Beach, FL 33785  
Phone: 800-868-4388 Fax: 727-593-3523

APPLICANT NAME \_\_\_\_\_  
STORE NAME \_\_\_\_\_  
MAILING ADDRESS \_\_\_\_\_  
\_\_\_\_\_  
PHONE \_\_\_\_\_  
FAX \_\_\_\_\_  
OWNER \_\_\_\_\_  
MANAGER \_\_\_\_\_

**Please enclose your check for \$200. The \$200 is a ONE-TIME sign-up fee.**

### Qualifications for Membership

Once approved as a member of the Munce Group, MEMBER agrees to distribute a minimum of 500 copies of the Spring and Christmas catalogs each year (total of 1000 annually). MEMBER will use best efforts to purchase the minimum order specified by the suppliers of the products featured in the catalogs.

The Munce Marketing Group, Inc., reserves control over all territorial rights. MEMBERS are not guaranteed geographical protection unless given under a separate agreement. Munce Group members in good standing are those who have done all that is possible to grow their stores' sales and position in their market. This shall include distributing at least the Spring and Christmas Munce Group catalogs each year to MEMBER'S customers and maintaining a minimum level of inventory for items featured in the catalogs. Failure to maintain the standards of the Munce Marketing Group, Inc., may jeopardize membership. Munce Marketing Group, Inc., reserves the right, in its sole discretion, to cancel membership at any time, for any reason and without cause.

### Agreement Statement

MEMBER has read and agrees with all the terms and conditions to this Agreement. MEMBER promises to pay all invoices from the Munce Marketing Group, Inc., on time. MEMBER understands that late payment may incur interest at 1½ % per month on the unpaid balance plus any collection fees if applicable. MEMBER grants Munce Marketing Group, Inc, permission to rent MEMBER'S mailing list to recoup losses if MEMBER'S account is sent to collections. MEMBER understands that if at any time MEMBER does not meet the requirements in this agreement, MEMBER risks losing membership in the Munce Group and MEMBER will not be able to participate in further catalog or group buying privileges or take advantage of the special distributor prices offered to Munce Group members. If at any time MEMBER wants to terminate membership, MEMBER agrees to do so in writing 30 days in advance. MEMBER shall be responsible for any invoices or charges incurred by MEMBER prior to termination of its membership.

### Communication Statement

MEMBER hereby authorizes the Munce Marketing Group, Inc., to contact MEMBER via US mail, email, fax and telephone for any reason at the discretion of the Munce Marketing Group, Inc. Contact may be made using the telephone and fax numbers or the e-mail and physical address in this application. MEMBER further authorizes the Munce Marketing Group, Inc., to contact MEMBER using any telephone and fax number and any email or physical address that MEMBER may provide in the future.

The remaining terms and conditions of this Group Agreement are included in detail within this Munce Group application paperwork.

APPLICANT:

Signature \_\_\_\_\_  
Title \_\_\_\_\_ Date \_\_\_\_\_

MUNCE MARKETING GROUP, INC.:

Signature \_\_\_\_\_ Date \_\_\_\_\_



# Questionnaire

## Store Information (All information must be provided.)

1. How did you hear about the Munce Group? \_\_\_\_\_  
\_\_\_\_\_
2. What was the deciding factor in your applying for membership?  
\_\_\_\_\_
3. What category best describes your store?  Standard, no category  
 School/College  Church  Other \_\_\_\_\_
4. If there were one thing you feel your business does very well (gifts, Bible selection, community involvement, church supplies, social networking, in-store events, etc.), what would that be? \_\_\_\_\_  
\_\_\_\_\_
5. If there were one area in your business that you would like to improve, what would that be? \_\_\_\_\_
6. Are you a CBA member?  Yes  No
7. Who is the main contact person at your store for ordering and mailing?  
Name: \_\_\_\_\_ Position/Title: \_\_\_\_\_
8. What POS system do you use? \_\_\_\_\_  None
9. Do you have internet access in your store?  Yes  No
10. Do you have a store café?  Yes  No, but we serve coffee.  None
11. What is your SAN (Standard Address Number)? \_\_\_\_\_
12. Does your store report to: Cross:Scan  Yes  No / SoundScan  Yes  No  
Eye on Inventory  Yes  No / Above the Treeline  Yes  No / PubTrack  Yes  No
13. How many sq. ft. is your main store? \_\_\_\_\_  
Branch store(s)? \_\_\_\_\_  N/A, no branch store(s)
14. How often do you advertise with mail per year?  None/starting now  
 Once  2-4 times  5-8 times  9-12 times  more than 12
15. How large is your mailing list? \_\_\_\_\_  N/A, we don't have one
16. What were your sales for the last complete year? \_\_\_\_\_

17. Are you listed on any social-networking websites?  
 Yes (Check all that apply)  No  
 Facebook  
 MySpace  
 Twitter  
 Other (please list) \_\_\_\_\_
18. List the best email for the Munce Group to communicate with you:  
\_\_\_\_\_  
 Please print this on my catalogs.  I do not have email.  
 This email address is for Munce use only.
19. Do you have an alternate email address?  Yes  No  
Alt email: \_\_\_\_\_
20. List your website: \_\_\_\_\_  
 Please print this on my catalogs.  I do not have a website.  
A. Does your website have e-commerce capability?  Yes  No  
B. Who is your website provider/host? \_\_\_\_\_
21. What is the best/preferred way for Munce staff to get in touch with you?  
 Email  Office phone  Cell phone  Fax  Other \_\_\_\_\_
22. How would you best describe your primary customer base? (Multi-cultural, active church-goers, high/low income, liberal/conservative, touristy, inner-city/rural, young/older generation, etc.)  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_
23. How many years have you been in Christian retail? \_\_\_\_\_
24. What led you to become a Christian retailer? \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Signature \_\_\_\_\_

Title \_\_\_\_\_ Date \_\_\_\_\_



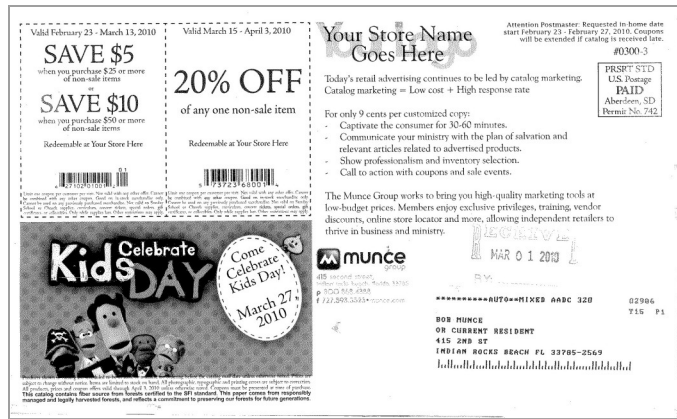
## Store Information Imprinted on Your Promotional Mailing Pieces

We will imprint your catalogs with your store information for FREE. If you have a logo or lettering style that you would like us to use, you will need to mail or email us camera-ready art or an original card or letterhead with a clear image on a white background. If you are sending by mail, please send camera-ready artwork (large, clean, clear and preferably black and white.) If you only have a business card or picture that is not clear, send it anyway, and we will work with it.

If you are sending by email, it MUST be compatible with a Macintosh computer. TIFF images from Photoshop, EPS images from Illustrator and JPEG images are compatible formats. Email to [service@munce.com](mailto:service@munce.com). Be sure to add your store name and Munce account number in the email. If you need assistance, please contact your Munce Group service representative.

Imprint

**Personalize your catalogs!**  
If you do not have a logo, let Munce create one for a one-time fee of \$50.



### YOUR CUSTOM IMPRINT:

(This will be printed on the back of your catalog)

Store Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ St \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Hours of Operation \_\_\_\_\_

Additional Information (Tag Line, Additional Store Locations, Etc.)

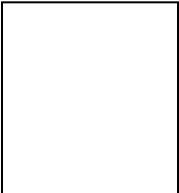
\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_



### MAILING PERMIT

Put your store indicia here if you will be doing your own mailing.

1. Do you use a STORE LOGO?  Yes  No
2. Please include the following on my catalog imprint:
  - Logo \_\_\_\_\_
  - Email \_\_\_\_\_
  - Website \_\_\_\_\_
  - Social Network Address \_\_\_\_\_

Signature \_\_\_\_\_

Title \_\_\_\_\_ Date \_\_\_\_\_

# Mailing Agreement



Following is information regarding Munce Marketing Group, Inc.'s mailing service. To the right is the Mailing Service Agreement Form. **The Mailing Service Agreement Form must be filled out by all applicants regardless of current catalog distribution methods.** The Mailing Service Agreement is not a commitment to have Munce Marketing Group, Inc., mail your catalogs; you may determine the distribution method for each catalog order with Munce Marketing Group, Inc. The Mailing Service Agreement is simply a statement acknowledging that you understand the cost involved in utilizing the mailing service and that you agree to pay the costs incurred should you choose to utilize the mailing service now or in the future.

## Mailing and Labeling Service Agreement

Munce Marketing Group, Inc., offers a complete mail merge/purge and labeling service that conforms to the Postal Reform Reclassification Act of 1996.

### Requirements:

1. We need a copy of your database mailing list converted to an ASCII, comma delimited, tab delimited, Excel spreadsheet, or a fixed length text file. This can be mailed to us on a disk or emailed to [maildisk@munce.com](mailto:maildisk@munce.com).
2. We must have receive payment for the mailing service and postage 45 days before mailing, as this is when the catalogs go to press. You will be invoiced.

You are not required to do anything more to have your catalogs and postcards mailed directly to your customers. As they come off the press, your customers' names will be ink jetted directly onto the mailed pieces (catalogs, postcards or flyers). They are prepared in accordance with all current U.S. Postal Service regulations and entered on your behalf into the postal system.

### Mailing Service Cost:

1. \$.089 per mailed piece (presorting, data processing, NCOA processing, merge/purge, CASS certification, and preparation for ink jet tapes)
  2. \$.28 per catalog for postage
  3. \$.049 per catalog for fold/tab service
- (Prices are subject to change to comply with Postal Service requirements)

## Mailing Service Agreement Form

MEMBER understands that it will cost \$.089 per piece for Munce Marketing Group, Inc., to mail catalogs, postcards or flyers, plus postage. MEMBER also understands that MEMBER will need to send payment for postage and mailing service to Munce Marketing Group, Inc., as soon as MEMBER is billed and that **the catalogs cannot be mailed until the payment for postage is received.**

MEMBER agrees that once MEMBER commits to the mailing service that MEMBER will be responsible for the cost of the mailing service and that MEMBER cannot cancel an order for the current issue.

The remaining terms and conditions of this Mailing Service Agreement are attached within this Group Application Paperwork.

APPLICANT:

Store Name \_\_\_\_\_

Signature \_\_\_\_\_

Title \_\_\_\_\_ Date \_\_\_\_\_

-----  
MUNCE MARKETING GROUP, INC.:

Signature \_\_\_\_\_

Title \_\_\_\_\_ Date \_\_\_\_\_



# Credit Application

BUSINESS NAME		YEAR BUSINESS ESTABLISHED	EIN
BILLING ADDRESS		PHONE	FAX
SHIPPING ADDRESS		CITY, ST, ZIP	
ACCOUNTING CONTACT		PHONE	FAX

BANK NAME	COMPLETE ADDRESS		
BANK OFFICER	ACCOUNT NUMBER(S)	PHONE	

NAME(S) OF PRINCIPAL(S) AND TITLE	COMPLETE ADDRESS	PHONE	SSN
1.			
2.			

HAS THE FIRM OR ANY OF ITS PRINCIPALS EVER BEEN BANKRUPT?  YES  NO

CORPORATION  
  S CORPORATION  
  PARTNERSHIP  
  PROPRIETORSHIP  
  L.L.C.  
  OTHER (DESCRIBE) \_\_\_\_\_

WHICH DISTRIBUTOR DO YOU USE? (PUT 1 FOR THE FIRST CHOICE, 2 FOR THE SECOND CHOICE, ETC.) \_\_\_ SPRING ARBOR \_\_\_ ANCHOR \_\_\_ STL DISTRIBUTION

TRADE REFERENCES			
1.	COMPANY	ADDRESS	PHONE CONTACT
2.	COMPANY	ADDRESS	PHONE CONTACT
3.	COMPANY	ADDRESS	PHONE CONTACT

I/We hereby warrant that the above information is correct and understand that it is the basis for Munce Marketing Group, Inc., granting credit. I/We authorize Munce Marketing Group, Inc., its subsidiaries or its agency to investigate my/our credit and financial responsibility by contacting the references given above and/or obtaining consumer credit reports in connection with opening, monitoring, renewing or extending this and other accounts with Munce Marketing Group, Inc. I/We understand that a service charge of 1 1/2% per month (18% per annum) may be assessed on all past due accounts and that default in payment of any amount due may result in my/our being assessed additional fees equal to the cost of collection including collection agency, attorney and court costs incurred and permitted by laws governing these transactions. If requested, Munce Marketing Group, Inc., will provide the name and address of the consumer credit agency that furnished a report.

Indemnification: MEMBER hereby acknowledges that there are times when a company or individual cannot perform its services due to sickness, loss of electronic files, a breakdown of communication or equipment or any other extenuating circumstance. MEMBER and the business MEMBER represents indemnify Munce Marketing Group, Inc., harmless from and against any direct damage suffered, including reasonable attorney's fees for lack of performance, late delivery, lack of delivery, negligent act, omission or a breach of any covenant pertaining to the services which Munce Marketing Group, Inc., endeavors to provide.

NAME	SIGNED
TITLE	DATE

I HEREBY PERSONALLY GUARANTEE THE PAYMENT OF THE ACCOUNT DESCRIBED ABOVE		
SIGNED	SS#	DATE
<small>SS# MUST BE LISTED ABOVE</small>		

# Annual Resale Certificate



Business Name \_\_\_\_\_

DBA (if applicable) \_\_\_\_\_

Business Location Address \_\_\_\_\_

\_\_\_\_\_

Business Phone Number \_\_\_\_\_

Business Fax Number \_\_\_\_\_

Accounting Contact \_\_\_\_\_

Registration Effective Date \_\_\_\_\_

Sales Tax Certificate Number or Tax Exempt Certificate  
Number \_\_\_\_\_

OFFICE USE ONLY:

Munce Store Account Number \_\_\_\_\_

This is to certify that all tangible, personal property purchased from **Munce Marketing Group, Inc.**, after the listed Registration Effective Date by the listed business is being purchased for resale as tangible personal property; however, in the event any of such property is used for any purpose other than retention, demonstration or display while holding it for sale in the regular course of business, it is understood that I am required by the Sales and Use Tax Law to report and pay for the tax, measured by the purchase price of such property.

Description of property to be purchased:

Various Christian Merchandise

Signature \_\_\_\_\_

Title \_\_\_\_\_ Date \_\_\_\_\_



## TERMS AND CONDITIONS

(applicable to the Group Agreement and Mailing Agreement [collectively the "Agreement"])

1. **Intellectual Property; Responsibility for Content.** Member hereby grants to Munce Marketing Group, Inc. ("Munce") a nontransferable, royalty-free, nonexclusive, revocable limited license to use the Marks solely in connection with the services to be performed under this Agreement and in accordance with the terms and conditions hereof. "Marks" means the Member's names, trademarks and/or logos provided to Munce by Member for incorporation into catalogs. All right, title and interest in and to the Marks (and any copies thereof) shall remain the exclusive property of Member. All copyrights, trademarks, trade names and any and all other intellectual property and proprietary rights pertaining to the Marks shall be vest with and remain the exclusive property of Member. Munce does not acquire any right, title or interest in or to the Marks by such use or otherwise. The license granted herein shall automatically and immediately terminate upon the expiration or earlier termination of this Agreement. Member warrants and represents to Munce that Member's Marks and any deliverables provided by Member in connection with this Agreement do not and will not infringe, violate or misappropriate any patent, trademark, copyright, trade secret or intellectual property or proprietary right of any third party.
  2. **Warranties and Representations.** Member is duly organized and existing in good standing under the laws of the jurisdiction in which it is organized, is duly qualified and in good standing as a foreign corporation in every state in which the character of its business requires such qualifications, and has the power to own its property and to carry on its business as now being conducted.
  3. **Assignment.** Member may not assign this Agreement without the prior written consent of Munce. Any attempt to assign any rights, duties or obligations which arise under this Agreement without Munce's consent shall be void.
  4. **Amendment.** No amendment, modification, alteration or change to this Agreement shall be valid unless made in a writing and signed by duly authorized representatives of each of the parties hereto.
  5. **Independent Contractors.** Munce and Member will at all times be independent contractors. This Agreement will not be interpreted or construed to create an association, joint venture or partnership between the parties or to impose any partnership obligation or liability upon either party. Each party's employees, methods, facilities and equipment will at all times be under its exclusive direction and control.
  6. **Waiver: Force Majeure.** No party will be liable and each party hereby waives liability of the other for any default or delay in the performance of its obligations under this Agreement (except for non-payment) if, and to the extent, such default or delay is caused, directly or indirectly, by any circumstance beyond such party's reasonable control, including without limitation any: (1) fire, flood or water damage, elements of nature or other acts of God, including without limitation any of the foregoing that are harmful to electronic circuitry; (2) outbreak or escalation of hostilities, war, riots or civil disorders in any country; (3) act or omission of any governmental authority; (4) labor disputes (whether or not the employees' demands are reasonable or within the party's power to satisfy); or (5) nonperformance by a third party (including, but not limited to, any catalog printer, publisher or mail service provider). In any such event, the non-performing party will be excused from any performance or observance of the obligations so affected.
  7. **LIMITATION OF REMEDIES. IF MUNCE OR ANY OF ITS AFFILIATES, OR ANY OF THEIR RESPECTIVE DIRECTORS, OFFICERS OR EMPLOYEES, IS EVER LIABLE TO MEMBER FOR ONE OR MORE BREACHES, DISPUTES, CONTROVERSIES OR CLAIMS ARISING UNDER OR IN CONNECTION WITH THE RELATIONSHIP CREATED HEREBY (WHETHER ANY SUCH BREACH, DISPUTE, CONTROVERSY OR CLAIM IS BASED UPON CONTRACT, TORT (INCLUDING NEGLIGENCE), STATUTE, EQUITY OR ANY OTHER LEGAL THEORY): (a) THE CUMULATIVE AMOUNT OF ALL DAMAGES AND PENALTIES, IF ANY, RECOVERABLE BY MEMBER FOR ALL SUCH BREACHES, DISPUTES, CONTROVERSIES AND CLAIMS WILL NOT EXCEED, IN THE AGGREGATE, AN AMOUNT EQUAL TO THE TOTAL AMOUNT OF THE FEES PAID BY MEMBER DURING THE THREE MONTHS IMMEDIATELY PRECEDING THE FINAL DETERMINATION OF THE AMOUNT OF SUCH DAMAGES RECOVERABLE BY MEMBER; (b) RECOVERY OF SUCH AMOUNT AS LIMITED HEREBY WILL BE MEMBER'S SOLE AND EXCLUSIVE REMEDY; AND (c) MEMBER RELEASES MUNCE AND ITS AFFILIATES, AND THEIR RESPECTIVE DIRECTORS, OFFICERS AND EMPLOYEES, FROM ANY LIABILITY IN EXCESS OF SUCH LIMITED AMOUNT.**
- IN NO EVENT WILL MUNCE OR ANY OF ITS AFFILIATES, OR ANY OF THEIR RESPECTIVE DIRECTORS, OFFICERS OR EMPLOYEES BE LIABLE TO MEMBER OR ANY OTHER PERSON FOR (a) ANY SPECIAL, INCIDENTAL OR CONSEQUENTIAL DAMAGES, EVEN IF MEMBER OR SUCH OTHER PERSON HAS BEEN ADVISED OF THE POSSIBILITY OF SUCH DAMAGES, (b) PUNITIVE DAMAGES, LOSS OF ANTICIPATED PROFITS, SAVINGS OR BUSINESS, LOSS OF COMMERCIAL REPUTATION OR OTHER ECONOMIC LOSS, OR (c) DAMAGES THAT COULD HAVE BEEN AVOIDED, USING REASONABLE DILIGENCE, BY MEMBER OR SUCH OTHER PERSON.**
8. **Jurisdiction and Venue.** This Agreement will be construed in accordance with, and the rights of the parties will be governed by, the substantive laws of the State of Florida without giving effect to any choice-of-law rules that may require the application of the laws of another jurisdiction. Venue for any actions brought to enforce the terms hereof shall be exclusively in Pinellas County, Florida.
  9. **Severability.** If any provision of this Agreement conflicts with the law under which this Agreement is to be construed or if any provision of this Agreement is held illegal, invalid or unenforceable by a court of competent jurisdiction, that provision will be deemed to be restated to reflect as nearly as possible the original intentions of the parties in accordance with applicable law. The remaining provisions of this Agreement and the application of the challenged provision to persons or circumstances other than those as to which it is illegal, invalid or unenforceable will not be affected thereby, and each of those provisions will be legal, valid and enforceable to the full extent permitted by law.
  10. **Attorneys' Fees.** Should any party hereto institute any action or proceeding in court to enforce any provision hereof or for damages by reason of an alleged breach of any provision of this Agreement, the prevailing party shall be entitled to recover from the losing party such amount as the court may adjudge to be reasonable attorneys' fees and costs (including but not limited to paralegal costs) for services rendered to the prevailing party in such action or proceeding. The term "prevailing party" as used in this subsection shall include, without limitation, any party who is made a defendant in litigation in which damages and/or other relief may be sought against such party and a final judgment or decree is entered in such litigation in favor of such party defendant.
  11. **Arbitration.** Any and all controversies or claims between the parties arising out of or related to this Agreement, or alleged breach thereof, shall be settled and resolved exclusively by binding arbitration in accordance with the Rules of the American Arbitration Association ("AAA") and judgment upon any award(s) entered by the Arbitrator(s) may be entered in any court having jurisdiction thereof. If the amount in controversy is less than \$100,000.00, or is of an indeterminate or unspecified amount, then a single arbitrator shall resolve the dispute, the said arbitrator to be selected in accordance with the rules of AAA. If the amount in controversy is claimed to be in excess of \$100,000.00, then the party invoking the arbitration shall have the right, but not the obligation, to demand that a panel of three arbitrators shall resolve the dispute. The selection of such three arbitrator panel shall be made pursuant to the following procedure:
    - (a) The AAA shall deliver to the parties a list of 10 prospective arbitrators. Each party shall have the right to select one arbitrator from such list. Those two arbitrators selected by the parties shall then select a third arbitrator from that list.
    - (b) Unless otherwise agreed to in writing bearing an original signature of an officer of each party, the said Arbitration proceedings shall be conducted at St. Petersburg, Florida, and the laws of the State of Florida shall apply in resolving the controversy.
    - (c) The costs of arbitration, including all costs and all attorneys' fees and expenses incurred by all parties, shall be borne by the party against which the Arbitration Award is granted; in the event that the Arbitration Award is not exclusively in favor of either party, then the costs of the arbitration, including costs and attorneys' fees and expenses, shall be as determined by the Arbitrator(s). The Arbitrator(s) shall have the sole discretion to determine the nature, extent and scope of discovery in the arbitration.



# Data Collection Agreement

Data Collection. Two words that can bring either anxiety or efficiency for you, the retailer. Today, there are many data collection services available for your use. Whether you are submitting your data to Cross:Scan, Above the Treeline or Pubtrack, your data can be sorted and reported for your benefit and use. What are the advantages for you to use a data collection service?

Top Seller reports give you the ability to quickly see what best-selling titles may be missing from your inventory. You can compare your store’s data to other data from anonymous stores to gauge your strengths, weaknesses and opportunities for improvement. Suppliers can provide you with lists of hot-selling titles, seasonal recommendations, promotions, etc. Category comparisons enable you to evaluate a specific category’s performance over time and compare it to other anonymous stores’ performance. Supplier Partnership programs (like a core-inventory program) can, with a retailer’s permission, allow a supplier’s sales rep to see in-stocks and recommend orders to “fill in the gaps.” Additional terms and discounts may also be available for retailers who participate in Supplier Partnership programs. And finally, participating in a data collection program allows Munce Marketing Group, Inc., to receive a higher level of support from product suppliers and vendors. Since many vendors are unaware of the total sales of Munce Marketing Group, Inc., some vendors do not fully take advantage of the promotions and opportunities that the Munce Group offers. The more support Munce Marketing Group, Inc., receives from product suppliers and vendors, the more support and better value we can provide to you.

Your agreement to allow Munce Marketing Group, Inc., to view your sales data (for informational purposes only) via a data collection program such as Cross:Scan, Above the Treeline, Pubtrack and /or POS providers is a vital part of the growth of Munce Marketing Group, Inc. Munce Marketing Group, Inc., will use the aggregate data (total Group sales) for the benefit of the Munce Group members.

\_\_\_\_\_  
Company

\_\_\_\_\_  
Address

\_\_\_\_\_  
City, State, Zip

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Name (Please print)

\_\_\_\_\_  
Date

OFFICE USE ONLY: Munce Store Account # _____
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- I agree to allow Munce Marketing Group, Inc., to view point of sale data from sources such as data collection services (i.e. Cross:Scan, Pubtrack, Above the Treeline, Bookstore Manager’s Eye On Inventory) and/or my POS provider.**
- I do not currently report data to any data collection services. In the event that I do report data; however, I agree to allow Munce Marketing Group, Inc., to view point of sale data from sources such as data collection services (i.e. Cross:Scan, Pubtrack, Above the Treeline, Bookstore Manager’s Eye On Inventory) and/or my POS provider.**
- This does not apply to me because I do not currently report data to any data collection services, nor do I plan to report any data in the future.**

# Product and Service Prices 2010\*



## Christian Product Expo™

Christian Product Expo™ (CPE) is a vendor subsidized tradeshow hosted by the Munce Group for member retailers. The purpose of CPE is to increase communication between retailers, the Munce Group and suppliers, while providing free training for retailers and giving them the opportunity to see product before making a purchase. For CPE 2010, retailers pre-registered by 07/30/10 are eligible for a cash prize drawing and reimbursement to their Munce Group account for tradeshow expenses based on the following requirements:

Order from 30 exhibitors and experience a product presentation from 15 additional exhibitors to receive:

- All meals FREE for two people from your store
- All training sessions and Bible Conference activities FREE
- Up to two nights FREE at Embassy Suites Murfreesboro
- Up to \$250 roundtrip travel allowance for airfare or mileage

Order from 24 exhibitors and experience a product presentation from 12 additional exhibitors to receive:

- All meals FREE for two people from your store
- All training sessions and Bible Conference activities FREE
- Up to one night FREE at Embassy Suites Murfreesboro
- Up to \$150 roundtrip travel allowance for airfare or mileage

Order from 12 exhibitors and experience a product presentation from 6 additional exhibitors to receive:

- All meals FREE for two people from your store
- All training sessions and Bible Conference activities FREE

Visit [www.cpeshow.com](http://www.cpeshow.com) for the most current CPE event information!

## Merchandising Kits

We offer several merchandising kits of varied sizes for each quarter year, designed to coincide with the associated catalog/sale promotions. Each member may order merchandising kits directly through the Munce Group.

## Merchandising Accessories

A variety of merchandising accessory products are available to members; including removable sale stickers, shelf talkers, bin cards, etc.

- Sale stickers are available in many "sale" denominations for only \$7.99 per package of 500, plus shipping.
- A variety of shelf talkers and bin cards are available for only \$10.99 per package of 20, plus shipping.

## Imprinting

Members' store name and address are imprinted onto all catalogs and flyers at **no charge**. There is no charge for imprint changes (holiday hours, etc.) made before the applicable deadline. Changes made after the deadline may incur a \$75 charge.

## Custom Coupons

Each member may choose from three FREE options for the coupons on the back of the catalogs. If these choices do not meet the member's needs, the member may customize the coupons to member's specifications for a fee of \$75 for each catalog in which member participates.

## Bulk Mail Charges

A bulk shipping charge will vary based on order quantity, shipping distance and other factors. The Munce Group actively works to negotiate the lowest shipping rates available. To prepare bulk catalog orders for shipping, bulk catalog deliveries must incur an additional charge of \$2.25 per box and/or \$25 per pallet.

## Total Cost to Mail 500 Catalogs

Catalogs	=	\$.09 cents per imprinted catalog
Mailing Fees	=	\$.089 per mailed catalog (presorting, data processing, NCOA processing, merge/purge, CASS certification, and preparation for ink jet tapes)
Postage	=	\$.28 cents per mailed catalog
Fold/Tab Fee	=	\$.049 per catalog (required for all mailed pieces)
<b>\$254 = Total all-inclusive cost to mail 500 catalogs</b>		

## Logos

Each member may have a logo created for a one-time fee of only \$50. This is a great opportunity to personalize your catalogs. If you already have a logo, please send it to us by mail or by email. If you are sending by mail, please send camera-ready artwork (large, clean, clear and preferably black and white.) If you only have a business card or picture that is not clear, send it anyway, and we will work with it. If you are sending by email, it **MUST** be compatible with a Macintosh computer. TIFF images from Photoshop, EPS images from Illustrator and JPEG images are compatible formats. Email to [service@munce.com](mailto:service@munce.com). Be sure to add your store name and Munce account number in the email. If you need assistance, please contact your Munce Group service representative.

\*all prices are subject to change