

Advantages of Pay with Product Pricing (PWPP)

The goal is to sell books. All our efforts to sell books benefit publishers first and ABE second. We are in this together. If it does not work for publishers, it will not work for us...and vice versa.

Traceable (if publisher supplies ABE with a conference specific ordering code) / quantifiable sales efficiently directed to publishers during virtual conferences and for at least a year afterwards on ABE's Titles on Display Ordering Bookstore site.

Traditional cost to participate in any co-op display has been \$30-\$50 per title per exhibit.....sometimes much more, with display copies still required. PWPP dramatically lowers the cost for reaching the audiences traditionally served by ABE and other co-op services.

Potential return is proportional to publisher participation. The more books sent, the more they will be seen in the virtual exhibits and in ABE's [Titles on Display Ordering Bookstore](#). The potential for additional course adoptions, library acquisitions and individual sales increase dramatically for many months while increasing the publisher's overall exposure and identity in the marketplace.

No demand is made on already challenged marketing budgets. Production costs for pre-printed books have already been spent. Unsold books that are remaindered or shredded represent wasted money. Two copies of a title sent to a PWPP exhibit put those extra copies to work as noted above by triggering the potential for additional sales for many additional months, and as mentioned above, the publisher's overall exposure and identity in the marketplace.

Exhibit copies cost about 10% of list price to produce...money already spent. For example: two copies of a \$25.00 book cost \$5.00 to produce. This "sunk cost" investment is returned through the profit generated on the first copy sold...even if an optional convention/bookseller discount (Typically 20-30%) is offered.

Happy authors. Being able to affordably exhibit more titles means more authors satisfied that their titles are being promoted and creates happy budget managing department heads as well.

Each display copy sold from ABE includes a note thanking the buyer for the support that allows the publishers to continue producing books for the benefit of all readers.

Buyer Thank You Note:

"By purchasing scholarly and professional books you are enabling this publisher continue producing quality books that benefit all readers. Our goal: To make smart people smarter. Thank you".