

UPDATED: November 2014:

HFS's software upgrade this spring included significant enhancements to the discount/promotion functionality. Some of these features were highlighted during the shopping cart testing and include:

- Free freight
- Bonus Items (used to bundle eBooks with paper books or books by the same author)
- Gratis orders
- Class based discounts (EB only, HB only, etc)

We continue to offer flat discounts on specific items, as well as press-wide discounts.

The system allows for such a robust combination of marketing options that we have changed the way that "discount or response codes" are setup. All requests need to be submitted using the attached form "Promotion Code Request.pdf"

We are available to walk you all through the process and answer any questions that you may have.

PLEASE allow 5 business days for the setup of your Promotion Codes. Customer Service will notify the Sender when the setup is complete. (Please remember to have your marketing copy proofed prior setup of your promotion and allow at least 5 business days for that process.)

INSTRUCTIONS:

All required fields are noted with a red outline.

BASIC INFORMATION:

We require contact information on all requests. Please refrain from using generic names such as "Marketing Student". If a student is submitting the request, please include the supervisor as the "Requester Name."

Client Press: *required*	Select appropriate press from the dropdown box
Requester Name: *required*	Main contact regarding this request
Submission date: *required*	Date of request is being submitted. Includes embedded calendar.
Phone Number: *required*	Phone number of Requester (or supervisor, if student Requester)
Depart/Division: *required*	example: Marketing, Exhibits, etc.

PROMOTION CODE

This area gives HFS general information that will be used for tracking sales and usage. Please remember that the promo code needs to begin with your appropriate single-letter press code and should not exceed 4 characters in length.

- Promo Code: ***required*** example: K4A2, HNAF, etc.
- Start Date: First day that the promo will be eligible for use. Includes embedded calendar.
- End Date: Expiration date. (Maximum of 1 year) Includes embedded calendar.
- Description: ***required*** Short description of promo: "20% off All Hardcover with Free Freight". This Description will display when response is reported.

DISCOUNT

This area is for promotions that will be offering either a % discount or a gratis discount. If the promotion will ONLY be for Free Freight or Bonus Items then please select "No Discount"

Select one of the following: ***required***

- % Discount:** This is the type of discount that we have been offering. If you offer a % discount, you will need to choose the items that the discount applies to either: Single Item, Multiple Item, or Class* (EB only, HB only, etc).
- Gratis Promo:** This type of coupon can be used to allow customers to order desk copies (when used in conjunction with shipping coupons), exam copies, or completely free items. This differs from a bonus item coupon; gratis promo requires the customer to add the item to the cart. A 100% discount and gratis TOS will be enacted when the promo is entered. You will need to choose the items that the discount applies to either: Single Item, Multiple Item, or Class*.
- No Discount:** If the promotion will only feature free shipping or bonus items then please select this.

If you have selected "**% Discount**" or "**Gratis Promo**" then please select one of the following:

- Single Item:** Only a single item will have the discount applied to it. All other items added to the cart will show no discount.
- Multiple Items:** A specific list of ISBNs will have the discount applied. This is often used for exhibit orders. Only the items included on the list will have a discount applied. All other items will show no discount. Please submit in excel format including ISBN-13 without hyphens, title, and binding.
- Press-wide/Class:** If you would like the discount to extend to all items regardless of whether they are part of the marketing campaign then please select: "all books for the press"

***NOTE:** Bindings for will include POD (Print on Demand) Bindings unless you indicate otherwise.

SHIPPING COUPON

Shipping coupon can be used in conjunction with other discounts and bonus items or it can be used as a stand-alone promo benefit.

Free Shipping: ***required*** Select yes or no

Select ship method: We recommend Media Mail only for your Free Freight offers. We have included choices for Canada Post and Postal International in the drop down selection. If you are considering offering other methods of shipping for Free Freight, please contact Davida Breier or Melinda Kelly to discuss. Davidas' ph# 410-516-6961; Melinda's ph# 410-516-4449.

BONUS ITEM COUPON

This is used to bundle items. The coupon requires a promo code. Example: Purchase the HB and receive the EB for free. The customer would put the HB into the cart and then the bonus item (EB) is automatically added when the promo code is validated.

EXAMPLE PROMOS

- 30% off all Press Items for
 - Select "% Discount" 30%
 - Select "Presswide/Class Discount" –All books for the Press
- 40% off Conference List with Free Shipping
 - Select "% Discount" 40%
 - Select "Multiple Item Discount" –attach excel file
 - Select Free Shipping Coupon
 - Select Ship Method
 - Select "All Orders with Promo Code"
- 25% off all EBs
 - Select "% Discount" 25%
 - Select "Presswide/Class Discount" –All EB
- 10% off when you preorder ISBNXXX
 - Select "% Discount" 10%
 - Select "Single Item Discount" –ISBNXXX

- Free Exam Copy of ISBNXXXX when you use promo code: XXXX (Suggested audience: Pre-approved list of professors. For ease embed “add to cart” link into the email.)
 - Select “Gratis Discount” –NX
 - Select “Single Item Discount” –ISBNXXX
 - Select Free Shipping Coupon
 - Select “All Orders with Promo Code”

- When you purchase the HC of ISBNXXXX receive the EB for free!
 - Select “No Discount”
 - Complete “Bonus Item Coupon”

- Free shipping on all orders over \$50 when you use promo code: XXXX
 - Select “No Discount”
 - Select “Shipping Coupon”
 - Select “Purchase over \$50”

- Sales Rep Special for BEA: 45% off ISBNXXXX and free freight:
 - Select “% Discount” -45%
 - Select “Single Item Discount” ISBNXXXX
 - Select “Shipping Coupon”
 - Select “Shipping Method”
 - Select “All with Promo”
 - In Special Instructions please note: Sales Rep orders ONLY (this discount would not be valid online)