

Subject: Upcoming Promotions for B&N
Date: Tuesday, September 27, 2011 10:47 AM
From: Elisa Jankowski <EJankowski@bn.com>
To: Mark DiBlasi <mark@mesc.org>
Cc: Linda Germain <LGermain@bn.com>
Conversation: Upcoming Promotions for B&N

10D-B&N-0517
Approved/Effective Date: 9/28/11
Approved By: Mark DiBlasi
Mohave Price: Percentage discounts applied to shelf pricing, or online pricing.
Shipping: Applies to Rush orders only
Other Information: Various promos - good through early November, 2011. See below for details.

Mark – below is the list of upcoming promotions for Barnes & Noble from today until December. Due to holiday sets, the list for November and December is scarce.

Barnes & Noble Upcoming Promotions

Department	Title/Description	Start Date	End Date
Trade	Buy 2 Selected Books, Get the 3rd Free	10/12/2011	11/16/2011
Children's	BN @ School: Buy 2 Get the 3rd Free (Nat Geo Readers)	9/29/2011	11/1/2011
Children's	BN @ School: Buy 2 Get the 3rd Free (Penguin Young Readers)	10/4/2011	1/2/2012
Children's	Buy 2 Get the 3rd Free (Seymour Simon)	10/4/2011	11/1/2011
Children's	Buy 2 Get the 3rd Free (Who Was)	10/4/2011	11/1/2011
Children's	Lets Read & Find Out Buy 2 Get the 3rd Free	10/4/2011	11/1/2011

Please note, also, that I have not included any promotions for 20% off, as those do not stack with the educator discount and therefore would still receive the standard 20% off. (Situations like Educator Appreciation days; educators would get 25% off their selected items even if the item were marked with a 20% promotion since we always apply the highest discount option for our customers).

Please advise if you require any further clarification.

Thanks – Elisa

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