

## Adult Rep Favorites Backlist Fiction Promotion

**The HarperCollins sales team has voted for their favorite backlist titles and the results are in!**

Feature these titles in any type of in-store display - endcap, table or top shelf promotions ideally with signage, staff recommends, or newsletter (or online) feature and choose from the following two options.

### OPTION 1:

- Buy 5 copies each of at least 6 of the titles listed below (per ship-to)
- Discount Terms: +5% and free freight
- The offer is good for orders placed between **8/17/15 and 12/31/15**
- Use promo code **RPSNSBL** when placing your order

**OR**

### OPTION 2: \*

- Retailers will be issued a credit for the amount listed below for every book sold.
- Retailers must promote for any 4 weeks between **8/17/15 and 1/31/16**
- POS must be submitted within 45 days after the promotion runs

ISBN	Title	Author	Price	Per copy credit for POS option
9780060838720	Bel Canto	Patchett, Ann	\$15.99	\$0.80
9780062320476	Daughter, The	Shemilt, Jane	\$14.99	\$0.75
9780062209856	Death of Bees, The	O'Donnell, Lisa	\$14.99	\$0.75
9780062110848	Golem and the Jinni, The	Wecker, Helene	\$15.99	\$0.80
9780060825317	Madonnas of Leningrad, The	Dean, Debra	\$14.99	\$0.75
9780062244765	Pearl That Broke Its Shell, The	Hashimi, Nadia	\$15.99	\$0.80
9780062225443	Reconstructing Amelia	McCreight, Kimberly	\$15.99	\$0.80
9780061928352	Secret Daughter	Gowda, Shilpi Somaya	\$13.99	\$0.70
9780062041289	Sisters Brothers, The	deWitt, Patrick	\$14.99	\$0.75
9780062105660	Someone Else's Love Story	Jackson, Joshilyn	\$14.99	\$0.75
9780062273451	Somewhere in France	Robson, Jennifer	\$14.99	\$0.75
9780062060624	Song of Achilles, The	Miller, Madeline	\$15.99	\$0.80
9780061374234	Story of Edgar Sawtelle, The	Wroblewski, David	\$16.99	\$0.85
9780061124297	We Need to Talk About Kevin	Shriver, Lionel	\$15.99	\$0.80



\*In order to be Eligible, the retailer must furnish to sales representative or to HarperCollins Distribution Center, proof of its retail sales of these titles. Proof must consist of either computer printouts or cash register receipts. Credit will be issued after review of proof of sales.

For more information call Denise Calloway at 800-242-7737