**Scholastic Dollars** give schools access to more books and learning products

The Scholastic Dollars earning option is the most rewarding way to get the most product for your school. Scholastic Dollars increase your purchasing power, are flexible, and can be used at various Scholastic Book Fairs venues:

- Scholastic Book Fair
- Scholastic Book Fairs School Resource Catalog
- Scholastic Book Fairs Online School Resource Catalog (new products are added monthly)

**Plus Earn a Scholastic Dollars bonus of...**

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**Your Book Fair Profit Potential**

Depending on the total amount of your Book Fair sales, your Fair will fall into one of the following two profit scenarios:

**If your Book Fair sales are less than $2,000**

**Receive 40%** of your sales in **Scholastic Dollars**

**Choose 50%** of your sales in **Scholastic Dollars** or:

- Take 25% of your sales in **CASH**, or
- Split your profit between **Scholastic Dollars** and **cash** in any percentage increment you wish

**If your sales are equal to or greater than $2,000**

**Choose 50%** of your sales in **Scholastic Dollars** or:

- Take 25% of your sales in **CASH**, or
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All Online Fair profit is earned as Scholastic Dollars only and does not expire. Online Fair sales are automatically added to in-school Fair sales for a combined **total Fair revenue**, but cannot be redeemed for cash profit and do not impact cash profit options. Online Fair profit will count toward the bonus 5% sales growth for Fairs over $3,000.

**IMPORTANT:** While all Scholastic Dollars earned as profit are available indefinitely, all Scholastic Dollars earned as bonuses need to be used within 6 months of your Fair start date.

*Excluding sales tax
**You must register for the 2012-2013 school year before you can use this offer.
***All BOGO Fairs sales are eligible for Scholastic Book Fairs Rewards only. See inside.
The Scholastic Book Fairs Rewards program earns you additional Scholastic Dollars when you integrate programs found in your Ideas Guidebook into your Book Fair plans. It’s a great way to bank more Scholastic Dollars while promoting reading!

Special Pre-Fair Reward

Conduct this season’s featured program and receive a bonus reward of 100 Scholastic Dollars to promote your Book Fair! You can use the bonus to purchase items like outdoor banners, goal charts, and new booktalk preview packs. There are two separate rewards, one for elementary school/preschool and one for middle school.

Elementary/Pre-K Reward: Conduct a Family Event or Grand Event
Requirements:
- Host a Family Event and/or Grand Event. (Note: A Grand Event is held separately from a Family Event and is for individuals and grandparents who are “grand” in the child’s life other than their immediate parents or guardians.)
- Watch the Grand Event video at www.scholastic.com/bookfairs/grandvideo

Middle School Reward: Use a Student Crew
Requirements:
- Recruit and use a Crew to help run your Fair. (Note: A Crew is defined as a group of student volunteers who use their ideas, energy, and creativity to help the Book Fair chairperson plan, promote, and run a more successful Book Fair.)
- Watch the Student Crew video at www.scholastic.com/bookfairs/crewvideo

The Pre-Fair Reward must be used within 4 weeks of your Fair end date. To take advantage of this reward, please speak with your Book Fair consultant before your Fair.

Fall 2012 Customer Rewards

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<td>25</td>
<td>Use Scholastic EasyScan® to keep track of your All for Books donations.</td>
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| Participate in a Book Fair Workshop | 25 | Attend a live Book Fair workshop or a webinar.  
- If you attend a Scholastic Book Fairs live or webinar workshop, you will receive 25 Scholastic Dollars.  
- If you participate in an online workshop through the Chairperson’s Toolkit, you will receive 10 Scholastic Dollars.  
- You can only receive one reward per Book Fair event (maximum 25 Scholastic Dollars). | |
| Involve the Principal/Assistant Principal | 25 | Have the principal/assistant principal participate in one or more of the Book Fair activities below.  
- Promote the Book Fair by using booktalks or special event information.  
- Establish a reading goal and/or student reading incentive.  
- Partner with the chairperson to host a Teacher Sneak Peek of the Book Fair.  
- Participate in the What Would You Do for Reading?® program. | Check off all the methods of principal/assistant principal participation that apply. |

All Customer Reward Scholastic Dollars need to be used within 6 months of your Fair start date except for the special Pre-Fair Rewards (see previous page). We will not be able to reissue any expired Customer Rewards or bonuses.

*Pre-Fair Reward is available up to 12 weeks prior to your Fair and will expire four weeks from your Fair end date. The expiration date will change if your Fair date changes. If you cancel your Book Fair, 100 Scholastic Dollars will be omitted from your account.

You will also receive a Book Fair chairperson monthly e-newsletter called Book Fair Insider that will include your Scholastic Dollars balance. Be sure to check for expiring rewards and bonuses. Note: To ensure proper delivery of your school’s e-newsletter, please add the domains scholasticbookfairs.com and emailer.scholastic.com to your address book.
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You will also receive a Book Fair chairperson monthly e-newsletter called Book Fair Insider that will include your Scholastic Dollars balance. Be sure to check for expiring rewards and bonuses. Note: To ensure proper delivery of your school’s e-newsletter, please add the domains scholasticbookfairs.com and emailer.scholastic.com to your address book.

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Use Scholastic Dollars to shop the School Resource Catalog

Fill your school with new educational products!

Use your Scholastic Dollars™ to purchase library-bound books, furniture, electronics, gifts and incentives, and more! We add new products to our online assortment every month, so visit the School Resource Catalog website via your Chairperson’s Toolkit to view our expanded selection.

Scholastic Dollars give schools access to more books and learning products

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- Regional Scholastic Dollars booklists

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Scholastic Dollars

Give schools access to more books and learning products

Scholastic Dollars

More For Your School!

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