

# Seagull Book®

920 East State Street, Suite A  
P.O. Box 758  
American Fork, UT 84003-0758

Phone: (801) 763-7190  
Fax: (801) 763-7195  
[www.seagullbook.com](http://www.seagullbook.com)

## **New Product Submission Process**

*We would like to thank you for your interest in producing products for the LDS market. This packet is designed to help companies know what is required by Seagull Book to consider new products.*

Please send a sample of your product or catalog to the address listed below. Please include all pricing information (retail and cost) along with company terms and policies, and a contact person with either an email address or street address included. If you do not send samples, pictures of the product should be included.

Seagull Book  
Attention: Retail Buying Team  
920 East State Road, Suite A  
American Fork, Utah 84003-0758  
(UPS or Fed-Ex Submissions)  
Or

PO Box 758  
American Fork, UT 84003-0758  
(USPS Submissions)

- If you do include a sample with your submission, please note that samples will not be returned.
- If you do not have a catalog or a sample to send, you are welcome to submit your product information via email to [alanh@seagullbook.com](mailto:alanh@seagullbook.com). Please include retail prices, wholesale costs, images (less than 2MB), and any information regarding the product or company you think we should know.
- All purchasing is done through our corporate offices and solicitations to store managers or employees are not welcome.

## **Product Decisions**

- All products submitted will be reviewed on a monthly basis. You can expect a reply via email or letter 6-8 weeks from receipt of your submission. Please note that all products are reviewed by a buying committee and given equal consideration.
- If your product is selected, you will be contacted by a buyer whom you will work with going forward and an appointment will be scheduled to initiate a trial purchase. Please note that we do require the products to already have barcodes, UPC and/or ISBN numbers, and retail prices printed on each item or on a sticker affixed to each item. (National DVD, music, game, and gift merchandise suppliers may be exempted from this requirement.)
- If your product is not selected, you will receive a letter of notification.

# Buying Requirements Information Form

Company Name: \_\_\_\_\_ Years in Business: \_\_\_\_\_

Contact Person(s): \_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Phone: \_\_\_\_\_

Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_

Website: \_\_\_\_\_

1. List Product(s) to be reviewed:

<b>Title</b>	<b>Author</b>	<b>Published Date</b>	<b>ISBN</b>	<b>MSRP</b>	<b>Wholesale</b>
--------------	---------------	-----------------------	-------------	-------------	------------------

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

4. \_\_\_\_\_

5. \_\_\_\_\_

List other retailers that have sold your product(s).

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

4. \_\_\_\_\_

5. \_\_\_\_\_

**I hereby certify that the information provided herein is accurate and that I am authorized to make buying and selling arrangements for my company.**

Company Name: \_\_\_\_\_

By: \_\_\_\_\_

*Signature*

Title: \_\_\_\_\_

Print Name: \_\_\_\_\_