

DATE

Pennie Clark Ianniciello.
Costco Wholesale
PO Box 34331
Seattle, WA 98124

Dear Pennie,

My name is NAME OF COMPANY ASSOCIATE, I work with NAME OF PUBLISHING COMPANY. I'm writing to ask if you might consider offering one of our featured titles in your stores. We are about to launch a marketing campaign that includes (ONLINE AND PRINT ADVERTISING/RADIO INTERVIEWS/LOCAL NEWSPAPER INTERVIEWS WITH AUTHOR) and we would like to set up some regional distribution in the Costco stores.

NAME OF BOOK (ISBN: 978-XXXXXXXXXX) is a (COLLECTION OF STORIES, SELF-HELP BOOK, HISTORICAL NOVEL, LEADERSHIP GUIDE) and the author, NAME OF AUTHOR, lives in CITY AND STATE

Once the marketing campaign begins, the authors would be mentioning Costco directly and telling consumers to get the books there.

Enclosed is our marketing plan, an informational sheet and a copy of the book.

If you are interested in this book, they are available at Ingram, America West, and other wholesalers at a fully returnable, full trade discount or you can buy from us directly. We offer consignment and full trade terms as well.

Please let me know how we might be of help to you and your department. I can be reached at: XXXX@XXXXXXX

Best,
NAME OF COMPANY ASSOCIATE
Address
Phone number
website