



Recommended Advertising Guidelines for Textbook Sales

The National Association of College Stores Inc. provides the following guidelines for its members' use in connection with making advertising claims regarding discounts available on college textbooks:

If NACS members advertise or otherwise represent that they offer college textbooks at a range of percentage savings or discounts (e.g., "save up to 40% on college textbooks" or "college textbooks at 10-40% off") at least ten percent (10%) of the member's college textbook titles should then be offered for sale by the member at the maximum percentage discount advertised or otherwise represented (e.g., 40% in the above examples.)

Members will be in compliance with this advertising guideline if the maximum percentage savings or discount of an advertised or otherwise represented range of percentage savings or discounts is then available on not less than ten percent (10%) of those distinct book titles that are in stock or available for immediate shipment from the member's store or on the member's web site and, to the best of the member's knowledge, are required, recommended or optional reading by college and university professors for their college and university courses during the academic semester (either spring semester which commences in January/February or fall semester which commences in August/September) for which the member has the most current information. In determining which distinct book titles are to be available at a percentage savings or discount, members should include book titles that are expected to have material sales.

In advertising or otherwise representing the "suggested" or "list" price on which any savings or discounts on college textbooks are based, members should disclose, clearly and in conjunction with the representation, (e.g., if on the web site, on the same page as the underlying representation, wherever possible) the basis for their "suggested" or "list" prices.