

(502)443-0121  
(502)443-0128

P.O. Box 3101  
Paducah, KY 42002-3101

PUBLISHING AGREEMENT  
PROPOSAL NUMBER : 40527DS

## MOBILE RIVERINE FORCE ASSOCIATION

NO FINANCIAL RISK will be incurred by the Mobile Riverine Force Association for Turner Publishing Company to publish a commemorative history book for the Mobile Riverine Force Association.

THE PUBLISHER will pay to the Association a five percent (5%) Royalty on all books pre-sold. This will be based upon a retail price of \$49.95 each. Neither the Association nor its members are required to purchase any books.

THE PUBLISHER WILL CREATE, DESIGN and print promotional pieces relative to the new book which will be distributed to all members of the Association. Promotional pieces generate interest for the new publication as well as solicit pre-publication book orders.

THE PUBLISHER WILL process all mail, edit stories, etc., professionally design the book—to the specifications outlined by the client—and ship the books sold. All materials and pictures received by the Publisher will be returned to their owners after publication.

TURNER PUBLISHING COMPANY'S SERVICES include nationwide marketing, listing the publication in its military history book catalog, making it available to military base libraries, university and public libraries, military book dealers, bookstores and to thousands of veterans who currently purchase Turner Publishing Company's military history books.

THE MORE BOOKS PRE-SOLD, THE MORE PAGES THE COMMEMORATIVE BOOK WILL CONTAIN. Example: A large "coffee-table" 9 x 12 inch book which sells 300 copies would contain 112 pages; 500 copies sold would contain 144 pages; 1,000 copies sold would contain 208 pages; and 1,500 copies sold would contain 256 pages. Therefore, it is beneficial for both the Client and the Publisher to promote the book. The unit price to the consumer never changes although the number of pages will increase in proportion to the number of book sales.

Publishers of America's History

## The Mobile Riverine Force Association

THE ASSOCIATION'S RESPONSIBILITY in publishing this historic book is four-fold:

**FIRST:** The Association will allow the Publisher to insert a promotional brochure, designed and printed by the Publisher, into its newsletter/newspaper; or at the Publisher's option, provide comparable space in its periodical, at no cost to the Publisher, to relay information to the members. This will be done three or four times during the publishing of the book. Or, at the Publisher's option, the Association will provide the Publisher with the Association's mailing labels in order that the Publisher may send the members of the Association the promotional brochures regarding the book. Or, the Publisher can provide the Association with the mailers for distribution if its mailing labels are not made available to the Publisher.

If provided with the Association's mailing labels, the Publisher agrees to maintain strict confidentiality and to use the mailing labels for no purpose other than promotion of the history book described herein.

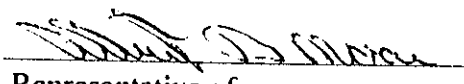
**SECOND:** The Association agrees to assist in the promotion of the history book by advertising it in its internal news source and giving press releases from time to time.

**THIRD:** The Association agrees to appoint a key person to work on the book project with the Publisher.

**FOURTH:** The Association agrees to allow the Publisher the opportunity to mail a promotional flier to its members after the book has been published to announce the new title. The Publisher will assume the printing and postage costs.

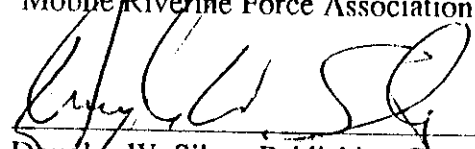
**PROJECT SCHEDULE:** This project is scheduled to commence at the 1995 National Convention.

ACCEPTED BY:

  
\_\_\_\_\_  
Representative of  
Mobile Riverine Force Association

5-26-94  
\_\_\_\_\_  
Date

PUBLISHER:

  
\_\_\_\_\_  
Douglas W. Sikes, Publishing Consultant  
Turner Publishing Company

5/26/94  
\_\_\_\_\_  
Date

## The Mobile Riverine Force Association

THE ASSOCIATION'S RESPONSIBILITY in publishing this historic book is four-fold:

**FIRST:** The Association will allow the Publisher to insert a promotional brochure, designed and printed by the Publisher, into its newsletter/newspaper; or at the Publisher's option, provide comparable space in its periodical, at no cost to the Publisher, to relay information to the members. This will be done three or four times during the publishing of the book. Or, at the Publisher's option, the Association will provide the Publisher with the Association's mailing labels in order that the Publisher may send the members of the Association the promotional brochures regarding the book. Or, the Publisher can provide the Association with the mailers for distribution if its mailing labels are not made available to the Publisher.

If provided with the Association's mailing labels, the Publisher agrees to maintain strict confidentiality and to use the mailing labels for no purpose other than promotion of the history book described herein.

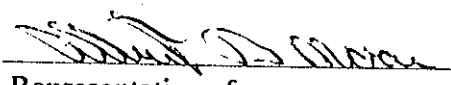
**SECOND:** The Association agrees to assist in the promotion of the history book by advertising it in its internal news source and giving press releases from time to time.

**THIRD:** The Association agrees to appoint a key person to work on the book project with the Publisher.

**FOURTH:** The Association agrees to allow the Publisher the opportunity to mail a promotional flier to its members after the book has been published to announce the new title. The Publisher will assume the printing and postage costs.

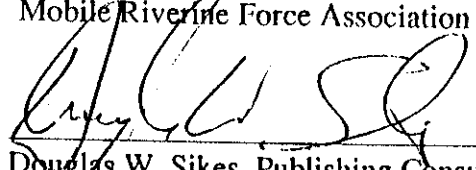
**PROJECT SCHEDULE:** This project is scheduled to commence at the 1995 National Convention.

ACCEPTED BY:

  
\_\_\_\_\_  
Representative of  
Mobile Riverine Force Association

5-26-94  
\_\_\_\_\_  
Date

PUBLISHER:

  
\_\_\_\_\_  
Douglas W. Sikes, Publishing Consultant  
Turner Publishing Company

5/26/94  
\_\_\_\_\_  
Date