

THE PREMIER MAGAZINE OF THE WEST
COWBOYS & INDIANS

RETAIL SUBSCRIPTION PROGRAM

Published 8 times per year, *Cowboys & Indians* covers every aspect of the Western Lifestyle in a unique way. Each issue includes the best in fashion, travel, art, film, personalities, history, and home interiors. Stories cover a broad range—from investigative reports on important Western issues, to celebrity profiles, to perspectives on both Western and Indian culture, as well as a calendar of upcoming events and leisure pursuits. The magazine is an excellent way to keep your customers up-to-date with what's hot in the Western Lifestyle. Each issue will have them coming back for more.

COWBOYS & INDIANS' VISUAL PRESENTATION OF THE WESTERN LIFESTYLE IS AN EXCELLENT WAY TO PROMOTE THE PRODUCTS YOU SELL.

We understand that running a store is very difficult, so we've made our program as easy as possible. That's why we send only one invoice for the entire year's allotment. Less paperwork for you means you can focus on more important things, like ringing up sales.

It's easy to get started—mail or fax in the attached order form, indicating the number of copies you'd like to start with. The program is very simple: you purchase the magazines from us at \$3.00 per copy (minimum order of 5 subscriptions) and then sell them at \$5.95, pulling in a profit of almost \$3.00 per copy. Once we receive your form and payment, we'll ship out your first set of issues. After that, you'll receive a new shipment of magazines about once every six weeks. We don't accept returns, so please be sure to order only what you think you can sell.

If you have any questions, please feel free to call us at (214) 750-8222 or e-mail me at ljackson@cowboysindians.com

LyTesia Jackson
Office Manager
Cowboys & Indians Magazine

WWW.COWBOYSINDIANS.COM

RETAIL SUBSCRIPTION ORDER FORM

This form is for retail stores to order copies of Cowboys & Indians Magazine on a non-returnable basis to re-sell for a profit. Rates are based according to requirements set forth by the Audit Bureau of Circulation (ABC), which regulates national magazine distribution. Cost of shipping direct from the printer is included in the price. The Magazine publishes eight (8) issues per year.

SHIP TO:

 STORE NAME

DATE: _____

 SHIPPING ADDRESS

 CITY STATE ZIP

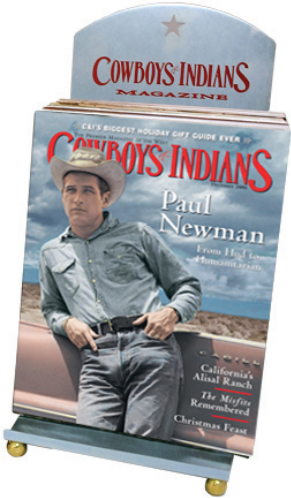
 PHONE FAX MANAGER NAME

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BILL TO:

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ALL ORDERS MUST BE PAID IN ADVANCE.



Retail Subscriptions

Retailer receives almost half off the \$5.95 cover price (\$3.00 per copy)
 # of subscriptions @ \$24.00 each; _____ x \$24.00 = \$_____
 (Each subscription is 8 issues per year. C&I requires a minimum of 5 subscriptions per order.)

C&I Merchandise

_____ "Lone Star" racks @ \$32.00 each \$ _____
 _____ Shipping & Handling [rack only] @ \$6.95 \$ _____
TOTAL: \$ _____

Check # _____ Credit Card: VISA MasterCard Discover American Express

Credit Card # _____

Cardholder Signature _____

Name as it appears on card _____

Credit Card Billing Address _____

Exp. Date _____ Verification Code _____

QUESTIONS?
 Contact LyTesia Jackson
 (214) 750-8222
 ljackson@cowboysindians.com