

Proposal to reprint *The Town That Wouldn't Die* by Robert Haltiner and Ann Taber.

I propose that Besser Museum request **\$16,936.25** from the Park Family Museum Fund to have Allegra (Model Printing) reprint 1,500 hardcovered copies of *The Town That Wouldn't Die*. The books will cost **\$11.29** to print and will retail between **\$19.99 to \$22.99**. These books will be a steady revenue stream for the museum for the next several years.

This book is owned and copyrighted by the Besser Museum. The book has been out of print for approximately three years. We have had several requests for the book. A local bookstore, Turn the Page, also receives requests for this book. When they searched Amazon, the book was listed for sale between \$700 to \$900.

2000 hardcover copies were printed in 1986 by Model Printing (now Allegra).

A quantity of 1,600 books were reprinted in 2005 in a soft plastic laminate cover. Many people were not happy when the book was reprinted with a softcover.

To date, there are 3,600 copies in circulation of *The Town That Wouldn't Die*.



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ESTIMATE

No: **38066**

The Town That Wouldn't Die Book - Hardcover Case Bound with Dark Blue Cover & Silver Foil. 144 Inside p

Date: **5/26/21**

Customer PO:
Account No: 115

Christine Witulski
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Quantity	Description	Amount
1,500	The Town That Wouldn't Die Book - Hardcover Case Bound with Dark Blue Cover & Silver Foil. 144 Inside pages black Ink 10 x 8 on 80# Matte Text with Black Ink Customer's B&W File	\$ 16,936.25
<p>Taken by: Edward Sales Rep: Ed Klimczak Thank you for the opportunity to provide this proposal. This estimate is good for 30 days.</p>		<p>Subtotal \$ 16,936.25 Tax Shipping \$ 0.00 Total \$ 16,936.25</p>

We look forward to your order!



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WEB



SIGNS



PROMO



APPAREL



MOBILE



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LISTS



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