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On the Bookfair date, customers who present a valid bookfair voucher or mention participation in the bookfair at the register will have select purchases of books and other products sold at Barnes & Noble count towards the Bookfair total. Exceptions include textbooks, used and out of print books, magazine subscriptions, video games, software, digital content, downloadable audiobooks, promotions, products returned within 7 days of purchase, gift cards and membership fees.

Based on the election of the charitable organization, Barnes & Noble shall make a donation to the charitable organization in the form of a check. The donation amount shall be 0% (for pre-tax sales under \$1,500), 5% (for pre-tax sales between \$1,500-5,000), 8% (for pre-tax sales between \$5,000 to \$10,000) and 10% (for pre-tax sales between \$10,000 to \$125,000). Pre-tax sales over \$125,000 will not count toward the Bookfair total. Online purchases will not count toward the Bookfair total.