

BSJ CD-ROM Trade-In / Upgrade Program

For a limited time, owners of the BSJ on CD-ROM set can save \$100 by trading in their old BSJ CD for the new and improved e-Baker Street Journal Version 2 on DVD.

The new eBSJ v2 adds all 55 issues (including all Christmas Annuals) from 2001 to 2011 and includes many other improvements to the material in the CD-ROM set. It's easier to use, offers better text searching, and reduces file sizes to make them work better on iPads and other tablets.

The trade-in offer is only for a limited time, so act now to save \$100!
See below for details and the Order Form.

Frequently Asked Questions

How is the eBSJ v2 on DVD different from the BSJ on CD-ROM?

- The eBSJ v2 adds all 55 issues from 2001-2011
 - o Includes all regular issues and all Christmas Annuals from 2001-2011
 - o Issues 2001-2011 have much sharper photographs & illustrations
- All files are now on a single DVD, making it simpler to use
 - o Replaces 4 CDs, so better access with no swapping disks & faster searches
- Improved OCR text recognition for issues in the 1950s
 - o Better full-text searching for these files
- Easy to find and open a specific issue
 - o Filenames now include issue details like "June 1976"
- File sizes reduced
 - o Uses less disk space when copied to your PC or tablet; faster to use
- Better usability with Adobe Reader and tablets/e-readers
- Additions and Corrections to more than 30 other issues from original CD-ROM

How much do I save with the trade-in / upgrade offer?

You will save \$100. The standard eBSJ v2 sells for \$149.95, and with your trade-in before June 15, 2013 you will pay only \$49.95. Plus: shipping is free, so act now!

When does this trade-in offer expire?

The trade-in / upgrade program ends on June 15, 2013. After that time everyone pays the full price to get the eBSJ v2.

What equipment/software do I need to use the eBSJ v2?

The eBSJ v2 is provided on a single DVD, so you need a computer with a DVD drive. You also need PDF viewing software like the free Adobe Acrobat Reader or Apple Preview.

Do I need to mail in the entire BSJ CD-ROM package and disks?

No, you only need to mail us Disk Four from the set. You can keep the package and other disks for your own personal use/collection only, or destroy them. Please do not sell or give the other disks to anyone else.

What if I no longer have Disk Four?

To insure that only one trade-in/upgrade is given for each CD set, we need the same disk from everyone. If you no longer have Disk Four, you must buy the full-price version of the eBSJ v2.

Do I get the complete eBSJ v2 as part of the trade-in program?

Yes, you will get the exact same DVD and packaging as part of a trade-in upgrade as you would if paid the full standard price for the eBSJ v2.

Can I pay for the upgrade online, using PayPal or with a credit card?

Because we need your Disk Four as part of the order, U.S. customers must mail a check and Disk Four at the same time, and cannot pay online. Only international customers can pay online (see instructions in the order form below).

Why do I need to send you Disk Four? Are we just swapping disks?

You send us Disk Four to prove that you are the current owner of the BSJ on CD-ROM. Since some owners are collectors, we decided to let you keep the other three disks rather than mail them to us. If you don't want those three disks, please destroy them. We are not just replacing/swapping your Disk Four. The eBSJ v2 DVD includes new versions of all the files from all the CD-ROM disks.

What if I have other questions about the eBSJ v2?

Please see the eBSJ v2 web page at: <<http://www.bakerstreetjournal.com/ebooks/bsj.html>>. That page also has a link to a longer FAQ.

See the Order Form / Instructions Below

TRADE-IN / UPGRADE INSTRUCTIONS

**Mail to: Michael H. Kean, The Baker Street Irregulars
3040 Sloat Road, Pebble Beach, CA 93953-2837, USA**

Orders must be postmarked by June 15, 2013.

You MUST include Disk Four from the BSJ on CD-ROM as part of your order



BSJ CD-ROM Trade-In / Upgrade Offer Form

Orders must be postmarked by June 15, 2013

**Mail to: Michael H. Kean, The Baker Street Irregulars
3040 Sloat Road, Pebble Beach, CA 93953-2837, USA**

For U.S. Customers:

- 1) Enclose a check (payable to The Baker Street Irregulars) for **\$49.95**
- 2) Enclose **Disk Four** from the BSJ CD-ROM
- 3) Fill out the address information below and mail this form, your check, and Disk Four to the address shown

NAME _____

ADDRESS _____

CITY _____ **STATE** _____ **ZIP** _____

COUNTRY _____

Email Address _____

For International Customers:

All payments must be made online using a credit card or PayPal

- 1) Enclose **Disk Four** from the BSJ CD-ROM
- 2) Do NOT send cash, money order, or checks.
- 3) Fill out the address information above (email address required) and mail this form and Disk Four to the address shown.
- 4) After receiving your order form with Disk Four, we will email you with instructions on how to pay online using a credit card or PayPal. Your cost will be US\$49.95
- 5) Once we have received your online payment, we will ship the eBSJ v2 to you

This special trade-in offer is available for a limited time, and we reserve the right to change the terms and conditions without notice. Please check the BSJ website for the current terms at: <http://www.bakerstreetjournal.com/pdf/ebsj-cd-trade-in.pdf>