

MACINTOSH PRODUCTS CONFIDENTIAL DEALER PRICE LIST

FEBRUARY 15, 1984



Product	Description	Notes	Sugg. Retail Price	Single and Multiple Quantities					
				1-3	4-9	10-19	20-39	40-79	80+
Macintosh Systems			(Each)						
† M1003	Macintosh® Personal Computer	1	2495.00	1645.00	1645.00	1645.00	1645.00	1645.00	1645.00
† M1002	Macintosh Intro System (one per dealer location)	2-3	N/A	2123.00	N/A	N/A	N/A	N/A	N/A
† M1103	Macintosh Starter Kit	3	N/A	395.00	N/A	N/A	N/A	N/A	N/A
† M1004	Macintosh Personal Computer with Imagewriter Printer	4	2990.00	1973.00	1973.00	1973.00	1973.00	1973.00	1973.00
Macintosh Printers and Accessories									
† M0151	Imagewriter w/Macintosh Accessory Kit		595.00	393.00	393.00	393.00	393.00	393.00	393.00
M0150	Macintosh Imagewriter Accessory Kit		N/A	38.00	38.00	38.00	38.00	38.00	38.00
Macintosh Miscellaneous Accessories									
M0200	Macintosh Carrying Case		99.00	65.00	65.00	65.00	65.00	65.00	65.00
M0120	Macintosh Numeric Keypad		99.95	65.00	65.00	65.00	65.00	65.00	65.00
M0500	Macintosh Apple 3.5" Blank Disk Box (box of 10)		49.00	29.00	29.00	29.00	29.00	29.00	29.00
Macintosh Software									
M0520	MacWrite/MacPaint		195.00	117.00	117.00	117.00	117.00	117.00	117.00
Macintosh Reference Manuals									
M1500	Macintosh Owner's Manual (12/pk) (min. order 1 pack)		9.95	71.40	71.40	71.40	71.40	71.40	71.40

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Quantity prices apply to single delivery, single location.

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FEBRUARY 15, 1984



Product	Description	Notes	Sugg. Retail Price	Single and Multiple Quantities					
				1-3	4-9	10-19	20-39	40-79	80 +
Apple // Systems			(Each)						
† A2S2064	Apple //e 64K System		1295.00	895.00	895.00	895.00	895.00	895.00	895.00
† A2P2031	Apple //e Starter System	1	OPEN	1145.00	1145.00	1145.00	1145.00	1145.00	1145.00
† A2P2010	Apple //e Intro System	2	OPEN	999.00	999.00	999.00	999.00	999.00	999.00
† A2P2032	Apple //e Professional System	3	OPEN	1349.00	1349.00	1349.00	1349.00	1349.00	1349.00
Apple // Disk Drives and Accessories									
† A2P2033	ProFile™ Extension Option A//e		1995.00	1305.00	1277.00	1249.00	1214.00	1177.00	1153.00
A2T0005	ProFile Accessory Kit for A//		N/A	110.00	110.00	110.00	110.00	110.00	110.00
† A2P2029	Duodisk w/A// Accessory Kit		795.00	550.00	545.00	540.00	524.00	512.00	500.00
† A2M0003	Disk II - Drive Only		395.00	278.00	273.00	267.00	260.00	254.00	248.00
† A2M1044	Disk II w/Controller ProDOS		545.00	385.00	376.00	368.00	360.00	350.00	342.00
Apple // Printers and Accessories									
† A2P2034	Printer Extension Option A//e	5	695.00	465.00	455.00	445.00	432.00	418.00	409.00
† A2P2028	Daisy Wheel Printer w/A// Accessory Kit		2195.00	1405.00	1361.00	1328.00	1310.00	1293.00	1275.00
A2C0351	Daisy Wheel Accessory Kit for A //+ and //e		N/A	21.00	20.00	19.00	18.00	17.00	16.00
† A2M0072	Daisy Wheel Tractor Forms Feeder		279.00	184.00	179.00	174.00	168.00	163.00	157.00
A2M0074	Multi-Strike Ribbon (DWP) (6/pack)		10.50	40.00	39.00	38.00	37.00	36.00	36.00
A2M0081	Printwheel, Boldface (6/pack)		13.75	53.00	51.00	50.00	48.00	47.00	47.00
A2M0079	Printwheel, Courier 10 (6/pack)		13.75	53.00	51.00	50.00	48.00	47.00	47.00
A2M0080	Printwheel, Gothic 15 (6/pack)		13.75	53.00	51.00	50.00	48.00	47.00	47.00
A2M0078	Printwheel, Prestige Elite (6/pack)		13.75	53.00	51.00	50.00	48.00	47.00	47.00
A2M0077	Cloth Ribbon (DMP) (6/pack)		10.50	42.00	40.00	39.00	38.00	37.00	36.00
A2M2004	DB-25 Adapter Kit		N/C	N/C	N/C	N/C	N/C	N/C	N/C
† A2P2025	Imagewriter w/A// Accessory Kit	4	595.00	393.00	393.00	393.00	393.00	393.00	393.00
A2C0352	Imagewriter Accessory Kit for A//		N/A	38.00	38.00	38.00	38.00	38.00	38.00
† A2M2045	Silentype® Printer for Apple //e		395.00	260.00	253.00	246.00	238.00	230.00	223.00
A2M2009	Silentype® Adapter Kit (5 pack)		20.00	66.00	64.00	62.00	60.00	59.00	58.00
A2C0001	Silentype® Paper (10/box)		4.50	30.00	29.00	28.00	27.00	26.00	25.00

Product	Description	Notes	Sugg. Retail Price	Single and Multiple Quantities					
				1-3	4-9	10-19	20-39	40-79	80 +
Apple Monitors and Accessories			(Each)						
† A3M0039	Monitor /// (12" Green)		249.00	165.00	159.00	155.00	150.00	145.00	140.00
† A2M2010	Monitor //		229.00	153.00	151.00	149.00	145.00	142.00	137.00
A2M0260	Apple // Monitor Stand		29.95	21.00	20.00	19.00	18.00	17.00	17.00
Apple // Plotter and Accessories									
† A2P2030	Apple Color Plotter w/A// Accessory Kit		995.00	602.00	582.00	571.00	562.00	552.00	543.00
A2C0302	Apple Color Accessory Kit for A//		N/A	33.00	32.00	31.00	31.00	31.00	31.00
A9C0300	Apple Plotter Overhead Transparency Film (5/box)		39.95	108.00	104.00	102.00	100.00	98.00	96.00
A9C0301	Apple Plotter Paper Kit 8½ x 11 inch (5/box)		5.95	17.00	16.00	16.00	15.00	15.00	15.00
A9C0302	Apple Plotter Paper Kit 11 x 17 inch (5/box)		9.95	28.00	27.00	26.00	26.00	25.00	25.00
A9C0304	Apple Plotter Multi-Pen Capper Kit (5/box)		19.95	65.00	63.00	62.00	61.00	60.00	59.00
	Apple Plotter Paper and Transparency Pens (each packaged 5/box)		12.95	36.00	35.00	34.00	34.00	33.00	32.00
Apple // Data Communications Products									
† A2P2023	Apple Modem 300 w/A// Accessory Kit	*	225.00	150.00	145.00	143.00	142.00	140.00	138.00
† A2P2024	Apple Modem 1200 w/A// Accessory Kit	*	495.00	331.00	318.00	313.00	309.00	304.00	300.00
A2C0354	Modem Accessory Kit for Apple //	*	N/A	33.00	33.00	33.00	33.00	33.00	33.00

Paper Pens

	narrow (.3mm)	wide (.7mm)
Black	A9G0300	A9G0301
Red	A9G0304	A9G0305
Green	A9G0308	A9G0309
Blue	A9G0312	A9G0313
Combo 1	A9G0316	A9G0317
Combo 2	A9G0320	A9G0321

Transparency Pens

	narrow (.3mm)	wide (.7mm)
	A9G0302	A9G0303
	A9G0306	A9G0307
	A9G0310	A9G0311
	A9G0314	A9G0315
	A9G0318	A9G0319
	A9G0322	A9G0323

Notes:

- † - Product eligible for floorplanning.
- 1 - Includes one pen each of Black, Red, Green, and Blue.
- 2 - Includes one pen each of Violet, Burnt Orange, Gold and Brown.

All products listed are compatible with Apple II Plus and Apple //e systems unless otherwise indicated.

Page 1 Notes:

- † - Products eligible for floorplanning.
- 1 - Includes Apple //e 64K Personal Computer, Disk // w/Controller-ProDOS, 80-Column Text Card, Monitor // and Cable, power cord, operating diskettes and manuals.
- 2 - Includes Apple //e 64K Personal Computer, Disk // w/Controller - ProDOS, and Joystick //e.

- 3 - Includes Apple //e 64K Personal Computer, Duodisk, Duodisk Accessory Kit for //e, Extended 80-Column text card, Monitor // and Cable.

- 4 - For use with Parallel Interface and Super Serial Card.

- 5 - Includes Imagewriter Dot Matrix Printer, Imagewriter Accessory Kit for Apple //, and Super Serial Card.

Product	Description	Notes	Sugg. Retail Price	Single and Multiple Quantities					
				1-3	4-9	10-19	20-39	40-79	80 +
Apple // Expansion and Interface Cards			(Each)						
	A2B2022	Apple //e 80 Column Text Card	125.00	88.00	86.00	85.00	82.00	80.00	79.00
†	A2B2023	Apple //e Extended 80 Column Text Card	295.00	208.00	204.00	199.00	194.00	190.00	185.00
†	A2B0015	IEEE-488 Card	450.00	292.00	270.00	265.00	254.00	243.00	233.00
	A2B0043	Language Card (for Apple II+ only)	195.00	128.00	122.00	115.00	110.00	105.00	101.00
	A2B0021	Parallel Interface Card	165.00	109.00	103.00	100.00	96.00	93.00	90.00
	A2B0001	Prototyping/Hobby Card	24.00	15.00	14.00	14.00	13.00	13.00	12.00
	A2B0025	SchoolBus Add-on Kit	175.00	114.00	114.00	114.00	114.00	114.00	114.00
†	A2B0024	SchoolBus Starter Kit	525.00	341.00	341.00	341.00	341.00	341.00	341.00
	A2B0044	Super Serial Card	139.00	90.00	88.00	87.00	85.00	84.00	83.00
	D2B0034	Thunderclock Card	125.00	71.00	69.00	67.00	65.00	63.00	
Apple // Miscellaneous Accessories									
	A2D0000	Blank Diskettes (10/box)	50.00/bx10	31.00	28.00	27.00	26.00	26.00	25.00
	A2G0002	Software Binder (12/box)	11.00	83.00	81.00	78.00	74.00	71.00	68.00
	A2M2050	AppleMouse //	175.00	124.00	121.00	118.00	115.00	113.00	110.00
	A2M0082	Apple //e Game Port Adapter Kit for Apple II+ (4/pack)	14.95	38.00	37.00	36.00	36.00	35.00	35.00
	A2M0054	Hand Controllers II+	29.95	15.00	15.00	15.00	15.00	15.00	15.00
	A2M2001	Hand Controllers //e	34.95	23.00	22.00	21.00	20.00	19.00	18.00
	A2M2002	Joystick //e	59.95	38.00	37.00	35.00	34.00	32.00	31.00
	A2M0056	Numeric Keypad II+	139.95	80.00	80.00	80.00	80.00	80.00	80.00
	A2M2003	Numeric Keypad //e	99.00	66.00	65.00	63.00	62.00	60.00	58.00
†	A2M2007	Apple Graphics Tablet RFI	795.00	532.00	520.00	508.00	494.00	478.00	468.00
†	D2D0099	Telidon Graphics System	595.00	415.00	400.00	385.00	375.00	365.00	355.00

Notes:

* - New Product.

† - Products eligible for floorplanning.

1 - Package includes adapters for both the Apple II+ and Apple //e.

2 - Available March 1984.

Product	Description	Notes	Sugg. Retail Price	Single Qty. Price	Master Pack Qty.	Master Pack Price
Apple // Languages & Operating Systems			(Each)			
	A2D0050 Apple CO-PILOT		35.00	23.00	5	22.00
†	A2D0032 Apple FORTRAN		200.00	136.00	4	124.00
	D2D0100 Apple Logo		100.00	65.00	N/A	65.00
†	A2D0024 Apple Pascal		250.00	165.00	5	150.00
	A2W0012 Apple Pascal Numerics SANE		35.00	24.50	N/A	N/A
	A2D0028 Apple PILOT		100.00	61.00	3	58.00
†	A2D0051 Apple SuperPILOT		200.00	122.00	5	116.00
	A2D0052 Apple SuperPILOT Log		50.00	31.00	5	29.00
	A2D2037 BASIC Programming with ProDOS	*	30.00	21.00	5	20.00
	A2D2039 Applesoft Programmer's Kit	*	50.00	35.00	5	33.00
	A2W0011 DOS Programmer's Tool kit		75.00	47.00	N/A	N/A
	A2D2010 ProDOS User's Kit	*	40.00	28.00	5	26.00
Apple // Business Software						
	A2D0049 Apple // Business Graphics		175.00	110.00	5	101.00
†	A2D0053 Apple / NPL //		550.00	358.00	5	341.00
	C2B0010 Apple Writer // (for II+ only)		150.00	97.00	5	90.00
	C2B2010 Apple Writer // (for //e only)		195.00	127.00	5	117.00
†	D2D2111 BPI Accounts Payable for A//e		395.00	237.00	N/A	N/A
†	D2D0002 BPI Accounts Receivable		395.00	248.00	5	229.00
†	D2D2106 BPI Accounts Receivable for A//e		395.00	237.00	N/A	N/A
†	D2D2104 BPI General Accounting for A//e		395.00	237.00	N/A	N/A
†	D2D2115 BPI ProDOS General Accounting for A//e		425.00	255.00	N/A	N/A
†	D2D0003 BPI General Ledger		395.00	248.00	5	229.00
†	D2D0023 BPI Inventory Control		395.00	248.00	5	229.00
†	D2D0036 BPI Job Costing		595.00	374.00	5	345.00
†	D2D0035 BPI Payroll		395.00	248.00	5	229.00
	A2P2022 Dow Jones 2.0 Solutions		175.00	110.00	5	88.00
	A2D2005 Quick File // (for //e only)		100.00	60.00	5	58.00
	C2B0011 Script II		100.00	65.00	5	60.00
†	C2B0012 Senior Analyst		225.00	146.00	5	135.00
Apple Developer's Software						
	A2D0037 Applegraphics II		75.00	47.00	5	45.00
†	C2S0004 Designer's Toolkit		225.00	143.00	5	138.00

Note:

* - New Product.

† - Product eligible for floorplanning.

Product	Description	Notes	Sugg. Retail Price	Single Qty. Price	Master Pack Qty.	Master Pack Price
Apple // Product Training Paks			(Each)			
C2Z0001	PTP - Apple Writer II		40.00	20.00	5	20.00
C2Z2001	PTP - Apple Writer // (for //e only)		40.00	20.00	5	20.00
C2Z2002	PTP - Quick File // (for //e only)		40.00	20.00	5	20.00
Apple // Educational Software						
D2D0100	Apple Logo		175.00	122.00	5	115.00
A2D0015	Elementary, My Dear Apple		30.00	20.00	5	18.00
C2E0013	Ernie's Quiz		25.00	16.00	5	15.00
C2E0016	Instant Zoo		25.00	16.00	5	15.00
C2E0010	Math Strategy		45.00	29.00	5	27.00
C2E0015	Mix and Match		25.00	16.00	5	15.00
C2E0014	Spotlight		25.00	16.00	5	15.00
Apple // Reference Manuals						
VSM0010	Apple II Reference Manual		32.00	13.20		
VSG0008	Apple II System Reference Manual		32.00	10.20		
VSG0003	Apple II Language Reference Manual (8.5 disk)		30.00	10.00		
D2G0014	Apple II Disk II Reference Manual		14.95	4.50		
VSG0013	Apple II Disk II Reference Manual		10.00	4.80		
VSG0001	Apple II Disk II Reference Manual		30.00	10.50		
VSG0002	Apple II Disk II Reference Manual		18.00	6.00		
D2G0012	Apple II Disk II Reference Manual		18.00	10.00		
VSG0015	Apple II Disk II Reference Manual		30.00	10.00		
VSG0003	Apple II Disk II Reference Manual		30.00	10.00		
VSG0009	Apple II Disk II Reference Manual		30.00	10.00		
VSG0007	Apple II Disk II Reference Manual		30.00	10.00		
VSG0001	Apple II Disk II Reference Manual		12.00	4.50		
VSG0002	Apple II Disk II Reference Manual		30.00	10.00		
VSG0003	Apple II Disk II Reference Manual		30.00	10.00	2	30.00
VSG0004	Apple II Disk II Reference Manual		30.00	10.00		
VSG0005	Apple II Disk II Reference Manual		20.00	10.00		
Apple II and //e Reference Manual			(Each)			
Product	Description	Notes	Sugg. Retail Price	Single Qty. Price	Master Pack Qty.	Master Pack Price

Product	Description	Notes	Sugg. Retail Price	Single Qty. Price	Master Pack Qty.	Master Pack Price
Apple II+ and //e Reference Manuals			(Each)			
A2P2001	Applesoft Manual Set for //e (5/box)		50.00	150.00		
A2L2004	Applesoft Reference Manual for //e (5/box)		30.00	90.00		
A2L2003	Applesoft Tutorial for //e	*	30.00	21.00	5	20.00
A2L2006	Apple //e 80-Col. Text Card Manual		20.00	60.00		
A2L2007	Apple //e Extended 80-Col. Card Supplement (5/box)		15.00	45.00		
A2L2001	Apple //e Owner's Manual (5/box)		20.00	60.00		
A2L2005	Apple //e Reference Manual (5/box)		30.00	90.00		
A2L2002	DOS Users Manual for All+ and A//e (5/box)		20.00	60.00		
A2L2012	DOS Programmers Manual for All+ and A//e (5/box)		20.00	60.00		
D2L0013	Apple Monitor Peeled for Apple II+ only		19.95	10.00		
A2L0042	Apple PILOT Editors Manual (10/box)		15.00	90.00		
A2L0041	Apple PILOT Language Manual (9/box)		20.00	108.00		
A2L0012	Disk II Manual (8/box)		10.00	48.00		
D2L0014	Pascal Hands On (5/box)		14.95	43.00		
A2L0027	Pascal Language Reference Manual (9/box)		20.00	108.00		
A2L0028	Pascal Operating System Manual (7/box)		25.00	105.00		
A2W0010	ProDOS Technical Reference Manual		25.00	17.50		
AppleCare Carry-in Service for Apple // Products						
SC20017	Apple //e Personal Computer		48.00/yr	31.00/yr		
SC20001	Apple II Plus Personal Computer		60.00/yr	39.00/yr		
SC20006	Apple Graphics Tablet		48.00/yr	31.00/yr		
SC30010	Daisy Wheel Printer		150.00/yr	98.00/yr	2	19.00
SC20005	Dot Matrix Printer		60.00/yr	39.00/yr	2	12.00
SC90007	Duodisk		48.00/yr	31.00/yr	2	31.00
SC20019	Imagewriter Dot Matrix Printer		48.00/yr	31.00/yr	2	12.00
SC20004	Silentype Printer		48.00/yr	30.00/yr	2	12.00
SC20002	Disk //		36.00/yr	23.00/yr	2	18.00
SC30015	Color Plotter		48.00/yr	31.00/yr	2	12.00
SC30013	Monitor ///		18.00/yr	12.00/yr		
SC20016	Monitor //		18.00/yr	12.00/yr		
SC20023	Apple Modem 300	*	18.00/yr	12.00/yr		
SC20024	Apple Modem 1200	*	24.00/yr	15.00/yr		
SC20008	Numeric Keypad //		18.00/yr	12.00/yr	2	30.00
A2F0152	AppleCare Carry-In Service Registration Form (25/pack)		N/C	N/C	2	30.00
Apple II Product Training Packs			(Each)			

* - New Product.

Product	Description	Note	Qty Per Pack	Max Order Qty/Pack						
Literature (No Charge Items)										
A2F2099	Apple //e Starter System Flyer		50	2						
A2F2092	Apple //e System Brochure		50	2						
A2F0094	Construction Brochure		50	2						
A2F0085	CTW Flyer		100	1						
A2F0146	Data Base Brochure		25	2						
A2F0161	Education News Vol. 4 No. 4		25	2						
A2F0015	Handicapped Resource Guide		25	2						
A2F0156	Imagewriter Flyer		25	2						
A2F0135	Intelligent Choices Brochure		50	2	50'00	50'00	50'00	50'00	50'00	50'00
A2F0108	Logo Flyer		50	2						
A2F0124	Product Training Workshop Brochure		25	2	50'00	50'00	50'00	50'00	50'00	50'00
A2F0144	Small Business Market Brochure		25	2	20'00	20'00	20'00	20'00	20'00	20'00
A2F0157	Workbench Flyer		25	1	51'00	51'00	51'00	51'00	51'00	51'00
Data Sheets					51'00	51'00	51'00	51'00	51'00	51'00
A2F0121	Apple Color Plotter		50	2	50'00	50'00	50'00	50'00	50'00	50'00
A2F2093	Apple //e System Data Sheet		25		20'00	20'00	20'00	20'00	20'00	20'00
Sales Aids (No Charge Items)					3'00	3'00	3'00	5'00	3'00	5'00
A2F0152	AppleCare Carry-In Service Registration Forms		25	1						
A2F0122	AppleCare Carry-In Service Flyer		100	1						
A2F0065	Co-op Claim Form		10	2						
A2F0076	Co-op Prior Authorization Request Form		25	2	2'00	2'00	2'00	2'00	2'00	2'00
A2F0016	Co-op Radio/TV sheet		1	10	2'00	2'00	2'00	2'00	2'00	2'00
A2F0151	Christmas Collection		25	1	50'00	50'00	50'00	50'00	50'00	50'00
A2F0010	Apple Collection Gift Catalog		25	1	2'00	2'00	2'00	2'00	2'00	2'00
A2F0166	Apple Tiffany Collection		25	1	10'00	10'00	10'00	10'00	10'00	10'00
A2F0138	Apple Logo Mini Reference Card		10	2	10'00	10'00	10'00	10'00	10'00	10'00
A2F0006	Apple Logo Poster		2	5						
A2F0001	Large Logo Decals		200	1						
A2F0002	Small Logo Decals		200	1						
A3G0050	Personal Computer Demo Master		N/A		100'00	100'00	100'00	100'00	100'00	100'00
A3G0053	Apple Education Demo Book		N/A		152'00	152'00	152'00	152'00	152'00	152'00
A3G0051	Apple //e Management Demo Book		N/A		100'00	100'00	100'00	100'00	100'00	100'00
A3G0054	Apple //e User's Guide		120		12'00	12'00	12'00	12'00	12'00	12'00
A3G0051	Apple //e User's Guide		N/A		42'00	42'00	42'00	42'00	42'00	42'00
A3G0050	Apple //e User's Guide		N/A		520'00	520'00	520'00	520'00	520'00	520'00
A3G0055	Apple //e User's Guide		520		52'00	52'00	52'00	52'00	52'00	52'00
A3G0051	Apple //e User's Guide		220'00		512'00	512'00	512'00	512'00	512'00	512'00
Training Aids										
					1-3	4-8	10-18	20-38	40-128	80 +

Note:
* - New Product

Product	Description	Notes	Sugg. Retail Price	Single and Multiple Quantities					
				1-3	4-9	10-19	20-39	40-79	80 +
Training Aids			(Each)						
A2G2001	Apple //e... A Beginning Product Training Workshop		550.00	275.00	275.00	275.00	275.00	275.00	275.00
A2G2002	Apple //e... A Beginning Reference Workbook (25/pack)		2.50 N/A	62.50 250.00	62.50 250.00	62.50 250.00	62.50 250.00	62.50 250.00	62.50 250.00
A9G0050	Horizons Small Business Seminar								
A9G0051	Horizons Seminar Workbook (25/pack)		N/A	45.00	45.00	45.00	45.00	45.00	45.00
A9G0201	Apple Has The Answers (25/pack)		1.50	15.00	15.00	15.00	15.00	15.00	15.00
A2G0021	Apple // Management Demo Book		N/A	100.00	100.00	100.00	100.00	100.00	100.00
A2G0023	Apple Education Demo Book		N/A	125.00	125.00	125.00	125.00	125.00	125.00
A2G0020	Personal Computer Demo Master		N/A	100.00	100.00	100.00	100.00	100.00	100.00
Sales Aids									
A7L0002	Apple Credit Plan Applications (100/pack)		N/A	10.00	10.00	10.00	10.00	10.00	10.00
A2G0013	Apple Mylar Banner		N/A	10.00	10.00	10.00	10.00	10.00	10.00
A2G0016	Apple Presentation Folders (10/pack)		N/A	7.00	6.00	6.00	6.00	6.00	6.00
A2G0033	Apple Plastic Carry Bags (200/box)		N/A	20.00	20.00	20.00	20.00	20.00	20.00
A7P0001	Apple Workbench Binder		8.00	5.60	5.60	5.60	5.60	5.60	5.60
A2G0045	Software Sells Poster (5/pack)		N/A	5.00	5.00	5.00	5.00	5.00	5.00
Literature									
A7L0001	Apple Buyer's Guide (25/pack)		75.00/pk	41.00	41.00	41.00	41.00	41.00	41.00
D2L0001	BPI Descriptive Brochure		4.95	3.00	3.00	3.00	2.00	3.00	2.00
A2F2115	Apple II Cable and Connector Guide (50/box)		2.00	50.00	50.00	50.00	50.00	50.00	50.00
A2F2116	Apple //e Design Guidelines (50/box)		2.00	50.00	50.00	50.00	50.00	50.00	50.00
A9G0200	Guide to Personal Computers In Education (25/pack)		1.95	20.00	20.00	20.00	20.00	20.00	20.00
A2L0061	Journal Courseware Vol. #1 (5/pack)		5.95	21.00	21.00	21.00	21.00	21.00	21.00
A2L0062	Journal Courseware Review Issue 1 (5/pack)		5.95	21.00	21.00	21.00	21.00	21.00	21.00
A2F2114	Apple //e Guide to the New Features (50/box)		2.00	50.00	50.00	50.00	50.00	50.00	50.00
A2G0034	Personal Computers In Business Guide (25/pack)		2.95	20.00	20.00	20.00	20.00	20.00	20.00
A2G0035	Personal Guide to Personal Computers (25/pack)		2.50	20.00	20.00	20.00	20.00	20.00	20.00

Apple, the Apple Logo, and Silentype are trademarks of Apple Computer, Inc.

This price list supercedes all previous price lists.

Prices are subject to change without notice.

Products subject to discontinuation without notice.

Quantity prices apply to single delivery, single location.

LISA PRODUCTS CONFIDENTIAL DEALER PRICE LIST



FEBRUARY 15, 1984

Product		Description	Notes	Sugg. Retail Price	Single and Multiple Quantities					
					1-3	4-9	10-19	20-39	40-79	80 +
Lisa Office Systems				(Each)						
†	A6P0010	Lisa 2	1	3495.00	2410.00	2270.00	2270.00	2270.00	2270.00	2270.00
†	A6P0011	Lisa 2/5	2	4495.00	3100.00	2920.00	2920.00	2920.00	2920.00	2920.00
†	A6P0012	Lisa 2/10	3	5495.00	3790.00	3570.00	3570.00	3570.00	3570.00	3570.00
	A6P0014	Lisa 2/5 Demo System (one per dealer location)	4	N/A	5285.00	N/A	N/A	N/A	N/A	N/A
	A6P0015	Lisa 2/10 Demo System (one per dealer location)		N/A	5785.00	N/A	N/A	N/A	N/A	N/A
Lisa Disk Drive and Accessory										
†	A9M0005	ProFile™ Disk Drive	5	1895.00	1195.00	1167.00	1139.00	1104.00	1067.00	1043.00
	A6C0005	ProFile™ Accessory Kit for Lisa	5	N/A	36.00	36.00	36.00	36.00	36.00	36.00
Lisa Printers and Accessories										
†	A6P2028	Daisy Wheel Printer w/Lisa Accessory Kit		2195.00	1405.00	1361.00	1328.00	1310.00	1293.00	1275.00
	A6C0351	DWP Accessory Kit for Lisa		N/A	21.00	20.00	19.00	18.00	17.00	16.00
†	A2M0072	DWP Tractor Forms Feeder		279.00	184.00	179.00	174.00	168.00	163.00	157.00
	A2M0074	Multi-Strike Ribbon (DWP) (6/pack)		10.50 ea	40.00	39.00	38.00	37.00	36.00	36.00
	A2M0081	Printwheel, Boldface (6/box)		13.75 ea	53.00	51.00	50.00	48.00	47.00	47.00
	A2M0079	Printwheel, Courier 10 (6/box)		13.75 ea	53.00	51.00	50.00	48.00	47.00	47.00
	A2M0080	Printwheel, Gothic 15 (6/box)		13.75 ea	53.00	51.00	50.00	48.00	47.00	47.00
	A2M0078	Printwheel, Prestige Elite (6/box)		13.75 ea	53.00	51.00	50.00	48.00	47.00	47.00
	A9G0324	Apple Modern 10/12 PS Printwheel (6/box)		16.50 ea	64.00	62.00	60.00	58.00	56.00	54.00
	A9G0325	Apple Modern 10/12 Additional Characters Printwheel (6/box)		16.50 ea	64.00	62.00	60.00	58.00	56.00	54.00
	A9G0326	Apple Modern Italics/PS Printwheel (6/box)		16.50 ea	64.00	62.00	60.00	58.00	56.00	54.00
	A2M0077	Cloth Ribbon (DMP) (6/pack)		10.50 ea	42.00	40.00	39.00	38.00	37.00	36.00
†	A6P2025	Imagewriter w/Lisa Accessory Kit		595.00	393.00	393.00	393.00	393.00	393.00	393.00
	A6C0352	Imagewriter Accessory Kit for Lisa		N/A	38.00	38.00	38.00	38.00	38.00	38.00

Notes:

* - New Product

† - Product eligible for floorplanning.

1 - Includes (1) Lisa 2 512K System, Lisa 2 Accessory Kit, and Macintosh Operating System. Available March 1984.

2 - Includes (1) Lisa 2 512K System, Lisa 2 Accessory Kit, ProFile, and ProFile Accessory Kit for Lisa. Available February 1984.

3 - Includes (1) Lisa 2/10 512K System and Lisa 2/10 Accessory Kit. Available March 1984.

4 - Prerequisite for new Personal Office Systems Dealers.

5 - ProFile Disk Drive and Accessory Kit for Lisa are included in the total suggested retail price. The Accessory Kit is sold with ProFile and not as a stand alone product to the consumer.

Product	Description	Notes	Sugg. Retail Price	Single and Multiple Quantities					
				1-3	4-9	10-19	20-39	40-79	80 +
Interface Cards			(Each)						
A6BB101	Parallel Interface Card		195.00	127.00	121.00	121.00	121.00	121.00	121.00
Lisa Datacommunications Products									
A9M0313	Cluster Controller , BSC-3 ports		4500.00	2847.00	2669.00	2624.00	2579.00	2534.00	2490.00
A9M0317	Cluster Controller, BSC-7 ports		7000.00	4238.00	3959.00	3890.00	3820.00	3750.00	3681.00
A9M0323	Cluster Controller, SNA/SDLC-7 ports		4500.00	2847.00	2669.00	2624.00	2579.00	2534.00	2490.00
A9M0327	Cluster Controller, SNA/SDLC-3 ports		7000.00	4238.00	3959.00	3890.00	3820.00	3750.00	3681.00
A6C0353	Cluster Controller Accessory Kit for Lisa		N/A	33.00	33.00	33.00	33.00	33.00	33.00
Lisa Miscellaneous Accessories									
	A6P1001	Lisa 2/5 Upgrade Kit	1	N/A	200.00	200.00	200.00	200.00	200.00
†	A6P1002	Lisa 2/10 Upgrade Kit	1	2495.00	2072.00	2072.00	2072.00	2072.00	2072.00
	A6P0013	Lisa Dealer Demo Upgrade Kit		N/A	230.00	230.00	230.00	230.00	230.00
†	A6B0204	512K Add-On Memory Board		1495.00	1030.00	970.00	970.00	970.00	970.00
	A9D0001	Fileware Blank Diskettes	2	60.00	43.00	42.00	41.00	40.00	40.00
	M0500	Apple 3.5" Blank Disk Box (box of 10)	2	49.00	29.00	29.00	29.00	29.00	29.00

Notes:

* - New Product.

1 - Available Spring 1984.

2 - To be used with Lisa 1 system.

Product	Description	Notes	Sugg. Retail Price	Single Qty. Price	Master Pack Qty.	Master Pack Price			
Lisa Software			(Each)						
† A6D0203	BASIC-Plus (Microdisk)		295.00	180.00	4	175.00			
† A6D0204	COBOL (Microdisk)		995.00	605.00	4	585.00			
† A6D0201	Pascal (Microdisk)		595.00	365.00	4	350.00			
† A6D0270	Lisa Office System (Microdisk)		295.00	190.00	6	175.00			
† A6D0251	LisaCalc (Microdisk)		295.00	190.00	6	175.00			
† A6D0252	LisaDraw (Microdisk)		395.00	255.00	6	235.00			
† A6D0253	LisaGraph (Microdisk)		295.00	190.00	6	175.00			
A6D0255	LisaList (Microdisk)		195.00	125.00	6	115.00			
† A6D0256	LisaProject (Microdisk)		395.00	255.00	6	235.00			
† A6D0254	LisaWrite (Microdisk)		295.00	190.00	6	175.00			
† A6D0257	LisaTerminal (Microdisk)		295.00	190.00	6	175.00			
				1-3	4-9	10-19	20-39	40-79	80 +
† A6D0103	BASIC-Plus	1	295.00	180.00	174.00	174.00	174.00	174.00	174.00
† A6D0104	COBOL	1	995.00	607.00	587.00	587.00	587.00	587.00	587.00
† A6D0101	Pascal	1	595.00	363.00	351.00	351.00	351.00	351.00	351.00
† A6D0157	LisaTerminal	1	295.00	180.00	174.00	174.00	174.00	174.00	174.00
Lisa Reference Manuals									
A6L0112	BASIC-Plus Manual Set		45.00 set	27.00	27.00	27.00	27.00	27.00	27.00
A6L0113	COBOL Manual Set		95.00 set	57.00	57.00	57.00	57.00	57.00	57.00
A6L0101	Hardware Reference Guide		45.00 ea.	27.00	27.00	27.00	27.00	27.00	27.00
A6L0103	Owner's Guide		45.00 ea.	27.00	27.00	27.00	27.00	27.00	27.00
A6L0111	Pascal Manual Set		95.00 set	57.00	57.00	57.00	57.00	57.00	57.00
A6L0141	LisaCalc Manual		45.00 ea.	27.00	27.00	27.00	27.00	27.00	27.00
A6L0142	LisaDraw Manual		45.00 ea.	27.00	27.00	27.00	27.00	27.00	27.00
A6L0143	LisaGraph Manual		45.00 ea.	27.00	27.00	27.00	27.00	27.00	27.00
A6L0145	LisaList Manual		45.00 ea.	27.00	27.00	27.00	27.00	27.00	27.00
A6L0146	LisaProject Manual		45.00 ea.	27.00	27.00	27.00	27.00	27.00	27.00
A6L0147	LisaTerminal Manual		45.00 ea.	27.00	27.00	27.00	27.00	27.00	27.00
A6L0144	LisaWrite Manual		45.00 ea.	27.00	27.00	27.00	27.00	27.00	27.00

Notes:

* - New Product.

† - Product eligible for floorplanning.

1 - To be used with Lisa 1 system.

Product	Description	Notes	Sugg. Retail Price	Single and Multiple Quantities					
				1-3	4-9	10-19	20-39	40-79	80 +
Literature			(Each)						
A7L0002	Apple Credit Plan Application (100/pack)		N/A	10.00	10.00	10.00	10.00	10.00	10.00
A6F0019	18 Page Brochure (25/pack)		N/A	20.00	20.00	20.00	20.00	20.00	20.00
A6F0018	4 Page Flyer (25/pack)		N/A	6.25	6.25	6.25	6.25	6.25	6.25
A9G0200	Guide to Personal Computers In Education (25/pack)		1.95 ea	20.00	20.00	20.00	20.00	20.00	20.00
A6F0023	Lisa Intro Cards (25/pack)		N/C	N/C	N/C	N/C	N/C	N/C	N/C
A6L0013	Lisa Poster (2/Tube)		N/C	N/C	N/C	N/C	N/C	N/C	N/C
Data Sheets									
A6F0004	BASIC-Plus Data Sheet (25/pack)		N/A	3.75	3.75	3.75	3.75	3.75	3.75
A6F0005	COBOL Data Sheet (25/pack)		N/A	3.75	3.75	3.75	3.75	3.75	3.75
A6F0010	Daisy Wheel Printer Data Sheet (25/pack)		N/A	3.75	3.75	3.75	3.75	3.75	3.75
A6F0011	Dot Matrix Printer Data Sheet (25/pack)		N/A	3.75	3.75	3.75	3.75	3.75	3.75
A6F0013	LisaCalc Data Sheet (25/pack)		N/A	3.75	3.75	3.75	3.75	3.75	3.75
A6F0002	LisaDraw Data Sheet (25/pack)		N/A	3.75	3.75	3.75	3.75	3.75	3.75
A6F0014	LisaGraph Data Sheet (25/pack)		N/A	3.75	3.75	3.75	3.75	3.75	3.75
A6F0001	LisaList Data Sheet (25/pack)		N/A	3.75	3.75	3.75	3.75	3.75	3.75
A6F0003	LisaProject Data Sheet (25/pack)		N/A	3.75	3.75	3.75	3.75	3.75	3.75
A6F0008	LisaTerminal Data Sheet (25/pack)		N/A	3.75	3.75	3.75	3.75	3.75	3.75
A6F0012	LisaWrite Data Sheet (25/pack)		N/A	3.75	3.75	3.75	3.75	3.75	3.75
A6F0020	Parallel Interface Card (25/pack)		N/A	3.75	3.75	3.75	3.75	3.75	3.75
A6F0006	Pascal Data Sheet (25/pack)		N/A	3.75	3.75	3.75	3.75	3.75	3.75
A6F0009	ProFile Data Sheet (25/pack)		N/A	3.75	3.75	3.75	3.75	3.75	3.75
A6F2003	Lisa 2 Hardware Data Sheet (25/pack)	*	N/A	2.50	2.50	2.50	2.50	2.50	2.50
A6F2002	Lisa 2 System Overview Data Sheet (25/pack)	*	N/A	2.50	2.50	2.50	2.50	2.50	2.50
AppleCare Carry-In Service for Lisa Products									
SC60021	Lisa 2 System		210.00/yr	132.00/yr					
SC60022	Lisa 2/10 System		360.00/yr	234.00/yr					
SC30011	ProFile Disk Drive		150.00/yr	98.00/yr					
SC30010	Daisy Wheel Printer		150.00/yr	98.00/yr					
SC20005	Dot Matrix Printer		60.00/yr	39.00/yr					
SC20019	Imagewriter Dot Matrix Printer		48.00/yr.	31.00/yr.					
A2F0152	AppleCare Carry-In Service Registration Form (25/pack)		N/C	N/C					
Lisa Training Courses									
SE60002	Dealer Trainer Certification (Per student)		N/A	400.00	400.00	400.00	400.00	400.00	400.00

Apple, the Apple Logo, Lisa and ProFile are trademarks of Apple Computer, Inc.

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Notes:

* - New Product

2/15/84

APPLE /// PRODUCTS CONFIDENTIAL DEALER PRICE LIST

FEBRUARY 15, 1984



Product	Description	Notes	Sugg. Retail Price	Single and Multiple Quantities					
				1-3	4-9	10-19	20-39	40-79	80 +
Apple /// Systems			(Each)						
†	A3S0256	Apple /// 256K System (w/System Software)	2695.00	1617.00	1617.00	1617.00	1617.00	1617.00	1617.00
†	A3S1256	Apple /// Plus 256K System	2995.00	1795.00	1795.00	1795.00	1795.00	1795.00	1795.00
†	A3P0015	Apple /// Plus Business Systems(Part A)	5330.00	3300.00	3200.00	3100.00	3100.00	3100.00	3100.00
Apple /// Disk Drives and Accessories									
†	A3P0016	Disk /// w/Adapter	435.00	306.00	300.00	295.00	287.00	280.00	273.00
†	A3M0004	Disk ///	435.00	306.00	300.00	295.00	287.00	280.00	273.00
†	A9M0005	ProFile™ Disk Drive	1995.00	1195.00	1167.00	1139.00	1104.00	1067.00	1043.00
	A3T0005	ProFile™ Accessory Kit for A///	N/A	110.00	110.00	110.00	110.00	110.00	110.00
Apple /// Printers and Accessories									
†	A3P2028	Daisy Wheel Printer w/A/// Accessory Kit	2195.00	1405.00	1361.00	1328.00	1310.00	1293.00	1275.00
	A3C0351	Daisy Wheel Accessory Kit for Apple ///	N/A	21.00	20.00	19.00	18.00	17.00	16.00
†	A2M0072	Daisy Wheel Tractor Forms Feeder	279.00	184.00	179.00	174.00	168.00	163.00	157.00
	A2M0074	Multi-Strike Ribbon (DWP) (6/pack)	10.50	40.00	39.00	38.00	37.00	36.00	36.00
	A2M0081	Printwheel, Boldface (6/pack)	13.75	53.00	51.00	50.00	48.00	47.00	47.00
	A2M0079	Printwheel, Courier 10 (6/pack)	13.75	53.00	51.00	50.00	48.00	47.00	47.00
	A2M0080	Printwheel, Gothic 15 (6/pack)	13.75	53.00	51.00	50.00	48.00	47.00	47.00
	A2M0078	Printwheel, Prestige Elite (6/pack)	13.75	53.00	51.00	50.00	48.00	47.00	47.00
	A2M0077	Cloth Ribbon (DMP) (6/pack)	10.50	42.00	40.00	39.00	38.00	37.00	36.00
†	A3P2025	Imagewriter w/A/// Accessory Kit	595.00	393.00	393.00	393.00	393.00	393.00	393.00
	A3C0352	Imagewriter Accessory Kit for A///	N/A	38.00	38.00	38.00	38.00	38.00	38.00
	A2C0001	Silentye® Paper (box/10)	4.50	30.00	29.00	28.00	27.00	26.00	25.00

Notes:

* - New Product

† - Product eligible for floorplanning.

1 - Includes A/// Plus 256K Personal Computer, Monitor ///, ProFile Mass Storage System, ProFile Accessory Kit, and Catalyst 2.0 Selector Software. The Apple /// Plus Business System Part A and AppleCare for the Apple /// Plus Business System Part B should be sold together to the consumer.

2 - The ProFile Disk Drive and A/// Accessory Kit are included in the total Suggested Retail Price. Accessory Kits are sold with ProFile and not as a stand alone product to the consumer.

Product	Description	Notes	Sugg. Retail Price	Single and Multiple Quantities					
				1-3	4-9	10-19	20-39	40-79	80 +
Apple /// Monitors			(Each)						
† A3M0039	Monitor /// (12" Green)		249.00	165.00	159.00	155.00	150.00	145.00	140.00
Apple /// Expansion and Interface Cards									
† D3D0098	Apple Softcard™ /// System		450.00	285.00	275.00	265.00	255.00	245.00	235.00
A3B0001	Apple /// OEM Prototyping Card		45.00	35.00	29.00	29.00	29.00	29.00	29.00
† A3B0007	Serial Card ///		225.00	148.00	144.00	140.00	135.00	131.00	127.00
Apple /// Miscellaneous Accessories									
A2D0000	Blank Diskettes (box/10)		50.00/bx10	31.50	28.00	27.00	26.00	26.00	25.00
A2G0001	Diskette Vinyl Pages (10/pack)		8.50/bx10	5.00	5.00	5.00	5.00	5.00	5.00
A2G0002	Software Binder (12/box)		11.00	83.00	81.00	78.00	74.00	71.00	68.00
A3M0020	A/// Clock Calendar Kit (5/box)		50.00	175.00	173.00	170.00	165.00	160.00	158.00
A3M0021	A/// Interlace Kit		75.00	28.00	28.00	28.00	28.00	28.00	28.00
† A3M0040	A/// 128K Add-On Memory Kit		300.00	211.00	207.00	203.00	198.00	193.00	189.00
† A3M0018	A/// 256K Memory Upgrade (Exchange)	3	300.00	311.00	303.00	293.00	281.00	267.00	251.00
A3M0019	Modem Eliminator Cable (5/box)		29.95	95.00	95.00	95.00	95.00	95.00	95.00
Apple /// Plotter and Accessories									
† A3P2030	Apple Plotter w/A/// Accessory Kit		995.00	604.00	584.00	573.00	564.00	554.00	545.00
A3C0302	Apple Color Plotter Accessory Kit for A ///		N/A	35.00	34.00	33.00	33.00	33.00	33.00
A9C0300	Apple Plotter Overhead Transparency Film (5/box)		39.95	108.00	104.00	102.00	100.00	98.00	96.00
A9C0301	Apple Plotter Paper Kit 8½ x 11 inch (5/box)		5.95	17.00	16.00	16.00	15.00	15.00	15.00
A9C0302	Apple Plotter Paper Kit 11 x 17 inch (5/box)		9.95	28.00	27.00	26.00	26.00	25.00	25.00
A9C0304	Apple Plotter Multi-Pen Capper Kit (5/box)		19.95	65.00	63.00	62.00	61.00	60.00	59.00
	Apple Plotter Paper and Transparency Pens (each packaged 5/box)		12.95	36.00	35.00	34.00	34.00	33.00	32.00

Paper Pens			Transparency Pens		
	narrow (.3mm)	wide (.7mm)		narrow (.3mm)	wide (.7mm)
Black	A9G0300	A9G0301		A9G0302	A9G0303
Red	A9G0304	A9G0305		A9G0306	A9G0307
Green	A9G0308	A9G0309		A9G0310	A9G0311
Blue	A9G0312	A9G0313		A9G0314	A9G0315
Combo 1	A9G0316	A9G0317	1	A9G0318	A9G0319
Combo 2	A9G0320	A9G0321	2	A9G0322	A9G0323

Notes:

* - New Product.

† - Products eligible for floorplanning.

1 - Includes one pen each of Black, Red, Green and Blue.

2 - Includes one pen each of Violet, Burnt Orange, Gold and Brown.

3 - Dealer Cost does not include \$100 credit. Credit will be issued upon return of boards.

Product Description		Notes	Sugg. Retail Price	Single and Multiple Quantities					
				1-3	4-9	10-19	20-39	40-79	80 +
Apple /// Datacommunications Products			(Each)						
†	A9M0313	Cluster Controller, BSC-3 ports	4500.00	2847.00	2669.00	2624.00	2579.00	2534.00	2490.00
†	A9M0317	Cluster Controller, BSC-7 ports	7000.00	4238.00	3959.00	3890.00	3820.00	3750.00	3681.00
†	A9M0323	Cluster Controller, SNA/SDLC-3 ports	4500.00	2847.00	2669.00	2624.00	2579.00	2534.00	2490.00
†	A9M0327	Cluster Controller, SNA/SDLC-7 ports	7000.00	4238.00	3959.00	3890.00	3820.00	3750.00	3681.00
†	A3C0353	Cluster Controller Accessory Kit for A///	N/A	33.00	33.00	33.00	33.00	33.00	33.00
†	A3P2023	Apple Modem 300 w/A/// Accessory Kit	* 225.00	150.00	145.00	143.00	142.00	140.00	138.00
†	A3P2024	Apple Modem 1200 w/A/// Accessory Kit	* 495.00	331.00	318.00	313.00	309.00	304.00	300.00
	A3C0354	Modem Accessory Kit for Apple ///	* N/A	33.00	33.00	33.00	33.00	33.00	33.00
				Single Qty. Price	Master Pack Qty.	Master Pack Price			
Apple /// Business Software									
	C3B0003	Apple Access ///	150.00	97.00	5	90.00			
	A3D0031	Apple Access 3270	150.00	100.00	5	95.00			
†	A3D0019	AppleFile ///	325.00	146.00	5	130.00			
	A3D0003	Apple /// Mail List Manager	150.00	95.00	5	90.00			
†	A3D0030	Apple/NPL///	650.00	423.00	5	403.00			
	A3D0024	Apple Speller ///	175.00	114.00	5	105.00			
†	A3H0001	Apple Writer/Speller /// Bundle	395.00	257.00	N/A	N/A			
†	C3B0013	Apple Writer ///	275.00	179.00	5	165.00			
†	D3D0002	BPI Accounts Payable	495.00	297.00	5	282.00			
†	D3D0003	BPI Accounts Receivable	495.00	297.00	5	282.00			
†	D3D0005	BPI Payroll	495.00	297.00	5	282.00			
†	D3D0001	BPI General Accounting	495.00	297.00	5	282.00			
	C3B0002	Business Graphics ///	175.00	113.00	5	105.00			
†	D3D0100	Habadex ProFile Version	295.00	177.00	N/A	N/A			
†	D3D0101	Habadex Diskette Version	295.00	177.00	N/A	N/A			
	D3D0007	Micro/Courier ///	125.00	75.00	5	70.00			
†	A3D0022	Professional Solution Software Box	350.00	200.00	N/A	N/A			
	A3D0020	Quick File ///	100.00	60.00	5	58.00			
	C3B0004	Script ///	125.00	81.00	5	75.00			
†	C3B0005	Senior Analyst ///	350.00	140.00	5	130.00			
†	A3D0002	VisiCalc ///	250.00	165.00	5	150.00			
Apple /// Languages & Operating Systems Software									
	A3D0004	Apple /// Business BASIC	125.00	80.00	5	75.00			
†	A3D0021	Apple /// COBOL	495.00	322.00	5	307.00			
†	A3D0005	Apple /// Pascal	300.00	195.00	5	185.00			
	A2W0012	Apple Pascal Numerics SANE	35.00	24.50	N/A	N/A			
	A3D0018	Apple /// Record Processing Services	50.00	33.00	5	30.00			
	C3S0001	Pascal Utility Library	75.00	48.00	5	45.00			
				Notes: * - New Product. † - Product eligible for floorplanning.					

Notes:

* - New Product.

† - Product eligible for floorplanning.

Product	Description	Note	Sugg. Retail Price	Single Qty. Price	Master Pack Qty.	Master Pack Price
Apple /// Reference Manuals			(Each)			
A3L0002	Apple Business Basic Manual Volumes 1 & 2 (5 sets/box)		30.00	90.00		
A3L0023	Device Driver Writer's Guide		25.00	15.00		
A3L0004	Pascal Introduction, Editor and Filer (8/box)		20.00	96.00		
A3L0005	Pascal Program Preparation Tools Manual (8/box)		20.00	96.00		
A3L0003	Pascal Programmer's Manual Two Volume Set (4 sets/box)		30.00	72.00		
A3L0006	Pascal Technical Reference Manual		50.00	30.00		
A2W0010	ProDOS Technical Reference Manual		25.00	17.50		
A3L0027	SOS Reference Manual Two Volume Set		50.00	30.00		
AppleCare Carry-in Service for Apple /// Products						
SC30019	Apple /// Plus Business System Part B	1	288.00/yr	150.00/yr		
SC30009	Apple /// Personal Computer		120.00/yr	78.00/yr		
SC30018	Apple /// Plus Personal Computer		96.00/yr	62.00/yr		
SC30012	Disk ///		36.00/yr	23.00/yr		
SC30011	ProFile™ Disk Drive		150.00/yr	98.00/yr		
SC30010	Daisy Wheel Printer		150.00/yr	98.00/yr		
SC20005	Dot Matrix Printer		60.00/yr	39.00/yr		
SC20019	Imagewriter Dot Matrix Printer		48.00/yr	31.00/yr		
SC20004	Silentype® Printer		48.00/yr	30.00/yr		
SC30013	Monitor ///		18.00/yr	12.00/yr		
SC30015	Color Plotter		48.00/yr	31.00/yr		
SC20023	Apple Modem 300	*	18.00/yr	12.00/yr		
SC20024	Apple Modem 1200	*	24.00/yr	15.00/yr		
A2F0152	AppleCare Carry-In Service Registration Form (25/pack)		N/C	N/C		
Apple /// Product Training Paks						
C3Z0002	PTP - Apple /// Business Graphics		40.00	20.00	5	20.00
A3Z0003	PTP - Apple /// System Utilities		40.00	20.00	5	20.00
C3Z0001	PTP - Apple Writer ///		40.00	20.00	5	20.00
A3Z0001	PTP - Mail List Manager		40.00	20.00	5	20.00
C3Z0003	PTP - Senior Analyst ///		40.00	20.00	5	20.00
A3Z0002	PTP - VisCalc ///		40.00	20.00	5	20.00

Notes:

*- New Product.

1- The Apple /// Plus Business System Part A and AppleCare for the Apple /// Plus Business System Part B should be sold together to the consumer.

Product	Description	Notes	Qty Per Pack	Max Order Qty/Pack						
Sales Aids (No Charge Items)										
A2F0152	AppleCare Carry-In Service Registration Forms		25	1						
A2F0122	AppleCare Carry-In Service Flyer		100	1						
A2F0065	Co-op Claim Form		10	2						
A2F0076	Co-op Prior Authorization Request form		25	2						
A2F0016	Co-op Radio/TV Sheet		2	10						
A2F0151	Christmas Collection		25	1	50.00	50.00	50.00	50.00	50.00	50.00
A2F0010	Apple Collection Gift Catalog		25	1	50.00	50.00	50.00	50.00	50.00	50.00
A2F0166	Apple Tiffany Collection		25	1	51.00	51.00	51.00	51.00	51.00	51.00
A2F0006	Apple Logo Poster		2	5	51.00	51.00	51.00	51.00	51.00	51.00
A2F0001	Large Logo Decals		200	1						
A2F0002	Small Logo Decals		200	1	50.00	50.00	50.00	50.00	50.00	50.00
Literature (No Charge Items)										
A3F0136	Apple /// Plus System Brochure		25	2						
A3F0149	Apple /// Accounting Series Brochure		50	2						
A2F0146	Data Base Brochure		25	2						
A2F0161	Education News Vol. 4 No. 4		25	2	2.00	2.00	2.00	2.00	2.00	2.00
A2F0156	Imagewriter Flyer		25	2	10.00	10.00	10.00	10.00	10.00	10.00
A2F0135	Intelligent Choices Brochure		50	2	22.00	22.00	22.00	22.00	22.00	22.00
A2F0124	Product Training Workshop Brochure		25	2	2.80	2.80	2.80	2.80	2.80	2.80
A2F0144	Small Business Market Brochure		25	2	8.00	8.00	8.00	8.00	8.00	8.00
A2F0157	Workbench Flyer		25	2	50.00	50.00	50.00	50.00	50.00	50.00
Data Sheets										
A2F0121	Apple Color Plotter		50	2						
A3F0147	Apple /// Data Sheet		50	2						
A3F0137	Apple /// Plus Data Sheet		25	2	100.00	100.00	100.00	100.00	100.00	100.00
A3C0053	Apple Education Demo Book		150	2	152.00	152.00	152.00	152.00	152.00	152.00
A3C0050	Apple Has The Answer (52/each)		120	2	12.00	12.00	12.00	12.00	12.00	12.00
A3C0051	Horizontal Business Workbook (52/each)		150	2	42.00	42.00	42.00	42.00	42.00	42.00
A3C0052	Horizontal Small Business Workbook (52/each)		150	2	52.00	52.00	52.00	52.00	52.00	52.00
A3C0054	Apple Marketing Organizer Workbook (52/each)		150	2	85.20	85.20	85.20	85.20	85.20	85.20
A3C0055	Apple Marketing Organizer Product Training Workbook (52/each)		150	2	52.00	52.00	52.00	52.00	52.00	52.00
A3C0056	Apple Marketing Organizer Reference Workbook (52/each)		150	2	85.20	85.20	85.20	85.20	85.20	85.20
A3C0057	Apple Marketing Organizer Product Training Workbook (52/each)		150	2	52.00	52.00	52.00	52.00	52.00	52.00
			Price	1-2	3-4	10-19	20-29	30-39	40-49	50 +

Product	Description	Notes	Sugg. Retail Price	Single and Multiple Quantities					
				1-3	4-9	10-19	20-39	40-79	80 +
Training Aids			(Each)						
† A3G0016	Apple /// ... A Beginning Product Training Workshop		550.00	275.00	275.00	275.00	275.00	275.00	275.00
A3G0017	Apple /// ... A Beginning Reference Workbook (25/pack)		2.50	62.50	62.50	62.50	62.50	62.50	62.50
† A3G0018	Apple ///...Getting Organized Product Training Workshop		500.00	250.00	250.00	250.00	250.00	250.00	250.00
A3G0019	Apple ///...Getting Organized Workbooks (25/pack)		2.50	62.50	62.50	62.50	62.50	62.50	62.50
A9G0050	Horizons Small Business Seminar		N/A	250.00	250.00	250.00	250.00	250.00	250.00
A9G0051	Horizons Seminar Workbook (25/pack)		N/A	45.00	45.00	45.00	45.00	45.00	45.00
A9G0201	Apple Has The Answers (25/pack)		1.50	15.00	15.00	15.00	15.00	15.00	15.00
A2G0023	Apple Education Demo Book		N/A	125.00	125.00	125.00	125.00	125.00	125.00
A2G0020	Personal Computer Demo Master		N/A	100.00	100.00	100.00	100.00	100.00	100.00
Sales Aids									
A7L0002	Apple Credit Plan Applications (100/pack)		N/A	10.00	10.00	10.00	10.00	10.00	10.00
A2G0013	Apple Mylar Banner		N/A	10.00	10.00	10.00	10.00	10.00	10.00
A2G0033	Apple Plastic Carry Bags (200/box)		N/A	20.00	20.00	20.00	20.00	20.00	20.00
A2G0016	Apple Presentation Folders (10/pack)		N/A	7.00	6.00	6.00	6.00	6.00	6.00
A7P0001	Apple Workbench Binder		8.00	5.60	5.60	5.60	5.60	5.60	5.60
A3G0014	Point-of-Sale Disk & Literature Rack		N/A	65.00	65.00	65.00	65.00	65.00	65.00
A3G0013	Point-of-Sale Display		N/A	70.00	70.00	70.00	70.00	70.00	70.00
A2G0045	Software Sells Poster (5/pack)		N/A	5.00	5.00	5.00	5.00	5.00	5.00
Literature									
A7L0001	Apple Buyer's Guide (25/pack)		75.00/pk	41.00	41.00	41.00	41.00	41.00	41.00
A3L0038	Apple /// Software Resource Guide (10/pack)		N/A	10.00	10.00	10.00	10.00	10.00	10.00
A9G0200	Guide to Personal Computers In Education (25/pack)		1.95	20.00	20.00	20.00	20.00	20.00	20.00
A2L0061	Journal Courseware Vol. 1 #1 (5/pack)		5.95	21.00	21.00	21.00	21.00	21.00	21.00
A2L0062	Journal Courseware Review Issue (5/pack)		5.95	21.00	21.00	21.00	21.00	21.00	21.00
A2G0034	Personal Computers In Business Guide (25/pack)		2.95	20.00	20.00	20.00	20.00	20.00	20.00
A2G0035	Personal Guide to Personal Computers (25/pack)		2.50	20.00	20.00	20.00	20.00	20.00	20.00

Note:

* - New Product.

† - Product eligible for floorplanning.

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