



APPENDIX A

THE MONTHLY BOOK SENSE WHITE BOX MAILING PROGRAM

Every month a box measuring 18-1/2" x 18-1/2" x 4" is sent to each of the 900 actively participating stores with Book Sense, filled with galleys, ARCs, finished books, excerpt booklets, posters, sell sheets, catalogs, easelbacks, bookmarks, postcards, and sundry other items provided by Book Sense Publisher Partners. As with the Advance Access Program (see Appendix G), this is an excellent and cost effective way to reach the Independent Bookstore market with news of your titles. By collating, packing and shipping all these materials from one warehouse, we are able to offer publishers substantial savings in time, labor, and postage over individual mailings done on their own.

Standard pricing for inclusion in all 900 boxes is as follows:

■ A one-sheet or flyer	\$125
■ A standard postcard	\$ 75
■ A large format postcard	\$100
■ A shelftalker	\$ 50
■ A pack of 25 bookmarks	\$350
■ A pre-folded poster	\$250 - \$350, dependent on size
■ An easelback poster	\$350 - \$500, dependent on size

For galleys, ARC's, and finished books, costs for inclusion usually range between \$1.00 and \$1.65 per piece, dependent on size and weight. **The minimum quantity for any galley, ARC, or finished book is 450 pieces.** There is an additional charge for the insertion of any bounceback cards, letters, or any other collation done in our warehouse.

We are happy to custom quote on any item you may wish to include in this mailing. If you would like your materials to also be sent to other Publisher Partners and to the nine Regional Bookseller Association Executive Directors, please provide 1,050 pieces (same price as above).

Please contact your Book Sense Account Manager at least three weeks prior to the White Box materials due date of a given mailing (please see Appendix C for these dates) with information about the item(s) you wish to include.

All materials should be shipped to:

Transport Specialties International (TSI)
Attn: Rob Vela
9 Joanna Court
East Brunswick, NJ 08816-2108
Phone: 732-698-0988

**Please mark all cartons and/or packing slips:
"FOR BOOK SENSE "month" WHITE BOX"**

Early shipments are possible, but must be pre-approved by your Book Sense Account Manager.



THE MONTHLY BOOK SENSE RED BOX MAILING PROGRAM

Designed to serve as a monthly “In-Store Marketing Action Kit,” the “Red Box” contains the store’s initial quantity of the latest Book Sense Picks flyers, any scheduled Top Ten List pads, as well as other timely news and information from the ABA and Book Sense.

Publisher Partners are invited to provide time-sensitive marketing materials including but not limited to:

- Shelftalkers, easelbacks, bookmarks, posters, or other point-of-purchase items to promote those titles chosen by booksellers as Book Sense Picks, or other recent releases
- Sell sheets and/or catalog copy for any off-the-list titles
- Seasonal catalogs and/or order forms
- Special offers with specific deadlines
- Any other late-breaking news about titles, authors, tours, confirmed media appearances, etc.

Red Boxes are shipped within the first week of the month to all 1200 Book Sense stores.

Standard pricing for inclusion in all 1,200 Red Boxes is as follows:

- | | |
|---------------------------|---------------------------------------|
| ■ A one-sheet or flyer | \$175 |
| ■ A standard postcard | \$100 |
| ■ A large format postcard | \$125 |
| ■ Shelftalker | \$ 75 |
| ■ Easelback poster | \$400 and up, dependent on size |
| ■ Pre-folded poster | \$300 and up, dependent on size |
| ■ Pack of 25 bookmarks | \$400, other quantities custom quoted |

We are happy to custom quote on any item you may wish to include in this mailing. If you would like your materials to also be sent to other Publisher Partners and to the nine Regional Bookseller Association Executive Directors, please provide 1,350 pieces (same price as above).

Please contact your Book Sense Account Manager at least three weeks prior to the Red Box materials due date of a given mailing (please see Appendix D for these dates) with information about the item(s) you wish to include.

All materials should be shipped to:

Transport Specialties International (TSI)
Attn: Rob Vela
9 Joanna Court
East Brunswick, NJ 08816-2108
Phone: 732-698-0988

**Please mark all cartons and/or packing slips:
“FOR BOOK SENSE “month” RED BOX”**

Early shipments are possible, but must be pre-approved by your Book Sense Account Manager.



APPENDIX C

THE QUARTERLY BOOK SENSE CHILDREN'S WHITE BOX MAILING PROGRAM

Four times each year a box measuring 18-1/2" x 18-1/2" x 4" is sent to each of the 900 actively participating stores with Book Sense, filled with materials provided by Book Sense Publisher Partners specifically for Children's booksellers. As with the Advance Access Program (see Appendix G), this is an excellent and cost effective way to reach the independent bookstore market with news of your titles. By collating, packing and shipping all these materials from one warehouse, we are able to offer publishers substantial savings in time, labor, and postage over individual mailings done on their own.

Standard pricing for inclusion in all 900 boxes is as follows:

■ A one-sheet or flyer	\$125
■ A standard postcard	\$ 75
■ A large format postcard	\$100
■ A shelftalker	\$ 50
■ A pack of 25 bookmarks	\$350
■ A pre-folded poster	\$250 - \$350, dependent on size
■ An easelback poster	\$350 - \$500, dependent on size

For galleys, ARC's, F&G's and finished books, costs for inclusion usually range between \$1.00 and \$1.65 per piece, dependent on size and weight. **The minimum quantity for any galley, ARC, or finished book is 450 pieces.** There is an additional charge for the insertion of any bounceback cards, letters, or any other collation done in our warehouse.

We are happy to custom quote on any item you may wish to include in this mailing. If you would like your materials to also be sent to other Publisher Partners and to the nine Regional Bookseller Association Executive Directors, please provide 1,050 pieces (same price as above).

Please contact your Book Sense Account Manager at least three weeks prior to the Children's White Box materials due date of a given mailing (please see Appendix F for these dates) with information about the item(s) you wish to include.

All materials should be shipped to:

Transport Specialties International (TSI)
Attn: Rob Vela
9 Joanna Court
East Brunswick, NJ 08816-2108
Phone: 732-698-0988

**Please mark all cartons and/or packing slips: "FOR BOOK SENSE "season"
CHILDREN'S WHITE BOX"**

Early shipments are possible, but must be pre-approved by your Book Sense Account Manager.



APPENDIX D

2007 WHITE BOX MAILING DEADLINES

<u>Month Of Box</u>	<u>Materials Deadline</u>
January 2007	Friday, December 29, 2006
February 2007	Tuesday, January 30, 2007
March 2007	Tuesday, February 27, 2007
April 2007	Friday, March 30, 2007
May 2007	Friday, April 27, 2007
June 2007	Friday, June 1, 2007
July 2007	Friday, June 29, 2007
August 2007	Tuesday, July 31, 2007
September 2007	Friday, August 31, 2007
October 2007	Friday, September 28, 2007
November 2007	Tuesday, October 30, 2007
December 2007	Friday, November 30, 2007

All materials should be shipped to:

Transport Specialties International (TSI)
Attn: Rob Vela
9 Joanna Court
East Brunswick, NJ 08816-2108
Phone: 732-698-0988

**Please mark all cartons and/or packing slips:
“FOR BOOK SENSE “month”WHITE BOX”**



A P P E N D I X E

2007 RED BOX MAILING DEADLINES

<u>Month Of Box</u>	<u>Materials Deadline</u>
January 2007	Tuesday, December 26, 2006
February 2007	Friday, January 26, 2007
March 2007	Friday, February 23, 2007
April 2007	Tuesday, March 27, 2007
May 2007	Tuesday, April 24, 2007
June 2007	Tuesday, May 29, 2007
July 2007	Tuesday, June 26, 2007
August 2007	Friday, July 27, 2007
September 2007	Tuesday, August 28, 2007
October 2007	Tuesday, September 25, 2007
November 2007	Friday, October 26, 2007
December 2007	Tuesday, November 27, 2007

All materials should be shipped to:

Transport Specialties International (TSI)
Attn: Rob Vela
9 Joanna Court
East Brunswick, NJ 08816-2108
Phone: 732-698-0988

**Please mark all cartons and/or packing slips:
“FOR BOOK SENSE “month” RED BOX”**



APPENDIX F

2007 CHILDREN'S WHITE BOX MAILING DEADLINES

<u>Season Of Box</u>	<u>Materials Deadline</u>
Spring 2007 (Ships 3 rd week of February)	Friday, February 16, 2007
Summer 2007 (Ships 3 rd week of May)	Friday, May 11, 2007
Autumn 2007 (Ships 3 rd week of August)	Friday, August 10, 2007
Winter 2007 (Ships 3 rd week of November)	Friday, November 9, 2007

All materials should be shipped to:

Transport Specialties International (TSI)
Attn: Rob Vela
9 Joanna Court
East Brunswick, NJ 08816-2108
Phone: 732-698-0988

**Please mark all cartons and/or packing slips:
"FOR BOOK SENSE "season" CHILDREN'S WHITE BOX"**



APPENDIX G

THE BOOK SENSE ADVANCE ACCESS PROGRAM

On the first and third Monday of each month we email over 1,100 independent booksellers with news of galleys, reading copies, finished books, or other materials that you are offering for review. After receiving a free review copy from you, stores will read and decide whether to order the title and nominate it for the Book Sense List. The Advance Access program has proven to be a very effective way in getting the word out about your titles. Stores will email you directly, and you can typically expect requests from 25-50 booksellers. The stores do know that it is "first come/first served", but the more booksellers' requests you can fulfill, the better.

SUBMISSIONS:

All book descriptions must be sent to Peter Reynolds via email at Peter@bookweb.org, with title, author, publisher, ISBN, subject category, publication date, the number of free copies you have to offer, a maximum two-sentence description, and an email address to which the booksellers can write to directly request a copy. **Please follow the format below to insure that your submission can be sent in the next AA email. Submissions not following this format will be returned to you for editing.**

TITLE XYZ by David Smith, (Publisher; ISBN: 0000000000000, \$23.95, hardcover, September 2004, Mystery/Thriller). A two-sentence description of the title here.
No more than 50 words please. XX number of galleys/finished books/other items available.
<mailto:yournamehere@emailaddress.com>

Please do NOT include website information or attach press releases or jacket jpg's. Due to high volume, it may take 2-4 weeks from your first writing until word of your book offer gets emailed to the stores.

FEES:

The cost is \$100 per title for inclusion in Advance Access. Please send your check for \$100 per title offered, payable to American Booksellers Association, to ABA, 200 White Plains Rd., Tarrytown, NY 10591 ATTN: Sadie Evans. If you prefer to pay by credit card, please call Sadie at 914-591-2665 x 6622 or email her at Sadie@bookweb.org to make those payment arrangements. Submissions will be included in the AA email after payment is received.

Publisher Partners: This fee is waived if you are a Publisher Partner directly or if you are one of the hundreds of smaller presses working with PGW, NBN, Trafalgar Square, IPG, Consortium, ADG, Midpoint Trade Books, SCB Distributors or Greenleaf Book Group. If you are not distributed by any of the above but are a member of Publishers Marketing Association (PMA), Small Publishers Association of North America (SPAN) or the Council of Literary Magazines and Presses (CLMP), you can participate at the rate of \$50 per title.

FOLLOW-UP:

When you hear from the booksellers requesting a copy of your book, we highly recommend that you include a short note with each book sent out, including information on how to order the title for store stock plus a reminder to consider submitting a Book Sense Pick nomination to picks@booksense.com. You may also include press material and/or your catalog. We also suggest that you save the email addresses of the booksellers you send books to, and after a month's time, follow-up with a short query as to whether book has been read.

SPECIAL FOR PUBLISHER PARTNERS! Publisher-exclusive Advance Access emails are available for Publisher Partners only. These offerings must contain a minimum of five and a maximum of twenty titles. The cost is \$75, and the timing of the email will be determined between Book Sense and the Publisher Partner.

Questions? Contact Peter Reynolds, Peter@bookweb.org , 914-591-2665, x 6635.



APPENDIX H

BOOK SENSE RATE CARD

EFFECTIVE THROUGH SEPTEMBER 1, 2007

BOOK SENSE PICKS

Top 20 Listing, Frontlist \$ 3,100

Top 20 Listing, Backlist \$ 1,600

This charge includes printing costs and postage for 450,000 fliers; store placement

“Book Sense Notables” (20 titles) **No Charge**

Includes line listing with bibliographic information on the back page of the monthly printed Picks List; a pdf with jacket image, bibliographic information and bookseller quote as well as a shelftalker for each title is available for download at www.bookweb.org.

BOOK SENSE TOP TEN LISTS

Position 1 – 6 (w/ jacket image, front page) \$ 1,200

Position 7 – 10 (w/ jacket image, back page) \$ 900

Author Feature \$ 600

This charge includes printing costs and postage for 1500 pads of fliers, 100 copies each; store placement

BOOK SENSE CHILDREN’S PICKS

BOOK SENSE READING GROUP SUGGESTIONS

BOOK SENSE SUMMER PAPERBACK PICKS

Top 10 Listing, Frontlist \$ 1,700

Top 10 Listing, Backlist \$ 850

Regular Listing, Frontlist \$ 1,150

Regular Listing, Backlist \$ 575

This charge includes printing costs and postage for 450,000 fliers; store placement

Please contact Mark Nichols at mark@booksense.com for further information.



APPENDIX I

2007 ABA/BOOK SENSE ELECTRONIC ADVERTISING RATE CARD

Bookselling This Week, the weekly electronic newsletter of the ABA and Book Sense, offers the following advertising opportunities:

Bookselling This Week “Front Page”

Type: Print ad in weekly email flash with *Bookselling This Week* headlines. Ad will also appear when recipient elects to print out the full BTW edition.

Frequency: Weekly (Thursday)

Current Circulation: 13,000 trade

Copy: Up to 50 words of text, plus link

Cost: Publisher Partners: \$250 for first position, \$225 for second position, \$200 third and fourth positions, \$175 for fifth position

Non-Partners: \$350 for first position, \$325 for second position, \$300 third and fourth positions, \$275 for fifth position

Deadline: Wednesday, 11:00 am

SAMPLE: <http://news.bookweb.org/graphics/sample/>

Bookselling This Week Online Classified

Appears as a separate page on the BTW website. Ad will also appear when recipient elects to print out the full BTW edition.

All classified ads require prepayment. Frequency rates available upon request.

Classified: (non-commissionable): \$22.50 per seven words (28-word minimum)

Blind Box Number: \$35

SAMPLE: <http://news.bookweb.org/classifieds/>



APPENDIX J

BOOK SENSE CUSTOM GIFT CARDS

2007 SPONSOR RATE CARD

Launched in October 2003, the Book Sense electronic Gift Card now reaches more consumers than ever. The program is active in over 380 locations in 48 states. Booksellers have sold more than \$11 million worth of Book Sense Gift Cards to consumers. Publishers and other sponsors have the opportunity to produce a custom co-branded, limited edition Book Sense Gift Card with coordinating presenter for use in participating Book Sense stores nationwide.

Program Specifics:

- A minimum order of 10,000 cards and 10,000 presenters is required.
- The sponsor will be required to design the cards and presenters as specified by Book Sense providing maximum visibility for the promotion on the face of the card and on the presenter
- Sponsors have the option of up to 4 different face designs per card order.
- Book Sense reserves the right to review and approve all designs.
- Standard card production requires an 8-week lead-time. Sponsors are requested to plan their promotions accordingly and reserve their sponsorship at least 12 weeks out from the desired in-store date.
- Sponsorship is available on a limited basis and must be scheduled in advance.

Program Costs:

- The cost for 10,000 cards and 10,000 presenters is \$11,000.
- All set-up and associated fees are included.
- Actual shipping costs, if any, are additional.
- A program management fee, not to exceed 15% may be added to promotions as necessary

Other Program Benefits:

- The sponsor receives a minimum of 20,000 message exposures on the front of card and the presenter.
- Book Sense will work with the sponsor to promote the program to the booksellers through *Bookselling This Week* (ABA's electronic weekly e-newsletter) and other promotional vehicles.
- Book Sense will work with the sponsor to find the best possible distribution method and offer suggestions on how to maximize the effectiveness of your Book Sense Gift Card promotion.

To view the PDF of the custom card specs please visit:
<http://www.bookweb.org/graphics/BookSense/giftcards/custom.pdf>

To view to PDF of the custom presenter specs please visit:
<http://www.bookweb.org/graphics/BookSense/giftcards/customback.pdf>

For general program information, contact Mark Nichols at mark@booksense.com or 1-800-637-0037, ext. 6640 For production and scheduling details, contact Jill Perlstein at jill@booksense.com or 1-800-637-0037, ext 6642.