



NBN Gift Program for 2009 – 2010

Dear Publishers,

I invite you to participate in this year's NBN Gift Program. We now have thirteen rep groups representing titles in the NBN Gift program nationwide. In the first 6 weeks of 2009 we have already attended and exhibited at eleven major gift shows including Atlanta, Dallas, Los Angeles, Philadelphia, Chicago, Minneapolis, Seattle, New York, Phoenix, Kansas City, and San Francisco.

While it's no secret that we are working in challenging times, offering your titles to the gift business is a good way to explore an additional market with solid growth potential. Our reps are enthusiastic about seeing your books and so are the gift accounts. This is a nonreturnable business at 50% discount and virtually no co-op charges.

The NBN gift catalog is the best venue to give your books visibility in the gift market. Separate sell sheets can get lost or not make it out of reps' bags when they are out on the road selling. The gift catalog is their main sales tool, so you will want to include as many applicable titles as possible in the next catalog. This year we've developed a menu of options to allow you to include more titles in the program:

Option 1: Titles included in category section with cover image, descriptive copy, price and barcode (four to six titles per page) – this option should be used for new titles and titles that require explanation as well as those titles you wish to emphasize. **Cost: \$175 per title + 5% additional commission for gift rep.**

Option 2: Title listing in category section with cover image, ISBN, price and barcode only (twelve titles per page) – this option is ideal for backlist titles that require no explanation or for titles that were included in the last catalog. **Cost: \$75 per title + 5% additional commission for gift rep.**

Option 3: Titles will not be included in the catalog or at shows but will be recommended to accounts on a case by case basis as need arises. Example: If an account is looking for a specific type of book that is not in the catalog, we will recommend your applicable titles. Regional opportunities that arise where we have no books included in the catalog that fit the account need would be an example of this. **Cost: 5% added commission for gift rep.**

Gift reps receive 15% commission on net sales. All publishers who participate in the gift program agree to pay an additional 5% commission to cover the incremental cost of gift rep commissions. The other 10% is covered by NBN's regular fees.

There are no additional fees associated with the gift program with the exception of road and showroom samples. A maximum of 80 samples per title will be needed.

Please let me know if you would like to participate in the 2009-2010 gift program by completing the attached form and submitting your title list by March 6, 2009. Please fax your completed form and list to the attention of Sylvia Williams at (301)429-5746.

Best regards,
Marie

