



The Newsletter of National Book Network
Davida Breier, Editor *Miriam Bass, Founding Editor*

FALL 2007

CONTENTS:

- **Notes from the Editor**
- **Have You Surfed the Blogosphere Lately?**
- **NBN Blog**
- **Rep Roundtable: Wear Your Green**
- **NBN Revised Catalog Schedule**
- **NBN Catalog Production Guidelines**
- **News You Can Use – Publishing Trends and Changes**
- **Book Awards**
- **Are You An Award Winner?**
- **Remaindering and the Technicalities**
- **Winter Holidays are Not the Only Fruit**
- **The Internet Forager: Useful Websites for Publishers**
- **BEA and ALA Mid-Winter**
- **How to Read Your Online Reports**
- **Information that Bears Repeating**
- **The Transition to ISBN 13**
- **Your Monthly Accounting Statement**

NOTES FROM THE EDITOR

Welcome to the fall issue of News Breaking Now. We've got loads of useful information to share this season, but first I want to make sure to welcome our newest staff members and announce two staff changes.

First, Marie Hergenroeder has joined us as Director of Special Sales. Before joining the NBN team, Marie was the Director of Premium Sales for Harper Collins and prior to that, was Director of Special Sales for Random House. She started her illustrious career at Simon & Schuster where she rose through the ranks

to become their Director of Premium Sales. Her extensive background will be put to immediate use building our NBN Gift Sales program and managing the terrific Special Sales Group of Dina Fullerton, Linda Sinisi and Sylvia Williams.

Second, Tracy Fortini has joined Richard Lowe and Carolyn Johnson on Jeanne Kramer's Account Management team. She was Senior Buyer at Waldenbooks and the Nature Company and she helped develop products and bought for the Discovery Channel Stores. Most recently, Tracy worked as an Account Manager for PGW. For more than three years, she worked with clients on strategic planning, new title development and all aspects of sales and marketing. She will be bringing exceptional category experience in children's books, cookbooks, travel, spirituality, health and many other categories to our NBN client publishers.

Furthermore, we are very pleased to announce that Jeanne Kramer has been named Vice President, NBN Marketing. As I'm sure you'll all agree, in the two years that Jeanne has been with NBN as both a client and colleague, her wisdom, experience, sense of humor and hard work have made a huge difference in our business and how we operate. Many of the new initiatives we've launched over the past year or so would not have been successful without her dedication and determination. Jeanne is a delight to work with, is respected by our client publishers for her intelligent, creative counsel and is always ready to share her incredibly broad and deep knowledge of this crazy industry with all of us in this organization. Simply put, Jeanne has managed to make us all better – much, much better.

Lastly, after 4 years working for NBN's sister company, Biblio Distribution, I have joined the NBN marketing team. I'll be overseeing marketing programs including advertising, trade shows and sales conferences.

We are working to make sure you have the best staff possible to help your books succeed.

HAVE YOU SURFED THE BLOGOSPHERE LATELY?: A LIST OF BLOGS TO GET YOU STARTED! *by Amanda Willis, Former Director of Business Development, Ovation Books, Currently freelancing*

Like most of you, I love to learn. Our industry is ever-changing, and I found one of the best ways to keep up is via blogs. A blog (short for Weblog) takes on the sense of an online journal and is usually written with a more relaxed or entertaining voice. Most blog "posts" are short and sweet, and as a result, I have found that every morning I can easily review several blogs covering different topics.

Below is a list of blogs I find informational, newsworthy, or just plain entertaining. Happy blog surfing!

BENEATH THE COVER

"Where book industry professionals who know *almost* everything go to discuss news, insights, and evolving industry issues"

<http://www.beneaththecover.com/>

Founded and headed by book industry expert Michael R. Drew of Austin, Texas, Beneath The Cover provides a unique insider's view on the inner workings of how books start from a concept and end up in your hands, right in front of your smiling eyes. For convenience, this blog site has specific menu buttons for authors, marketers, publishers/agents, and retailers. Articles are posted from an array of industry experts, so several postings on multiple topics are listed at one time.

Recent posts:

- “You, Me, & We” by Michael Drew
- “Build Relationships That Last” by Ivan Misner
- “Your Email Isn’t What You Think It Is” by Bryan Eisenberg
- “El-Hi Publishing” by Andrew Grabois

This is a good posting about guarantees (or lack thereof) in the industry:

<http://www.beneaththecover.com/2007/08/10/are-there-any-guarantees-in-publishing/>

BIG BAD BOOK BLOG

<http://www.bigbadbookblog.com/>

The Big Bad Book Blog is the brainchild of Greenleaf Book Group’s self-proclaimed Big Bad Book Nerds. It is a creative outlet for the Greenleaf team, designed to educate and entertain the writing and publishing community with useful insights and fun commentaries. Many publishers and authors have found this site to be a useful and entertaining resource for information on book publishing.

Recent posts:

- “Big Bad Weekly Tip: Does Your Press Release Bite?”
- “Web Map to Social Media, Part 6: Widgets”
- “How to Avoid a Printing Disaster”
- “4 Simple Ways to Craft Examples That Don’t Bore Your Readers to Tears”

BLOGSLOT

<http://theslot.blogspot.com/>

Blogslot is the blog accompaniment to The Slot: A Spot for Copy Editors, which is a Web site by Bill Walsh. He is the author of *Lapsing Into a Comma: A Curmudgeon's Guide to the Many Things That Can Go Wrong in Print—and How to Avoid Them* and *The Elephants of Style: A Trunkload of Tips on the Big Issues and Gray Areas of Contemporary American English*. This blog is a favorite of our editors.

Recent posts:

- “Spot the Allusion”
- “Some A-Do About No-Thing”
- “All Euphemisms, All the Time”
- “Don’t You Think?”

THE BOOK DESIGN REVIEW

“A blog about book design”

<http://www.nytimesbooks.blogspot.com/>

In The Book Design Review blog, Joseph Sullivan analyzes cover design of books listed on the *New York Times* book review list. He also compares cover designs between editions and country releases. The content is similar to *Publishers Weekly*’s Jackets Required column on www.PublishersWeekly.com.

Recent posts:

- “The End of America: Letter of Warning to a Young Patriot”
- “Well-Behaved Women Seldom Make History”
- “Apparently, It’s David Drummond Week”
- “Dead Man’s Float”

BOOK MARKETING

<http://blog.bookmarketing.com/>

This blog is written by Brian Jud, the president and founder of Book Marketing Works, a sales and marketing company that focuses on non-bookstore markets. Book Marketing covers special-sales book-marketing topics, including common marketing mistakes and marketing advice/strategy. The blog also has an extensive archive dating back to April 2005.

Recent posts:

- “Create a Sales Forecast”
- “Arrange Distribution in Special Markets”
- “Step-by-Step Marketing”
- “Organize Your Approach to Special-Sales Marketing”

BOOK MARKETING BESTSELLERS: Promoting and selling your books to a worldwide audience

<http://openhorizons.blogspot.com/>

On Book Marketing Bestsellers, book marketer John Kremer writes on topics including writing, publishing, publicizing, and marketing books. The content is intended for everyone from authors to indie and major publishers.

Recent posts:

- “The Passion Test Bestseller Campaign”
- “Sell Books by the Truckload”
- “AMS Book Auction”
- “Book Authors: Squidwho for You”

BOOK PUBLICITY NEWS

<http://www.susanschwartzman.blogspot.com/>

Book Publicity News is written by publicist Susan Schwartzman. The blog covers book publicity buzz, tips for dealing with a publicist and the media, and life as a publicist.

Recent posts:

- “The Montel Williams Show Features Dr. Amy Zabin”
- “Targeting the Right Media for Your Book”
- “Can You Believe a Publicist’s Hype?”
- “When Your Budget is Limited: To Hire or Not to Hire an Outside Book Publicist”

BOOKPROS[E]

<http://bookpros.blogspot.com/>

This blog covers basic publishing topics such as keys to compelling back cover text and industry trends, such as book trailers and cyber networking.

Recent posts:

- “Your Book’s Ready for Market, Now Market Your Book!”
- “Too Much of a Good Thing: Formatting for Emphasis”
- “Tomato...tomato?”
- “Bring Your Bio to Life”

FOREWORD

“A Book Design Blog”

<http://foreword.ospreydesign.com/>

Foreword is a Weblog community in the service of book design, books, art, photography, and design written by Osprey Design. Similar to The Book Design Review, Foreword analyzes book cover designs but also takes it a step further by looking at the product design of books.

Recent posts:

- “From the ‘Let’s Mess with an Icon’ Dept”
- “Leader’s Libraries”
- “Falling Behind”
- “CEOs Must be Designers”

Also, check out this interesting post about the production outcome of creative book design:

<http://www.ospreydesign.com/foreword/archives/001850.html>

FROM WHERE I SIT

“Musings on my life, Thomas Nelson & the world of publishing”

<http://michaelhyatt.blogs.com/>

From Where I Sit is the blog of the CEO of Thomas Nelson Publisher, the industry’s leading Christian publisher. He covers topics including business life, leadership, new technologies (like his recent iPhone purchase), and of course, the book industry.

Recent posts:

- “Shift the Drift”
- “Both Sides of the Story”
- “My First 30 Days with the iPhone”
- “Generating Retail Traffic”

GALLEYCAT

<http://www.mediabistro.com/galleycat/>

Galleycat is a blog about books and publishing from www.MediaBistro.com, a Web site designed for the content/creative industry.

Recent posts:

- “Forget Your Troubles, C’mon Get Happy”
- “2007: A Bad Year for New Women Writers?”
- “Book Reviews A Lure for the Moneyed?”
- “Debate over Banned Books Week Continues”

GRUMPY OLD BOOKMAN

“A blog about books and publishing, aimed at both readers and writers”

<http://grumpyoldbookman.blogspot.com/>

Listed by *The Guardian* as one of its top ten literary blogs of 2005, Grumpy Old Bookman is one of the most comprehensive blogs that deals with the publishing industry. The blog is written by Michael Allen, a reader and writer from Wiltshire, England. Michael writes with a somewhat “grumpy” perspective (which explains the name of the blog) and gives real opinions on not only the book business but scam alerts and

book reviews. Grumpy Old Bookman also provides an impressive list of links to other book blogs and an archive dating back to October 2004.

Recent posts:

- “Stuff from the Weekend”
- “Miscellaneous Goods (and Bads)”
- “The Art of Saying No”
- “This That and the Other”

JOE WIKERT'S PUBLISHING 2020 BLOG

“A Book Publisher's Future Visions of Print, Online, Video, and All Media Formats Not Yet Invented”

http://jwikert.typepad.com/the_average_joe/

This blog is written by Joe Wikert, the vice president and executive publisher in the professional/trade division of John Wiley & Sons, Inc., and focuses on the future of book publishing from the electronic and internet perspective.

Recent posts:

- “Seinfeld on Marketing, by Bill Gammell”
- “The IT Girl’s Guide to Blogging with Moxie, by Joelle Reeder & Katherine Scoleri”
- “Why Does Seth Godin Hate AuthorAssistant?”
- “Barnes & Noble’s New Home Page”

PAPER CUTS

“A Blog About Books”

<http://papercuts.blogs.nytimes.com/>

Paper Cuts is the blog of the *NY Times* book section, written by Dwight Garner, senior editor of The Book Review. It includes reviews, opinions on other newspapers’ reviews, as well as book news.

Recent posts:

- “Sticking It On”
- “Living with Music: A Playlist by Joe Hill”
- “The Way It Was”
- “The Wonder Boys”

PHENIX & PHENIX LITERARY PUBLICISTS CORPORATE BLOG

<http://phenixpublicity.blogspot.com/>

This is the blog the Phenix & Phenix Literary Publicists team launched in July 2007. Topics covered include analysis of book publicity coverage, tips on how to score better bookings, and new industry trends.

Recent posts:

- “Broken In and Breaking Out: 5 Must-Read Tips for Graduating to the Next Level”
- “Publicity Q&A”
- “Rosie Tells Media, ‘Thanks, but No Thanks.’ Don’t Get Any Ideas!”
- “Is Letterman Turning a New Leaf?”

PIXIE STIX KIDS PIX

“Thoughts, Observations, and Ideas About Children's Books”

<http://pixiestixkidspix.wordpress.com/>

The author of this site, Kristen McLean, is a designer, writer, and children's book ringleader who lives in Boston, MA. She is also the executive director of the Association of Booksellers for Children (ABC), a nonprofit trade association for the children's book industry. Pixie stix kids pix focuses on new and interesting children's books. Publishers can gain valuable insight to the highly competitive children's book market from this former book rep and buyer.

Recent posts:

- “Comicipedia”
- “A Cautionary Tale for Horses and Self-published Authors Everywhere!”
- “The Cookie Theory: Author's Secret Weapon of Crummy Mess?”
- “BEA, or Behind the Magic Curtain”

WRITER BEWARE BLOG

<http://accrispin.blogspot.com/>

This blog, written by sci-fi/fantasy authors A.C. Crispin and Victoria Strauss, warns writers about potential scams. For publishers, this blog is a good way to learn news about the industry that you might not receive from other sources.

Recent posts:

- “Solicitation Alert”
- “From Chronicle Books”
- “And You Thought Kickbacks Were Just for Scammers”
- “Author Reality Show Meets Actual Reality”

NBN BLOG

Speaking if blogs, NBN is also joining the blogosphere. Please take a look at our new cyber presence at <http://nbnbooks.blogspot.com/> and don't forget to bookmark us! The most recent posts include photos from our Spring 2008 Sales Conference.

REP ROUNDTABLE: WEAR YOUR GREEN, *by Ed Lyons, Manager, National Accounts/Mass Merchandisers*

Environmental consciousness and green-thinking is everywhere these days. We are even hearing from our largest mass market accounts that *how* you print can be as important as *what* you print.

According to a recent article in the Chicago Sun-Times, “Today's tots are sleeping on organic cotton sheets, wearing organic fiber onesies and organic hemp diapers, and eating organic foods, some of it locally grown. Once a fringe and expensive lifestyle choice, organic products now are mainstream and more affordable, sold at stores such as Jewel and Target.”

<http://www.suntimes.com/lifestyles/498523,CST-FTR-lifegreen06.article>

How are you printing your books? Where? Recycled paper? Organic inks? Sustainable energy used? If your green profile is one that will resonate with conscientious consumers don't miss you chance to market to this demographic. Proudly state on your books how earth-friendly your books are.

NBN REVISED CATALOG SCHEDULE

One of the things we are changing to help our publishers compete is our catalog schedule. Instead of the traditional 2-3 catalogs per year, we are now shifting to 6 catalogs per year, one every other month. Our accounts need the information about your titles earlier and earlier, so this new schedule will give our sales people more time to get books set up and prepared and will also allow you to catalog late breaking books.

This new schedule began with April/May 2008 pub months.

To read more about NBN's Revised Catalog Schedule go to:

<http://pdfs.nbnbooks.com/NB/NAr/NBNArticlesCatalogSchedule.pdf>

NBN CATALOG PRODUCTION GUIDELINES

NBN's production department is now completely automated. Detailed instructions for providing catalog copy, space reservations, tipsheets and color art can be found at www.nbnbooks.com or specifically at this link: http://www.nbnbooks.com/production/catalog_production/index.shtml

These instructions are a result of years of feedback from NBN Sales Reps and the Accounts.

In a nutshell we require the following:

1. A space reservation form that tells us how much space to allocate, per title, to your frontlist titles.
2. Catalog copy via online form. (see link above)
3. Tipsheets via online form. (see link above)
4. Color covers (e-mailed to nbnart@nbnbooks.com. Art should be saved at full size, at least 300 dpi, RGB.)

Again, complete instructions for providing information can be found at the website, however if you would like to speak to someone in person, please contact Liz Moffit (x 5515).

The deadlines for the Aug / Sept 2008 catalog are as follows:

Copy and Space Reservations: November 14, 2007

Tipsheets and Color Art: December 5, 2007

The deadlines for the Oct / Nov 2008 catalog are as follows:

Copy and Space Reservations: January 9, 2008

Tipsheets and Color Art: January 30, 2008

NEWS YOU CAN USE – PUBLISHING TRENDS AND CHANGES

Reader Poll in the US

“The typical person claimed to have read four books in the last year -- half read more and half read fewer. Excluding those who hadn't read any, the usual number read was seven.” 27% hadn't read a book in the last year!

<http://www.cnn.com/2007/LIVING/wayoflife/08/21/reading.ap/index.html>

BOOK AWARDS, by Shana Logan, Co-op Assistant

Award: Independent Publisher Book Awards (IPPY)

For twelve years the Independent Publisher Book Awards have been conducted annually to honor the year's best independently published titles. The "IPPY" Awards reward those who exhibit the courage, innovation, and creativity to bring about change in the world of publishing. Independent spirit and expertise comes from publishers of all sizes and budgets, and books are judged with that in mind.

Criteria:

- All independent, university, small press, and self-publishers who produce books intended for the North American market are eligible to enter titles copyrighted or released in 2007.
- Independent authors using print-on-demand publishing services are welcome to enter their books themselves.
- Submission for more than one category is acceptable

Deadline: All entries must be postmarked by **April 1, 2008**

Submission Information/Address:

Submit Online: https://secure.independentpublisher.com/trans_entry.php?srcg=ipgg11

Mail In: I.P. Book Awards 2008
Jenkins Group
1129 Woodmere Ave – Suite B
Traverse City, MI 496 86

(print order form from website)

Website: <http://www.independentpublisher.com/ipland/IPAwards.php>

Award: Nautilus Book Award

Recognizing Books that Promote Spiritual Growth, Conscious Living, and Positive Social Change

Criteria:

- The contest is open to all authors and publishers who produced a new title in one or more of the categories (see website for categories) between June 1, 2006 and December 31, 2007.
- Titles published in the English language, in North America, or published overseas and intended for the North American market, are eligible.
- Entering the same title for multiple categories is acceptable.

Deadline: **January 15, 2008**

Submission Information/Address:

Mail In: Nautilus Book Awards 2008
1129 Woodmere Ave. Ste B
Traverse City, MI 496 86

(printable order form online)

Submit Online: http://www.independentpublisher.com/nautilus/naut_entry.php#

Website: <http://www.nautilusbookawards.com/index.html>

Award: Midwest Book Award

The awards recognize creativity in content and execution, overall book quality, and the book's unique contribution to its subject area.

Criteria:

- All entries MUST carry a 2007 copyright.
- New editions of previously published books are eligible. Reprints do not qualify.
- Any book published within the 12-state Midwest region is eligible to enter: IL, IN, IA, KS, MI, MN, MO, NE, ND, OH, SD & WI.
- Judges' decisions are final.

Deadline: Deadline for receipt of books and entry fees is **February 1, 2008**. Absolutely no exceptions.

Submission Information/Address:

Mail In: Midwest Independent Publishers Association
c/o Marly Cornell
3914 Ottawa Avenue South
St. Louis Park, MN 55416
(printable order form online)

Website: <http://www.mipa.org/>

Award: Benjamin Franklin Award

The awards recognize excellence in both editorial and design. The specific genre categories are judged by three industry professionals, coming from the library, bookstore, reviewer, designer, publicity and editorial markets. This awards program is the only one that allows you to receive direct comments from the people who will make the buying and/or review decisions on your product.

Criteria:

- Publishers of books copyrighted in 2007 may enter the competition.
- Any books submitted with copyright dates other than 2007 must be accompanied with proof of initial distribution in the year 2007.

Deadline:

FIRST CALL – For titles published between January 1- June 30, 2007 – **August 31, 2007**

SECOND CALL – For titles published between July 1- December 31, 2007 – **December 31, 2007** (Any title carrying 2007 copyright date is also eligible in this call)

Submission Information/Address:

Mail In: 2008 Benjamin Franklin Awards
PMA, the Independent
Book Publishers Association
627 Aviation Way
Manhattan Beach, CA 90266

Online Entry Form: <http://www.pma-online.org/bfa2008/08BFA-EntryLabel.pdf>

Website: <http://www.pma-online.org/bfa2008/2.aspx>

Award: ForeWord Magazine – Book of the Year Award 2008

ForeWord Magazine's Book of the Year Awards were established to bring increased attention from librarians and booksellers to the literary achievements of independent publishers and their authors. Our awards process is unique because we ask a jury of our readers, librarians and booksellers, to select their top categories as well as choose the winning titles

Criteria:

- Any independently published titles in any format with a copyright date of 2007 are eligible to enter.
- New editions of previously published books are eligible.
- Reissued editions are not.
- Spanish language submissions are accepted.
- More than one book and/or one book in more than one category may be submitted.

Deadline: Publishers are urged to submit their entries as soon as possible but postmarked no later than **January 15, 2008.**

Submission Information/Address:

Mail In: Book of the Year Awards
ForeWord Magazine
129 1/2 E. Front Street, Ste. C
Traverse City, MI 49684

Online: Register online for the Book of The Year Awards with [ForeWord Connections](#). Once your order is completed, submit your books with a copy of your receipt.

Website: <http://www.forewordmagazine.net/awards/>

Award: Pub Insider- The National “Indie Excellence 2008” Book Awards

An incredible opportunity for all Independent Publishers, Print on Demand Publishers, Self-Published books, Subsidy Publishers and Small Presses.

Criteria:

- Please send one copy of the book per category entered.
- 2005, 2006, 2007 and 2008 publication dates are eligible.

Deadline: All entries must be postmarked by March 31, 2008

Submission Information/Address:

Mail In: Indie Excellence
269 South Beverly Drive, Suite #1065
Beverly Hills, CA 90212

(entry form available online)

Website: <http://www.pubinsider.com/indieexcellenceawards.html>

Award: Great Plains Distinguished Book Prize

The University of Nebraska-Lincoln's Center for Great Plains Studies invites nominations for its annual Great Plains Distinguished Book Prize. The award is presented each spring to the most significant book on a Great Plains topic.

Criteria:

- Only first edition full-length nonfiction books will be considered for the award.
- Publishers or authors may make nominations, but no more than five titles by any one publisher may be submitted.
- Books published in 2007 must be submitted no later than Jan 16, 2008
- A panel of judges chosen by the center will select a winner by May.

Deadline: January 16, 2008

Submission Information/Address: Publishers or authors submit five copies of each nominated book with a cover letter stating that the book is to be considered for the 2007 Great Plains Distinguished Book Prize. For more information contact the Center for Great Plains Studies at (402) 472-3082.

Website: www.unl.edu/plains

ARE YOU AN AWARD WINNER?

We'd like to encourage the NBN Children's publishers to send Shana Logan information on any awards they've won for their children's titles. This information will be posted in the NBN Kids section: <http://www.nbnbooks.com/NBNkids/AwardWinningPublishers.shtml>

Shana is also starting to accept information on awards won on non-children's titles over the past year that will also be soon posted on the web. Please contact her at: slogan@nbnbooks.com.

REMAINDERING AND THE TECHNICALITIES, by *Jeanne Kramer, Vice President of Marketing*

We have recently received a number of inquiries from publishers considering selling off excess inventory through remainder companies while still wishing to keep these titles active in NBN systems and at our accounts.

We ask you to reconsider this option. The selling arena has changed significantly in the past few years. We thought this would be a good time to review how this new practice might impact your business.

Many retailers are buying more remainders that compete for the attention of consumers and their dollars. Accounts have added remainder/bargain titles to their inventory mix and have dedicated remainder buyers who buy independently from our traditional buyers. This is a growing trend. And this trend has generated a number of instances where an active title is available at full retail within section and that same title is shipped into the store as a remainder company sale to be sold in the bargain section.

How could this impact you?

- Many accounts will only allow one price point per ISBN. The buyer in charge of the full priced inventory **will** be notified of the lower price and will either return the inventory or transfer it to the remainder section AND ask for a charge back.
- Your title might be permanently dropped from the store mix. Our buyers believed in the potential of your titles and selected them for their inventory. They were expecting to meet their sales goals, and yours, by realizing revenue through sales of your titles at full retail. They won't meet their goals when they are competing with your titles through a bargain sale in another section of the store. That's not in your best interest, nor in the best interest of the title and author.
- Transferred stock could be returned for **FULL CREDIT**. Transfers are not marked as remainders. If your books go in to our retail accounts, and the titles are still active titles in the our systems, these unmarked remainder books could be returned with full-priced inventory and credited as a full price return. There would be no way we would be able to differentiate between those units that were sold in by a remainder house or those sold at traditional discounts by NBN.
- And buyers remember. They will notice when books they are offering at full retail are for sale across the street at a bargain outlet for a few dollars. We don't want every sales call to start with a question about when/if your new titles might be part of similar programs.

As you know NBN maintains strict discount by class of account programs to ensure that we, as your representatives, are in compliance with the statutes of The Robinson-Patman Act. Your contact's remainder clause and the procedures outlined there will guarantee that we, and you, are in compliance with this law. We urge you to explore other options to lower your inventory exposure and protect the profitable sale of all of your titles.

WINTER HOLIDAYS ARE NOT THE ONLY FRUIT, *by Davida Breier, Marketing Director*

We all know that Nov. 22nd is Thanksgiving Day in the US, followed thereafter by a slew of celebrations in December, but what about the under-sung holidays yearning for your innovative marketing efforts?

Dictionary Day – Oct. 16th
 National Feral Cat Day – Oct. 16th
 Black Poetry Day – Oct. 17th
 America Recycles Day – November 17th
 Human Rights Day – December 10th
 Trivia Day – January 4th
 National Change your Windshield Wipers Day – February 3rd
 National Black HIV/AIDS Awareness Day – February 8th

Or how about month-long events in November?:

Diabetic Eye Disease Month
 American Indian Heritage Month
 Addiction Awareness Month
 Alzheimer's Awareness Month
 Diabetes Awareness Month
 Epilepsy Awareness Month
 Hospice Month

Peanut Butter Lover's Month
Stamp Collecting Month
National Novel Writing Month
America Recycles Month

And of course, the second week of the month offers:
National Split Pea Soup Week

Third Week of Nov.:
American Education Week
National Children's Book Week

Consider hooking into lesser-known holidays and pitching an article idea to your local paper. Do a press release about the holiday and how your book relates. Often these make fun news features.

A couple months before the holiday contact libraries and see if you can arrange a display celebrating the holiday, which will include your book of course. Then maybe plan an event at the library. You will get exposure and hopefully make some back-of-the-room sales at the event. If it is a media savvy library you might even get some press.

Talk to your local bookstore about something similar. Perhaps they would be willing to host an event and signing. They might welcome the opportunity to market similar titles of interest to the crowd. For further reading, <http://www.earthcalendar.net>

THE INTERNET FORAGER: USEFUL WEBSITES FOR PUBLISHERS

The new BISAC codes were recently announced and can be found online at http://www.bisg.org/standards/bisac_subject/index.html. Graphic novels continue to carve and define their niches.

REVISION TO INBOUND RECEIVING REQUIREMENTS, *Courtesy of Karen Mattscheck, Publisher Services*

As you know, packaging standards in the book industry have been changing rapidly the past few years in order to keep up with new technology employed by our largest customers. Retailers like Barnes & Noble and Borders and wholesalers like Ingram and Baker & Taylor are tightening up their receiving and returning requirements in order to speed up the supply chain and reduce costs.

NBN has made every effort to keep our packaging standards as simple as possible, but new requirements recently announced by these and other national accounts are forcing us to implement new packaging standards described below.

While we are grateful for the cooperation we have received from many of our clients, others have either ignored or chosen to continue doing things the way they have always done them. Unfortunately, this approach will no longer work since our customers are beginning to rebill NBN when their standards are not followed. In order to prevent NBN from having to rebill its clients, we ask that you review the following changes carefully. Please note that new printings of

previously published books must be adjusted so that the cover and back cover reflect the changes described below. Compliance is the only way to avoid costly penalties which NBN has no control over.

If you would like to see the entire document, please go to the Book Industry Study Group website <http://www.bisg.org/documents/barcoding.html>

Below are highlighted points covered in the requirements.

(1) Bar Code: Only the EAN 13 bar code will be permitted on the back cover. The UPC bar code is not to be printed on the back cover/cover 4.

(2) EAN 13 Bar Code: The EAN 13 bar code must appear on the back of the book and include the isbn printed out in a consumer readable format above the bar code.

(3) EAN 13 Bar Code Price Extension & Price: You must now include the price in the EAN bar code price extension. Many publishers have not been including a price in the bar code extension. This is now a requirement of our major customers.

(4) Consumer Readable Price: There must be two US prices on the book. The first is in the bar code as mentioned above. The second is a price that is printed somewhere on the back of the book in consumer readable format in 9 point or larger font. If there is just one currency shown on the book, it could read, for example, \$12.99. If there is more than one currency it should read US \$12.99.

(5) Bar Code Size: The size for EAN 13 bar codes can be no smaller than 7/16" x 1 3/4" wide. This is a new requirement by our accounts, including Barnes & Noble. Some publishers have been told by international designers/printers that the bar codes can be smaller. They must meet this minimum size or NBN will be charged for stickering to the compliant size and NBN will rebill you.

(6) Placement: The EAN bar code must be located on the bottom right corner of the back cover. This is a new requirement.

(7) Canadian Pricing: Due to recent Canadian currency fluctuations, Les Petriw, our International Sales Manager, has requested that publishers not include a Canadian price on their 2008 new publications or backlist reprints. If you have questions about Canadian pricing, please contact Les directly at lpetriw@nbnbooks.com or 416-534-1660.

(8) Carton Weight: The carton weight standard is now 200 to 275 pound test single wall cartons. NBN strongly recommends that publishers use 275 pound test weight to help avoid damages when full cartons are shipped to accounts. This change to 275 pound test weight cartons has already been put in place for cartons packed by NBN.

Enforcement of these standards will begin January 1, 2008.

Please feel free to contact me, Karen Mattscheck, kmattscheck@nbnbooks.com, if you have any questions.

BEA AND ALA-MIDWINTER

Just a quick reminder that the deadlines for BEA 2008 and ALA Mid-Winter are in the no so distant future:

BEA (Los Angeles)

<http://www.nbnbooks.com/BEA/#bookexpo>

ALA Mid-Winter (Philadelphia)

<http://www.nbnbooks.com/BEA/#american>

HOW TO READ YOUR ONLINE REPORTS *Courtesy of Karen Mattscheck, Publisher Services*

Reports supplied to Biblio client publishers on-line show a wide range of information for the publishers' daily use. Information provided includes information on sales, inventory, receipts and low stock.

Reports are in two formats – Microsoft Excel for any calculations the publisher might need to do with the numbers, and Monarch, which is the information formatted in an easy to use report. Monarch can potentially be used on MACs using a couple of short cuts. If you have a MAC and are interested, please contact Karen Mattscheck at kmattscheck@nbnbooks.com.

We will be explaining a report in each issue of this newsletter.

ONLINE REPORTS: BACKORDERS REPORT (PROBKP)

The backorder report is always current as of the report run date. Backorder reports cannot be run for historical periods. The backorder report provides detail on transactions, which are pending due to inventory availability.

ISBN: ISBN without dashes

Fmt: Format of book (BTP = paperback, BTC = cloth, 000 = unknown, catalog)

It St: Current item status. Not a calculated field.

--AV = Active (i.e. IN PRINT; this does not reflect physical availability of product; Physical availability is determined by QAV)

--NF = Not yet published

--OP = Out of print

--IH = On inventory hold for research purposes

--DS = Out of stock indefinitely (unknown ready date)

--CX = Cancelled; never published

PD: Print on Demand Flag (not applicable for trade titles)

Bill-to Customer: Name of customer to be billed for this transaction

City: City of bill-to customer

St: State of bill-to customer

Order Number: NBN order number

Ord Sta: Status of this order (B = order is in backorder status)

Bko Qty: quantity of books on backorder

Unit Price: List price of book

Discount %: Percent of discount applied to list price, based on customer classification, and item product category

Net \$ Value: Dollar value of order that equals the quantity ordered multiplied by the discounted price

Cancel Bko Date: Date on which the order will be cancelled if inventory is not received

Please e-mail Karen Mattscheck at kmattscheck@nbnbooks.com if you have any questions.

INFORMATION THAT BEARS REPEATING

TRANSITION TO ISBN 13, by Karen Mattscheck, Publisher Services

The book industry is changing over to a 13 digit ISBN starting January 1, 2007.

Key points to remember:

--There is no change to the bar code itself.

--Prior to January 1, 2007, the 10 digit isbn MUST appear on the back of the book above the bar code and on the copyright page.

--After January 1, 2007, all new print runs MUST have the 13 digit isbn on the back of the book above the bar code and on the copyright page.

--You can put both the 10 and 13 digit isbns on top of your bar code and on the copyright page, effective immediately.

Samples of each format are shown below.

Before January 1, 2007

Printing only the ISBN-10 above the bar code is recommended for titles published before January 1, 2007.

ISBN: 1-4028-9462-7



After January 1, 2007

Printing only the ISBN-13 above the bar code is recommended for titles published after January 1, 2007.



Transition: Both ISBN-10 and ISBN-13 Above Bar Code



WHAT HAPPENS TO BOOKS ALREADY IN THE WAREHOUSE COME JANUARY 2007?

Books currently in stock will not need to be restickered with the change in the item number. The new isbn is contained within the bar code itself and written underneath it. The accounts have agreed to work with that bar code to determine the new isbn. All new books shipped as of January 1, 2007, however, must have the 13 digit isbn on top of the bar code in a human readable format.

YOUR MONTHLY ACCOUNTING STATEMENT

Each month our Accounting department generates and mails a statement of account activity to each publisher. While this statement can be very difficult to understand, it is an important document for you to use to run your business. You will receive an explanation along with your contract and W9, but we thought we would help breakdown some of the mystery behind your accounting report.

Here are some hints on understanding the different columns (left to right) on the “**Aged AP-Until Due-Detail-Publishers**” document:

Vendor Ref Nbr: Our vendor reference number. This is for NBN's purpose only.

Name Inv Nbr: This column under your publishing company name is a description of what transaction is being accounted for in that particular row, and what month/year the transaction occurred.

Returns: Since returns are always deducted in the month they occur, if it says “04/05 Returns” then the deduction will be taken by 4/30/05. (See “InvcDate” below.)

A/R Stmt: This is the total of all miscellaneous charges, usually for marketing programs like Book Expo or advertising, and is always deducted in the month they occur. Individual invoices for these are printed and mailed throughout the month and should be received by the publisher to reconcile with the end-of-month statement. (These are the things you get that say “invoice” on top and “not an invoice” on the bottom. Do not pay them.)

Reserves: Per the contract, we hold a certain portion of your payments for one year as a reserve to cover returns. This money is paid back to the publisher on the invoice date. (See InvcDate” below.)

DocType: Positive amounts (VO) are amounts owed to the publisher. Negative amounts (DB) are amounts owed to NBN.

Vend Stat Doc Stat: “A” means it’s an active account. “H” means the account is on hold for some reason (usually the publisher has terminated with NBN).

InvDate: This is the date when the amount in that row will be in the current column.

-Days Until Due-

Current: Payments are due when the amount in this column is a positive number. This amount must be over \$500 and you have at least \$250 in your reserve account. Otherwise a partial check or no check will be issued. If you have less than \$250 in reserve the difference between what is in your reserve account and what you will be paid may be deducted from your current payment amount. That leaves us with a minimum of \$250 in reserve (per the contract). Checks due to the publisher, should reach you around the 15th of the following month. If your current amount is negative, there is NO need to make a payment to NBN, unless you are contacted directly. Negative amounts will be deducted from the payment NBN would owe the publisher.

30 Days: This is the approximate payment you can expect for the following month, less returns and/or any marketing or co-op charges due for that month. **Remember:** Returns are deducted immediately, so never think this “30 days” column is a sure thing.

60 Days/90 Days/120 Days or >: This is the approximate payment to expect in the following months, less returns and/or marketing charges due for that month. The higher the number of days at the top of the column, the further away the payment is due and the more likely it is to change.

Balance: This is the amount due to the publisher over a period of time as of the end of the current month. This is NOT the amount NBN owes the Publisher at this time, and it will change with every passing month.

Here are a couple of ideas for getting all-important industry information and for networking opportunities:

Subscribe to **Publishers Weekly:** <http://www.publishersweekly.com/>

Subscribe to **Shelf Awareness:** <http://www.shelf-awareness.com/>

Join **PMA:** <https://pma-online.org/membappl.cfm>

WHOM TO CONTACT AT NBN:

Item	Staff Person	Ext.	Email
Accounting Issues	Tom Hunt	3702	thunt@nbnbooks.com
Address/Contact Changes	Cassie Copper	5525	ccopper@nbnbooks.com
Advertising	Jessica Kennedy	3627	jkennedy@nbnbooks.com
Advice, General	Your Account Manager		
Backorders/Advance Estimates	Mark Cozy	5506	mcozy@nbnbooks.com
Bookscan Access/Issues	Cassie Copper	5525	ccopper@nbnbooks.com
Catalog Issues	Liz Moffit	5515	lmoffit@nbnbooks.com
Coop Approval	Shana Logan	5514	slogan@nbnbooks.com
Coop (No-Hoops)	Mark Cozy	5506	mcozy@nbnbooks.com
Covers on the Web	Kathy Stine	3568	kstine@rowman.com
Crash Titles	Your Account Manager		
Database Changes	Karen Mattscheck	3513	kmattscheck@nbnbooks.com
End of Month Sales Reports	Karen Mattscheck	3513	kmattscheck@nbnbooks.com
EOM Accounting Reports	Tom Hunt	3702	thunt@nbnbooks.com
Inventory Discrepancies	Karen Mattscheck	3513	kmattscheck@nbnbooks.com
Marketing Questions	Your Account Manager		
NBN Web Site	Cassie Copper	5525	ccopper@nbnbooks.com
NBN International	Les Petriw	416-534-1660	lpetriw@nbnbooks.com
Online Reports	Karen Mattscheck	3513	kmattscheck@nbnbooks.com
Price Changes	Karen Mattscheck	3513	kmattscheck@nbnbooks.com
Print and Reprint Quantities	Mark Cozy	5506	mcozy@nbnbooks.com
Publicity Updates	Your Account Manager		
Publisher Handbooks	Ginger Miller	5510	gmiller@nbnbooks.com
Rebill Invoices	Tom Hunt	3702	thunt@nbnbooks.com
Receiving Requirements	Karen Mattscheck	3513	kmattscheck@nbnbooks.com
Remainder Processing	Karen Mattscheck	3513	kmattscheck@nbnbooks.com
Reserve Stock Quantities	Mark Cozy	5506	mcozy@nbnbooks.com
Sales Conference Questions	Jessica Kennedy	3627	jkennedy@nbnbooks.com
Sales Materials	Cassie Copper	5525	ccopper@nbnbooks.com
Sales Reports	Karen Mattscheck	3513	kmattscheck@nbnbooks.com
Stickering	Karen Mattscheck	3513	kmattscheck@nbnbooks.com
Stock Receipts	Karen Mattscheck	3513	kmattscheck@nbnbooks.com
Stock Transfers	Karen Mattscheck	3513	kmattscheck@nbnbooks.com
Titles on the Web	Kathy Stine	3568	kstine@rowman.com
Trade Shows	Jessica Kennedy	3627	jkennedy@nbnbooks.com
Yearly Schedule Calendars	Ginger Miller	5510	gmiller@nbnbooks.com