



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

JULY-AUGUST 2008

CONTENTS:

- **Notes from the Editor**
- **Trade Show Report: BEA and ALA**
- **Jed Lyons on NPR**
- **Website News: Discussion Guides**
- **Website News: Awards**
- **The John and Patricia Beatty Award**
- **Hard Times, Good People**
- **New Ads Rates and Procedures**
- **PW Calls for Information**
- **The Internet Forager: Useful Websites for Publishers**
- **Publishing Trends Subscription Offer**
- **Book Trade Shows Around the Globe**
- **NBN Catalog Production Guidelines**
- **Information that Bears Repeating**

NOTES FROM THE EDITOR

Welcome to the sultry summer edition of *News Breaking Now*. Having bounced back and forth between Baltimore and Los Angeles for ALA and BEA for the past few weeks, I can in fact assure you it's not the heat it *is* the humidity. I could have thrown some instant coffee into the air this morning and had it land liquid in my cup. Ah, Charm City in the summer.

If you've been reading just about any publishing-related media you've no doubt come to the conclusion that these are scary times. It is a year of uncertainty – the economy, the upcoming election, gas prices, Borders, the flooding in the Midwest, foot traffic down at trade shows and retail stores, rising print costs, and all this new love/hate technology. Without a doubt even the

most stalwart publishers are on edge. Change is coming, but what shape will it take? What changes have you made? How are all these factors affecting your business? Your publishing plans? We're all in this together and would welcome the start of an open discussion: dbreier@nbnbooks.com.

TRADE SHOW REPORT: BEA AND ALA, by *David Breier, Marketing Director*

The mood at BEA this year seemed a bit more somber. There didn't seem to be many big buzz books or rockstar authors (although Ginger did get to swoon at William Shatner and the guy from "What Not to Wear"). There were fewer attendees and even the huge houses seem to have scaled back their giveaways. To give a little perspective for LA this year - the overall attendance at BEA was 28,494 (up from 27,143 when it was in LA in 2003). Last year in NY attendance was 36,112 (but NY always brings in the biggest numbers). Book buyers dropped from 8,102 in 2007 to 5,539 this year. One cause was the loss of 2,000 librarians over last year's numbers (ALA is also in CA this year). Attendance of booksellers, librarians and other non-exhibitors, including the press, was 9,250.

That said, I did see some boons from the changes - people were talking. Actual, intense conversations as opposed to the madhouse, "I've got five minutes for you, do you mind if we talk in the line for the bathroom?" that I recall from previous years. Our booth was a little off the main arteries, but it made us more of a destination and cut down on the trick-or-treaters snagging books without even looking at the covers. We're back in NY next year, so prepare for the return to madness.

I saw the same attendance decline and worried expressions at ALA. I had more than one librarian mention budget cuts. The pre-registration numbers showed 11,514 attendees for this year, vs. 14,196 last year in Washington, DC. However, the 2006 attendance in New Orleans was only 9,047 and 2004 in Orlando was 10,127.

One of the nicest things about ALA is that librarians LOVE books. There is a different energy at the show and such glee when they discover a book they want or get to meet an author. Next year ALA is in Chicago and although I enjoy the city, I'll miss the nightly fireworks over Disneyland that we could see from the hotel.

JED LYONS ON NPR

Recently, our president, Jed Lyons appeared on NPR's Morning Edition. He was interviewed as part of their story, "Publishers Push for New Rules on Unsold Books", discussing returns in the book industry. You can listen to the interview and also the hum and clank of our warehouse online at: <http://www.npr.org/templates/story/story.php?storyId=91461568>

WEBSITE NEWS: DISCUSSION GUIDES

We're continually adding more content to the NBN website and we'd like our publishers to help contribute material and information.

Discussion guides for children's titles are very popular with teachers, librarians, literacy programs, and parents. We have dedicated a new section of the website for educators and parents where they can download discussion guides. We are also providing links back to the author or publisher's website, since often school visits can be tied into these lesson plans. If you have discussion guides available as Word or PDF documents, please email them to me at dbreier@nbnbooks.com. Please provide the following information for all guides sent:

Title:

ISBN:

Author:

Publisher:

Author or Publisher Website:

You can view the new section here: <http://www.nbnbooks.com/educators/>

WEBSITE NEWS: AWARDS

We've been putting out calls for information about awards our publishers are winning, but we needed a better way to consolidate and convey the data. Anything that can help sway an account or provide a rep with extra ammunition is important. We've created a section on our website that will list award-winning books, provide a link back to the book's title data page, and generate a spreadsheet the reps can utilize. Here's the catch – **I need each and every publisher with award winning titles to visit this page:**

http://www.nbnbooks.com/publishers/awards_submission.shtml and enter the requested details. The information does not have to be brand new and this will become a historic document.

Also, while I am at it, I'll just remind you to send in your publicity updates (<http://www.nbnbooks.com/publishers/DataUpdate/Publicity.shtml>) and also feed Amazon and other online sources with enhanced content (<http://www.nbnbooks.com/publishers/dataupdate/EnhancedContent.shtml>).

THE JOHN AND PATRICIA BEATTY AWARD

Speaking of awards, I found out about this one at ALA:

"The California Library Association's John and Patricia Beatty Award honors the author of a distinguished book for children or young adults that best promotes an awareness of California

and its people." For more details visit <http://www.cla-net.org/awards/beatty.php>
Deadline is January 2009 and awards are announced April 2009.

HARD TIMES, GOOD PEOPLE

NBN salutes the citizens of Iowa City for helping to save books housed at the Univ. of Iowa:
<http://www.desmoinesregister.com/apps/pbcs.dll/article?AID=/20080>

NEW LOWER AD RATES AND PROCEDURES

With the gas crunch, flagging economy, and rising print costs, it is my pleasure to be able to share news of prices going down instead of up! NBN was able to negotiate new advertising rates for the key industry magazines: *Publishers Weekly*, *Library Journal*, *School Library*, and *PW Children's Bookshelf*.

Ad rates have been reduced significantly – 15-20% – and the process for advertising in these publications is even easier. You can go directly to PW now.

Instead of doing an insertion order via NBN, you will now work with the magazines directly. This is effective immediately. The primary contact is Cevin Bryerman, Associate Publisher.

Phone: 646-746-6654

Fax: 646-746-6598

Email: cbryerman@reedbusiness.com

You can also ask him about electronic advertising rates and specials.

We'll also be bringing you more information about focus issues, editorial deadlines, and more. Check out the next News Breaking Now for details.

Editorial Calendars and additional links and information are on our website at <http://www.nbnbooks.com/Advertising/>.

PW CALLS FOR INFORMATION

Feature: Real Estate

Issue: fall 2008 (TBA)

Deadline: July 18

For more information, <http://www.publishersweekly.com/article/CA6576163.html>

Feature: Crafts & Hobbies

Issue: August 11

Deadline: July 11

For more information, <http://www.publishersweekly.com/article/CA6574432.html>.

THE INTERNET FORAGER: USEFUL WEBSITES FOR PUBLISHERS

Did you know that 49% of book purchasers are swayed by reviews, but 60% are swayed by recommendations from friends or family? Read more of these tidbits as part of a Random House/Zogby Poll: <http://www.publishersweekly.com/article/CA6565475.html?nid=3329>

“What’s Hot for 2008?” by Jack Cassidy & Drew Cassidy, from *Reading Today* newsletter: http://www.reading.org/publications/reading_today/samples/RTY-0802-hotlist.html

PUBLISHING TRENDS SUBSCRIPTION OFFER

Publishing Trends, a monthly newsletter featuring publishing news and opinion, is offering distributors and their clients a 50% discount on their newsletter!

Subscribers will receive 12 monthly issues of the newsletter, PLUS the annual update, industry contact sheets, and more!

They offer three subscription options:

Electronic Delivery via e-mail as a PDF: \$195 \$97

Domestic/Canadian subscription via mail: \$245 \$122

Overseas Subscription as a PDF and mail: \$295 \$147

Website: <http://www.publishingtrends.com/>

If you are interested, email me (dbreier@nbnbooks.com) for the special offer form.

BOOK TRADE SHOWS AROUND THE GLOBE - 2008

CBA - Intl Christian Retail Show

Dates: 07/13 - 07/17

Location: Orlando, FL

Website: <http://www.christianretailshow.com/>

NEIBA

Dates: 09/18 - 09/20

Location: Boston, MA

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

MPBA

Dates: 09/24 - 09/27

Location: Colorado Springs, CO

Website: <http://www.mountainsplains.org/index2.html>

SIBA

Dates: 09/26 - 09/28

Location: Mobile, AL

Website: <http://www.sibaweb.com/>

GLBA - Great Lakes Booksellers Annual

Dates: 10/03 - 10/05

Location: Dearborn, MI

Website: <http://www.books-glba.org/index00.php>

NCIBA - North. CA Indep. Book Ass

Dates: 10/03 - 10/05

Location: Oakland, CA

Website: <http://www.nciba.com/>

Frankfurt Book Fair

Dates: 10/15 - 10/19

Location: Frankfurt

Website: <http://www.frankfurt-book-fair.com/en/portal.php>

Independent and Small Press Book Fair

Dates: 12/6 – 12/7

Location: New York, NY

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

NBN CATALOG SCHEDULE AND PRODUCTION GUIDELINES

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 have shifted 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 your books set up and prepared and will also make it easier for you to catalog late-breaking books.

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

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

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).

UPCOMING DEADLINES:

The deadlines for the April/May '09 catalog are as follows:

Copy and Space Reservations: July 16, 2008

Tipsheets and Color Art: August 6, 2008

The deadlines for the June/July '09 catalog are as follows:

Copy and Space Reservations: September 17, 2008

Tipsheets and Color Art: October 8, 2008

The deadlines for the August/Sept. '09 catalog are as follows:

Copy and Space Reservations: November 19, 2008

Tipsheets and Color Art: December 10, 2008

The full catalog schedule is here:

<http://pdfs.nbnbooks.com/NB/NPP/NBNPPNewCatSchedule.pdf>

INFORMATION THAT BEARS REPEATING

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 to go 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.

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.

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

ISBN-13: 978-1-4028-9462-6

ISBN-10: 1-4028-9462-7



WHAT HAPPENS TO BOOKS ALREADY IN THE WAREHOUSE?

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.

Here are a couple of ideas for getting 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>

Visit our **blog**: <http://nbnbooks.blogspot.com/>

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	Davida Breier	5513	dbreier@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	Davida Breier	5513	dbreier@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	Davida Breier/Ginger Miller	5513/5510	dbreier@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	Davida Breier/Ginger Miller	5513/5510	dbreier@nbnbooks.com
Yearly Schedule Calendars	Ginger Miller	5510	gmiller@nbnbooks.com