



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

JULY-AUGUST 2009

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NOTES FROM THE EDITOR: NEW DIRECTIONS

Lots of changes around NBN recently! Rich Freese has returned to NBN after eight years. Rich left NBN in 2001 and is now NBN's new president. He will be working out of a newly created sales and marketing office in the San Francisco Bay area and will also have an office at the headquarters in Lanham. Welcome back, Rich!

We will also soon announce the latest phase in NBN's ever growing menu of service options. Instead of simply offering a eBook program, we will soon offer a new program, which will cover digital programs, POD, DSR (digital short run) and more.

Lastly, we bid farewell to Neil Levin, who left his position as NBN's Senior VP of sales to return to his consulting business, Publisher Marketing Group. Good luck, Neil, you'll be missed.

IMPORTANT REMINDERS

1) Rep assignments and Labels:

Don't forget to download the most up-to-date information about **rep assignments** and also mailing labels from our website:

<http://www.nbnbooks.com/publishers/>

<http://www.nbnbooks.com/publishers/salesrepassignments.xls>

http://www.nbnbooks.com/publishers/NBN_Rep_Labels04-2009.doc

2) Publicity updates

When you have **breaking publicity** the fastest way to disseminate this information to the NBN sales and marketing team is to use the publicity update form:

<http://www.nbnbooks.com/publishers/DataUpdate/Publicity.shtml>

3) Catalogs and deadlines

Also, the **catalog schedule** (<http://pdfs.nbnbooks.com/NB/NNe/NBNNewCatSchedule.pdf>), **catalog copy** (http://www.nbnbooks.com/production/catalog_copy/index.shtml), and **tip sheet** (<http://www.nbnbooks.com/production/tipsheets/TipSheetTemplate.shtml>) forms are all online.

Fee information is also online: <http://pdfs.nbnbooks.com/NB/NW0/NBNW08CostsFees.pdf>

4) Enhancing Your Amazon Presence

For adding additional content to the product page, use Amazon's **Content Update Form**

<http://www.amazon.com/gp/content-form/?ie=utf8&product=books>

Amazon also offers **Amazon Connect** and **Author Central**, where authors can view and edit bibliographies, add a photo and biography to a personal profile, and use a blog to connect with readers. Learn more here:

<http://www.amazon.com/gp/help/customer/display.html?nodeId=15700651>

*****FREE CLASS***: HOW TO BUILD AN AMAZING WEBSITE THAT CONVERTS READERS TO BOOK BUYERS**



On Thursday, August 13, 2009 at 2:00PM Eastern (11:00AM Pacific) Author Marketing Experts will be presenting the next in her series of hour-long classes on **How to Build an Amazing Website that Converts Readers to Book Buyers** and also offer Individual Site evaluations. NBN has started working closely with Penny Sansevieri and her company, Author Marketing Experts, on web marketing efforts. Penny is a sought-after

speaker and counselor and has put together a FREE one-hour seminar for our publishers.

In this seminar you'll receive a free on-the-spot instant web site evaluation and critique that will generate new ideas, insights and moneymaking enhancements.

You'll discover how to:

- *Define your website goals and objectives and then design your website to win.*
- *The ideal homepage structure that promotes your books and closes the sale.*
- *Strike the right balance between selling and information.*
- *Design your website that promotes your books, builds community, grows your email list, and moves visitors from surfer to buyer.*
- *Brand yourself and your books online.*
- *Craft your website to deliver what your target market seeks.*
- *Match your web site with your SEO strategy.*
- *Use a blog to bring your fans back to your site again and again.*
- *And much, much more.*

Remember, the seminar is ***FREE*** and as many in your organization as you would like can participate. You can also have your authors join the seminar to help them with their marketing. It will be an info-packed, one-hour session and registration is simple. Just email authors@amarketingexpert.com with the subject line: **NBN Class**. You'll then be sent instructions for calling in and logging on.

HARNESSING SOCIAL MEDIA, by Amy Marson, Publisher, C&T Publishing

This is a story about how one company has committed to changing the way we do business in response to the publishing paradigm shift, specifically how the internet has dramatically and permanently changed the face of publishing. As background, C&T Publishing is a privately-held company with 40+ employees. We have been in business for 25 years and I have been the Publisher for the last 7 years. We produce over 60 products per year, including 45 books, 5 DVDs, and 15 ancillary products.

In July 2008 the economy was in a tail-spin and every publishing house, including C&T Publishing, was trying to figure out how to operate in this "new economy." I determined that we had to do something different to respond to the change and do it quickly. I called a company meeting and told my staff that we had to "bust out of the status quo" and start doing everything differently, and do it NOW! I wanted ideas from every staff member and I wanted them given directly to me. No bureaucracy, only idea generation. In less than one week, I had over 70 ideas and a proposal from a 24-year-old staff member about how C&T Publishing should start a blog. I took the idea to our CEO, Todd Hensley, and we both agreed that this young woman, Casey Dukes, was going to lead us into the future of social media. In July 2008 we had a website that sold books, one e-Club, and that was it. So as a company we committed to creating a social media presence.

We launched a social media campaign to connect more closely with quilters, artists and crafters around the world. In October 2008, we started [our blog](#) with just 400 visitors. Now more than 12,000 people enjoy our personal stories, free projects, design challenges, and book giveaways each month. Writing for our blog gives all the C&T staff and authors the opportunity to break away from book schedules and marketing campaigns, so we can focus on what drives our creativity. One year later that effort has really paid off for C&T Publishing and the entire staff. We are now reaching a whole new type of crafter and we are building our brand by allowing our customers to better understand who C&T Publishing is from a personal perspective. According to a recent seminar at BEA, one of the most important efforts a publishing house can make is to demonstrate to your customers why you are relevant and what your staff adds in value to every publication it creates. I believe our blog is achieving that goal.

In addition to reading and commenting on our blog, there are many other ways that artists and crafters can be more inspired by taking part in our online communities:

- Join over 1,900 members in our informational [eClubs](#), a subscription based paid newsletter
- Check out our newly designed [main website](#) to read and/or write helpful book and product reviews. Over 30,000 visitors come to our site each month
- Enjoy entertaining and educational [videos on YouTube](#) that feature our books and products. Over 156,000 viewers to date have found something inspirational on our channel
- Watch one of our fun book trailers (like a movie trailer), we have created 10 trailers so far this year
- [Follow us on Twitter](#) and tweet along with 830+ other followers
- Become one of our nearly 1500 fans on [Facebook](#) to give us feedback and make new friends
- Stay motivated by our [Flickr galleries](#) of projects made from our books or with our products--each day hundreds of people look through 500 images and counting!
- Share a link to our blog with peers by displaying one of our six beautifully-designed [blog badges](#)—so far 53,000 people have been introduced to our blog through another blog.
- Join our brand ambassador program, The Creative Troupe. It consists of over 150 talented artists and crafters that provide essential viral marketing. By definition, brand ambassadors are people who love our products and are willing to promote them by spontaneously passing along our messages to others.
- Stay connected by receiving our email blasts. We communicate with about 10,000 customers, authors and media reps via our monthly email broadcasts. Every EB links back to the blog, website, and/or SM sites.

C&T is producing [downloadable eProducts](#) that include individual patterns and out-of-print books from best selling authors. "It is my desire that C&T Publishing be thought of as a content

provider. We are no longer just publishers of books," says Todd Hensley. Since December 24, 2008, more than 500 eProducts have been sold and downloaded. We also just redesigned our website to improve the user experience.

We have set up a private Social Community Site (SCS) for our authors to give them 24/7 access to all relevant book development and marketing information. The SCS gives our authors the opportunity to connect with each other via a forum where they can post questions or comments to all members.

With these new social media efforts, C&T has been successful in connecting with more people, in more ways, than ever before. We will continue to give quilters, fiber artists, papercrafters and many other creative types the best online destinations to find inspiration, education and information.

How did we do it? Did we add an entire social media team? NO. We created a short-term interdisciplinary team to develop the look and the message. They met once a week for one hour and were authorized to make decisions and implement those decisions. The team took each idea, developed it, implemented it and then turned the project over to the marketing or production unit to maintain. We added NO staff members to manage this initiative and actually reduced staff by outsourcing our marketing copywriting and starting an internship program with a local university. Was it a big change? YES. Was it exciting? YES. Should all publishers do this? YES.

How can other publishers benefit from this information? They can dive into social media by starting a blog utilizing WordPress. It is a free blog site with tons of functionality. They can get one person on their staff to Twitter and I guarantee you people will follow. They can create blog badges to spread the word and direct others to their site. They can even create book trailers—with a photography department or photographer they should be able to create a 30-60 second video to post on YouTube. My advice is to jump in with both feet and get started; the longer you delay, the more opportunities you miss in connecting with your existing and potential customers.

FILEDBY

FiledBy (<http://filedby.com/>) is a bit like Facebook, IMDB, Goodreads, and Amazon all rolled into one and is JUST FOR AUTHORS. The site aims to connect readers and authors by providing authors with a platform for easily building online communities, promoting their titles, interacting with readers and selling books. Basically, every author (or editor, illustrator, or main contributor) tied to an existing ISBN has a page. FiledBy has already built 1.8 million webpages and is waiting for additional authors to claim their pages and enhance the content. Once a page is claimed, the author can then link to other sites, blog, add covers and photos, and use the page as a centralized spot for all the Facebook, Twitter, and blog sites the author is already using. I strongly encourage you to go to the FiledBy site and have your authors claim

their pages. It's an easy way to get into or expand your online marketing efforts.

MAKING INFORMATION PAY, *From Shelf Awareness*

The following appeared in Shelf-Awareness on May 11, 2009. To access the whole article go to: <http://news.shelf-awareness.com/nview.jsp?appid=411&j=682362#2833110>

Several presenters at the seminar [Making Information Pay] provided a wealth of statistics and other information that we are presenting tweet-style.

First, from Jim King, senior v-p and general manager of Nielsen BookScan:

- Over the past five years, sales of adult nonfiction were up overall 11.1% but declined in 2008. In adult nonfiction, travel was down 4.6%, biography and autobiography rose 34.1% and business was up 19.4%.
- In biography, over the past five years, sales of personal memoirs rose 567%, travelers were up 516%, cultural heritage rose 175% and political bios were up 56%.
- In the business category during the last five years, personal finance rose 122%, economics and general business was up 351%, finance jumped 103% and investments and securities were up 117%.
- In the self-help category during the last five years, spiritual was up 224%, mood disorders rose 108%, general personal growth was up 183% and motivational and inspirational titles rose 51%.
- Sales of adult fiction were up 8.9% during the past five years. In that category, general fiction was up 23.3%, graphic novels rose 52.7%, mystery and detective titles were down 12.7%, literary fiction rose 86.1%, historical fiction was up 24.1% and political fiction was up 157.7%.
- In the first quarter this year, adult nonfiction sales were down 8%. Within that category, cooking was up 4.8%, humor rose 8.9%, travel fell 18.7%, business and economics were down 10.1% and biography/autobiography rose 7.5%.
- Fiction has been "pretty much flat" during the first quarter. General fiction was down 3.4%, romance has risen 1.5%, mystery/detective was down 19.8%.
- Children's book sales were up almost 9% in the quarter. ("Stephenie Meyer is still driving children's.") Children's fiction was up 10.4%, and children's nonfiction was up 2.5%.

Then from Kelly Gallagher, v-p of publishing services at R.R. Bowker, who focused on information about customers:

- The average book reader last year was 45 years old. Some 65% of buyers are women, who tend to buy in higher volumes than men.

- Of all Americans 13 or older, 50% bought a book last year. The average age of the most frequent book buyer is in the 50s.
- The average price paid for a book last year was \$10.08.
- Unit sales for the year to date are down just 1.2%.
- 31% of all books purchased last year were impulse purchases, and 28% of purchases involved readers planning to buy a book but not knowing what they wanted. Thus more than 50% of book buys are impulse purchases.
- 41% of people earning more than \$100,000 a year buy comics and graphic novels.
- 41% of all books purchased are bought by people earning less than \$35,000, and most people in the U.S. earn less than \$35,000.
- The average book reader now spend 15 hours a week online, more than for TV, providing "opportunities to provide information to them online."
- In the trade, digital book sales grew 125% last year and represent 1.5% of the trade. Seniors are "leading the way" in the purchase of e-books. Digital book purchases by those 64 and over rose 183% last year. Seniors are also the largest users of Kindles.
- 48% of e-books are still being read on computers. Kindles have a 22% market share; the iPhone has 20% of the market "with less than a year of having a good e-book app."
- Last year for the first time online became the "No. 1 selling channel," and accounted for 21% of sales.
- "The younger crowd are larger supporters of large chain bookstores."
- Book clubs are still significant sales channels for reaching older readers.
- The fiction market is predominantly female. The one area of fiction in which men predominate is science fiction, where 55% of buyers are male.
- Stephen King's audience is "middle market." Sue Grafton appeals to an older, low income audience. Stephenie Meyer appeals mostly to younger, higher-income readers.
- 67% of book buyers who were influenced by book reviews read them online, and 32% did so in print. Overall online ads were the "first level" of book awareness in 2008--54.1% of buyers of a book became aware of the book through online ads, including banner ads, Google ads and publishers' websites. (And likely e-mail newsletters, too!)

And finally Dave Thompson, v-p and director of sales analysis at Random House, offered some more information about trends in the market:

- Direct mail catalogues continue to be very important for Harlequin in introducing readers to books, and the publisher has done an excellent job converting book club members and subscribers from catalogues to the web.
- Readers first hear about books most often from "store displays" (44.4%). The second-biggest "awareness driver" already is online (including online ads and e-mails from retailers).
- Kroger's book of the month program has been very successful.
- Target has a far higher number of female buyers than Barnes & Noble.
- Some 60% of mass market books are bought by people who earn less than \$50,000 a year.
- At Costco, some 33% of buyers of adult books earn less than \$50,000 a year.

- In grocery stores, 75% of book buyers are women and 83% of the purchases are impulse purchases and 83% of books sold are fiction--all the same demographics for mass market books.

UNDERSTANDING DIGITAL PUBLISHING

Review of Kindle DX:

<http://www.publishersweekly.com/article/CA6666551.html>

Survey of iPhone Users:

http://rubiconconsulting.com/downloads/whitepapers/Rubicon-iPhone_User_Survey.pdf

“Even the least popular task surveyed, reading e-books, is used at least occasionally by about 50% of iPhone users surveyed.”

Kindle Sales Data:

<http://bits.blogs.nytimes.com/2009/05/06/how-the-kindle-let-amazon-make-a-lot-from-the-few/>

“35 percent of sales of books that have a Kindle edition are sold in that format. That’s up, by the way, from 13 percent in February”

“We see that when people buy a Kindle, they actually continue to buy the same number of physical books going forward as they did before they owned a Kindle. And then incrementally, they buy about 1.6 to 1.7 electronic books, Kindle books, for every physical book that they buy.”

More from Amazon’s Jeff Bezos:

<http://bits.blogs.nytimes.com/2009/06/15/jeff-bezos-kindle-books-and-readers-are-separate-businesses/?scp=1&sq=Bezos&st=cse>

Hotels Now Offering eReaders:

http://www.usatoday.com/travel/hotels/2009-06-18-mobile-reading-devices_N.htm

New Features on Google Book:

<http://booksearch.blogspot.com/2009/06/new-features-on-google-books.html>

Tim O’Reilly on DRM and Kindle:

http://www.forbes.com/2009/02/22/kindle-oreilly-ebooks-technology-breakthroughs_oreilly.html

Reviews of the Cool-er Reader:

<http://www.blogkindle.com/2009/07/intereads-cool-er-ereader/>
http://www.wired.com/reviews/product/pr_cooler

Amazon app for Blackberry:

<http://www.amazon.com/gp/anywhere/sms/bbapp>

New Digital Recipe Reader:

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

How the E-Book Will Change the Way We Read and Write:

<http://online.wsj.com/article/SB123980920727621353.html>

"Amazon's early data suggest that Kindle users buy significantly more books than they did before owning the device..."

[ed. note: I find this to be true. Using a Kindle has not caused me to read print books any less; it is just another way to read. I have paper books scattered around the house, audio books for the car and sometimes on the iPod, and now Kindle books in my bag. I tend to read harder to find paper books on the Kindle. I usually have 4-5 books going at any given time.]

A Good At-a-Glance List of Mobile Devices:

http://wiki.mobileread.com/wiki/E-book_Reader_Matrix#Matrix_.28Electronic_Ink_devices.29

Another new eBook Reader – Ditto:

<http://www.publishersweekly.com/article/CA6669030.html>

Shelf Awareness for Tuesday, June 2, 2009:

"...estimated that sales of e-book readers will grow to 20 million units in 2012 from 1.1 million units last year."

Bookstores Releasing E-Readers of Their Own

<http://www.wired.com/gadgetlab/2009/07/book-stores-ereaders/>

"Last week, Borders U.K. introduced a £189 (\$276) e-book reader called Elonex. The Elonex will come pre-loaded with about 1,000 books and will support both the open-source ePub and proprietary Adobe formats. It will be 'completely compatible' with the 45,000 odd e-books sold through the Borders website, says the company."

"Book sales fell to \$24.3 billion in 2008 from \$25 billion the year before, e-book sales nearly doubled to \$117 million in 2008 from \$67 million, a year ago."

Amazon: \$2B/Yr Kindle Sales By 2012, Analyst Says

<http://blogs.barrons.com/techtraderdaily/2009/06/04/amazon-2byr-kindle-sales-by-2012-analyst-says/>

"The Amazon.com (AMZN) Kindle ebook reader should generate \$310 million in revenue this year and \$2 billion a year by 2012, according to a forecast by Collins Stewart analyst Sandeep Aggarwal."

Color Readers in the Future?

http://www.wired.com/gadgetlab/2009/06/blackandwhite_ebooks/

Social Networking the Next Wave for eBooks:

<http://www.wired.com/gadgetlab/2009/06/social-networking-ebooks/>

Price Drop on Kindle 2.0:

<http://www.bloomberg.com/apps/news?pid=20601103&sid=aJSXddO11PXc>

US CUSTOMS REQUIREMENTS TIGHTENED, *By Karen Mattscheck, Publisher Services*

US Customs is stiffening their requirements for product coming from overseas ports. As of January 26, 2010, your product will not be loaded onto a ship if the product does not meet the requirements. The requirements are that the shipment must be electronically filed with US Customs well before the product is to be loaded onto the ship. This is to meet the 10+2 regulations for US Customs.

US Customs expects companies that plan to import cargo into the United States to start transmitting the necessary data to US customs well before the deadline of January 26, 2010. For those publishers that want to utilize the services of Gateway Logistics Services, Inc., they must decide and follow the new process of transmitting to US Customs starting July 31st, 2009. This will allow for the US Customs specified test phase (Jan. 26, 2010 legislation) to work out any data or process issues.

Data that needs to be provided to Customs includes:

ISF-10 importer security filing information. This includes the printer, the company invoicing the publisher, where the container is loaded, whoever is putting the container together, the publisher, NBN address, the importer of record (please remember that unless you are going through Gateway Logistics NBN is NOT the importer of record), the country of origin and the identifier of the product (i.e., art books, textbooks).

ISF-5 -- information re. where the product is being transferred from. This includes booking party name and addresses, foreign port of unloading, place of delivery, ship to name & address, harmonized tariff schedule.

Other information -- the sender file code, surety code, bill of lading #, bill of lading SCAC, container SCAC.

Please check with your shippers asap to make sure that they are going to be compliant with these new regulations for any product that will be shipped next year. If they are not completely compliant, it will prevent your stock from being shipped. Currently we have stepped in where paperwork has been incomplete when it arrives in the US -- that will no longer happen as the product won't even get here.

If you are not sure whether your shipper/broker will be meeting these requirements and/or you want to be sure you will not have a problem, you can contact Gateway Logistics peter.oetker@gatewaylogistics.biz or 717-428-2507 or 888-800-1080.

CPSIA UPDATE

As you know, The Consumer Product Safety Commission imposed new regulations in children's books/production this winter. You can read the latest news about CPSIA here:

<http://www.publishersweekly.com/article/CA6672574.html>

Despite the changes in the language of the regulations and effective dates, many major retail accounts and mass merchants are still requiring the testing information. Publishers who sell book products into non-trade markets should be aware that, "... not only are the leading mass-market retailers such as Target and Wal-mart (which buys books through Levy and Baker & Taylor) requiring testing, but so are catalogers, dollar stores such as Dollar Tree, specialty stores such as Marshall's and TJ Maxx, and specialty chains such as Learning Express. In some cases they have thick testing manuals for their vendors to follow, as well as blanket testing policies that cover all product categories equally, no matter what the relative likelihood of high lead content."

<http://www.publishersweekly.com/article/CA6648646.html?nid=2286&source=link&rid=>

Book Industry leaders and organizations are continuing their efforts to have the new head of CPSIA review the current requirements and hopefully get ordinary books excused from these regulations. However, in the meantime, we are bound to the current regulations and requests for information.

BOOK TRADE SHOWS AROUND THE GLOBE – 2009

Shelf-Awareness has a lengthy list of trade and consumer book shows:

<http://www.shelf-awareness.com/news.html>

Frankfurt Book Fair

Dates: October 14-18, 2009

Location: Frankfurt, Germany

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

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 Tressa Helvey (x 5511).

UPCOMING DEADLINES:

The recent deadlines for the April/May '10 catalog were/are as follows:

Copy and Space Reservations: July 14, 2009

Tipsheets and Color Art: August 4, 2009

The upcoming deadlines for the June/July '10 catalog are as follows:

Copy and Space Reservations: Sept. 15, 2009

Tipsheets and Color Art: October 6, 2009

The full catalog schedule is here:

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

As a reminder, we've had to raise our catalog fees for the first time. A full page is now \$500, a half page is \$250, and a quarter page is \$125.

THE SHELF AWARENESS DROP-IN DATABASE

Drop-in titles (also known as crash or add-in titles) continue to grow and getting the word to booksellers and librarians about these sudden new books or titles with major last-minute

changes is ever more problematic. This may be especially important this year as books reacting to the economy and election are published. NBN releases new title information to accounts via Nuts and Bolts, but not all territories are covered by this release of information. Markets such as libraries and independent booksellers may not have access to such information, thus causing your momentum to stall in those markets.

In an effort to make it easier and more effective for publishers, retailers and librarians to communicate and receive information about drop-in titles, *Shelf Awareness* in partnership with *Unshelved* (www.overduemedia.com) has launched a service for publishers to get the word out to the 16,000 people in the book trade who subscribe to *Shelf Awareness* and the 40,000 librarians and others who read *Unshelved*.

For a fee of \$150, announcements about drop-in titles will appear in the *Shelf Awareness* and *Unshelved* newsletters--and then reside in the Shelf Awareness drop-in title database web site. The web site is fully searchable and will archive all drop-in listings.

Publishers who want to learn more about the drop-in title database should go to: <http://www.shelf-awareness.com/howto.html>. Please email dtd@shelf-awareness.com or call 206-274-8144 with any questions.

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 for *PW* 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.

The primary contact for *LJ*, *SLJ*, and *Criticas* is Roy Futterman, Advertising Director.

Phone: 646-746-6825

Fax: 303-265-2296

Email: r.futterman@reedbusiness.com

www.LibraryJournal.com, www.slj.com www.criticasmagazine.com

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

INFORMATION THAT BEARS REPEATING

ONLINE REPORTS, *Courtesy of Karen Mattscheck, Publisher Services*

The new reports are much more extensive than our old reporting system, so if you find yourself with questions, we have training documentation are available at: <http://pubreports.nbnbooks.com>.

There are detailed guides to walk you through the following reports:

- Backorder Report
- Gratis Report
- Gross>Returns-Net Report
- Orders in Progress Report
- Receiving Report
- Returns History
- Sales History
- Title List Report

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.

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

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

PW also has free eNewsletters: <https://www.publishersweekly.com/subscribe.asp?screen=pi10>

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

Join **IBPA**: <https://www.ibpa-online.org/membappl.aspx>

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

WHOM TO CONTACT AT NBN:

NBN Lanham Headquarters: 4501 Forbes Blvd., Lanham, MD 20706; (301) 459-3366
NBN BRS Warehouse: 15200 NBN Way, Blue Ridge Summit, PA 17214; (717) 794-3800

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