



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

MARCH-APRIL 2009

CONTENTS:

- **Notes from the Editor**
- **Digital Focus:**
 - **Report: Tools of Change**
 - **NBN Digital: Kindle**
 - **Understanding Digital Publishing**
 - **Review: Kindle 2.0**
- **BEA 2009**
- **A Call for Information for PW Show Daily at BEA**
- **Tip Sheets vs. Catalogs: Why Do you Need Both???**
- **The Internet Forager: Useful Websites for Publishers**
- **CPSIA Update**
- **How to Have a Great Social Media Presence and Still Have a Life**
- **IBPA Publishing University 2009**
- **Book Sense Advance Access**
- **PW Fall Adult Announcement Listings**
- **Book Trade Shows Around the Globe**
- **NBN Catalog Production Guidelines**
- **The Shelf Awareness Drop-in Database**
- **New Lower Ad Rates and Procedures**
- **Information that Bears Repeating**

NOTES FROM THE EDITOR

It is simply a tough time in publishing. Sands keep shifting, with various companies being bought and consolidated, sales are down, layoffs are happening industry-wide, and new technologies and vendors are entering the fray with the speed of hyperactive whippets.

None of us is immune from these changes, both good and bad, and we at NBN continue to gather and share information to help guide you through these difficult days. If you have any questions or concerns, please don't hesitate to contact your account manager. We may not have all the answers, but we are in this together and can at the very least commiserate.

One area that is seeing growth is digital publishing. A report released 3/31/09 from AAP showed that despite an overall decline in book sales, eBooks grew 68.4% in 2008 to \$113 million. And that was before the Kindle 2.0 was released and some of the new iPhone reader apps were announced. The focus of this issue is eBooks. Our hope is that the gains in this market channel at least help offset losses in other channels during this turbulent time.

To Spring!

DIGITAL FOCUS, *By Davida Breier, Marketing Director*

REPORT: TOOLS OF CHANGE

In early February, I attended the Tools of Change (TOC) conference in New York. TOC is basically a conference to learn about and discuss all the new technologies available to publishing (and other related industries), as they pertain to physical and digital books, sales, marketing, and more.

Anecdotally, first-hand, and statistically, it was forecasted that eBooks will account for 10% of book sales within a year (*note: Amazon specified units, but other speakers did not clarify if the 10% was units or sales*). One speaker said that trending shows a definite forecast of 6-8% by the end of '09. Tim O'Reilly, the founder of O'Reilly Media, sees an even bigger number, but then again that is his market. Amazon reports that Kindle books sales account for about 10% of their total units sold.

A common theme was that the iPhone is going to be where eBooks happen and could even help other devices take root in the next 12-24 months. So many people have iPhones already, that they could be something of a gateway device.

Here are some statistics:

- Total Mobile Phone Users: 3.8 Billion (globally)
- iPhone Users: 1.3 Million
- Stanza Downloads: 1 Million (*note: iPhone and iTouch use the Stanza software*)
- Book Downloads using Stanza: 5 Million
- Books Available: 100,000 (about half are free)
- Rumored Number of Kindle Readers Sold: 1/2 Million

Pricing is an issue everyone is struggling with, but the average Stanza sale is \$10.25 and for Amazon their goal is \$9.99. There is definite price elasticity for digital books. O'Reilly's *iPhone's Missing Manual* was initially offered for \$4.99 and then raised to \$9.99. Sales fell drastically and they quickly reduced it back to \$4.99. It is a bestseller in both paper and digital. Simon and Schuster are pricing their eBooks at 40% off cover price.

O'Reilly offers books for download on their website in three formats and the most popular is PDF, followed by ePub, and then Mobi. Their marketshare of print books in retail has not dropped since they began selling eBooks, despite a techie audience, so they have only added to profits by adding digital options. So far, no one is reporting a direct cannibalization of sales, but the retail market is so soft that it is hard to tell. Even if people are avoiding traditional retail environments, they are still online and on their phones.

On Monday of the conference, Amazon released their Kindle 2.0 with all sorts of upgrades including the memory to hold 1500 books, text-to-audio capabilities, and faster loads (also see my review below).

Readers will begin defining their reading experiences differently – whether they want them to be interactive or pure text and the modern eReaders offer both. Gen-Y regularly use their phones as multi-purpose devices, but we may see Gen-X and Baby Boomers leaning toward dedicated readers. I think we'll also see more phone companies developing readers and using e-Ink. Whether people are info-snacking or long-form reading, the mainstream use of the devices seems inevitable.

One speaker said he felt that one of the main obstacles to mainstream adoption was DRM (digital rights management) and too many file types being used. Most speakers think that ePub will be the mp3 of digital books and that once there is a common file type being used there will be a mainstream adoption of the technology and devices.

Speakers said they expected to see dedicated readers (Kindle and Sony Reader) in color by 2010, but said first versions will offer pastel shades and that rich color devices are a few years off. On the other hand the iPhone is in color now, which gives it an edge.

Snippets:

- In Japan almost all eBooks are sold direct to phones.
- People are already paying for eMedia - \$2.3 billion for music and \$1.8 for games.
- There are free ePub readers on the web (Bookworm), so the open technology means that people without an iPhone, Kindle, and Sony Reader can test the feel of reading on a device. There are also plenty of free public domain and publisher provided books available on the web and via Google Books.

Overall, the news was good for eBooks in general, but keeping up with all the changes and developments is quite challenging for all publishers, no matter how small or large.

NBN DIGITAL: KINDLE AND SONY

NBN is now offering services to assist with the distribution of digital materials. We are now working with Sony and Kindle and are in negotiations with several other vendors. If you need more details about this program please go to: <http://www.nbnbooks.com/DigitalInitiatives> or email dbreier@nbnbooks.com with questions. Watch your email for news of new partnerships and services.

UNDERSTANDING DIGITAL PUBLISHING

Amazon recently announced that they are offering a free app on Apple's store so that iPhone and iPod users can now buy books available from Kindle. A Kindle does not have to be owned to use the app, but if the reader does have one the devices can be synced – one can read a few pages stuck in line and that bookmark will move across devices or previously purchased titles can be downloaded to an iPhone. The app can be downloaded at www.itunes.com/appstore/

To help put this in perspective, O'Reilly Radar reported that books are the fastest growing iPhone application:

<http://radar.oreilly.com/2009/03/books-is-the-fastest-growing-category-in-the-itunes-app-store.html>

There was also a survey of e-readers in the New York Times recently:

http://www.nytimes.com/2009/02/26/technology/personaltech/26basics.html?_r=2&scp=3&sq=Be lopotosky&st=cse

“Innovation and the Future of e-Books” from The International Journal of the Book:

<http://www.rand.org/pubs/reprints/RP1385/>

You can read about the history of eBooks here:

<http://arstechnica.com/gadgets/news/2009/02/the-once-and-future-e-book.ars>

Cory Doctorow takes on the notion about where and how people read in his article “You Do Like Reading Off a Computer Screen” (<http://www.locusmag.com/Features/2007/03/cory-doctorow-you-do-like-reading-off.html>), a persuasive argument from way back in 2007.

REVIEW: KINDLE 2.0

While I generally get along with new technology, I'm usually not an early adopter. I tend to hang back and watch trends and wait for the prices to drop. I had seen a Kindle 1.0, but it wasn't something that interested me. I doubted much of what I liked to read would be available and it seemed cumbersome. That said, I entered into my test drive of the Kindle 2.0 in a rare

state of neutrality. After my trip to Germany for the Frankfurt Book Fair last fall, I certainly gained new appreciation for my iPod, so I wanted to get a feel for reading on a machine.

The new Kindle arrived and I had a chance to unwrap it before running off to a morning meeting. During the meeting I tinkered and was able to buy and download two books with great ease. That was indeed impressive. I ordered a novel and a cookbook. I have been reading the novel and while it took a little while to get comfortable, once I did it felt like a similar to paper reading experience. I do like the one handed functionality because I am one of those people who reads while eating. I haven't had a chance to use the cookbook yet.

I liked the clever charger, which functions as both an AC adapted and USB cable. I also liked the ease of being able to email files – PDFs and Word Docs – to my Kindle email and have the files appear on the machine. This is a great way to lighten the briefcase. I could also look up word definitions as I read. Beyond just a reading machine, I found myself in the car in want of a phone number. I was able to pull up Google on the machine and had the number in a matter of seconds.

There were a few things I didn't like. I would think that for \$359 Amazon could provide even just a basic case for it. The fact that I have to pay to read blogs is a bit irksome. I'd love to see a backlight available for reading in the dark with the next version. Oh, and waterproof would be even more ideal. Reading in the tub is one of life's greatest pleasures, but not at the risk of dropping this expensive gizmo.

I know there has been a lot of debate about the text-to-speech capabilities, but taking books out of the equation and focusing on newspapers and magazines, this technology offers a great deal for people with sight impairments or learning disabilities.

Overall, I can see the Kindle being an especially great tool for travelers – both for business and pleasure. It holds 1500 books, so no longer would I have to decide which books to take and how much weight I wanted to carry. How many of us have been charged by airlines for overweight bags because of our reading habits? Furthermore, I wouldn't have to print out materials from work to read and could review them onscreen and even make notes. Some people fear that digital books will replace "real" books, but I think they will serve their place parallel to paper, just as audio books do now. Also, now that I have used one, I see Kindle's value as more than just the ability to read e-books – it is a more multi-dimensional tool than that.

I welcome your feedback and thoughts.

BEA 2009

There is still time to reserve space in the title showcase, obtain badges, or reserve a hotel room in the NBN block at BEA. If you are interested, all the bulletins are available online at:

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

If you have any questions about BEA, please don't hesitate to contact dbreier@nbnbooks.com.

A CALL FOR INFORMATION FOR PW SHOW DAILY AT BEA

Publishers Weekly's Book Expo Show Daily will be distributed on May 29, May 30 and May 31. On each of those days, the **Daily** will be available to conventioners before the exhibits open, with early-morning distribution at shuttle bus stops and at the exhibition hall.

The *Show Daily* will cover major publishing and bookselling issues of interest and significance to convention-goers and will highlight many of the events scheduled for **Book Expo**. Interviews with authors, booksellers and publishers; listings of special offers and giveaways; sidelines and remainders; international happenings; stories about new books; new technology; and more will be part of the editorial package, along with on-site coverage of events both on and off the exhibit floors, including meetings and panels. Information about New York sights, places to eat and special events scheduled during Book Expo will be noted. Photos of activities both on and off the floor, authors, publishers, costumed characters, etc., will be featured. **Please note that this coverage is for all adult and children's books and product, including audio, sidelines, etc.**

In order to make sure that *Show Daily* coverage reflects what's happening at the convention, PW needs your help. PW would appreciate advance releases and photographs of authors who will be appearing at the convention to promote their books, particularly those who will be participating on panels, and at breakfasts, luncheons and press conferences. PW would like to know about special anniversaries and interesting booth events, as well as announcements of new products and sales programs being launched at Book Expo so that PW can plan pre-convention and on-site coverage. PW would also appreciate any ideas for features that you would like to see in the *Show Daily*.

While PW can accommodate late-breaking news and on-site photo and text coverage through Saturday afternoon, May 30, **the general deadline for *Show Daily* submissions is April 22** . You may continue to send advance information throughout April and May; PW cannot guarantee submissions will appear in *Show Daily*.

Please send story ideas and information to **Daisy Maryles, Editor, PW Show Daily, Publishers Weekly, 360 Park Ave. South, New York, N.Y. 10010**. Late-breaking information can be sent to Daisy.Maryles@reedbusiness.com. (We do not need copies of the material that you submit for PW's April 27 pre-Book Expo issue.)

TIP SHEETS VS. CATALOGS: WHY DO YOU NEED BOTH???, by Michael Sullivan, VP of Sales

The reason that we need the information in two separate ways is the result of historical trends more than anything else – because looking at it from the outside, it doesn't make a lot of sense.

For the most part, the reps who call on the Independent bookstores sell with the catalog. The Buyer looks at the catalog and makes notes in it while the rep presents the title. A variation on this would be for the Buyer to also look a table of contents, a blad or photos from the forthcoming book -- something that is stronger than what is in the catalog. This methodology is used by the largest number of accounts.

However, selling to the Chains simply doesn't work that way. While the Chain Buyers also make their notes in the catalogs, which they keep as reference tools, they rely on tipsheets and selling material to a much greater degree than do the Indies. For one thing, an Indie may look at your tipsheet and even read it -- but the Indie won't keep it. B&N will.

Let me explain further. A Barnes & Noble Buyer sees a great many reps each and every day and has to make decisions on literally thousands of titles during the course of a season. The way that buyer copes is to take all of material about a title and put it in a manila envelope, which is brought out at the end of the month during the Buy Meeting with the Merchandize Manager. Given that it is not very likely that the Buyer will remember the book, all the Buyer can show the Manager is Buy Session notes and what's in that manila envelope -- and, if there's nothing in it, the assumption is that the Publisher was not serious about publishing the book. And, in an economy like this, the Managers are looking for every excuse they can to stop their Buyers from buying a title.

I'm not sure this is the way the world will be in five years. It's not efficient and it's not flexible. But it's the way of the world today and we need both catalogs and tip sheets.

THE INTERNET FORAGER: USEFUL WEBSITES FOR PUBLISHERS

Red Room: The Facebook for Authors (and readers)

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

Filed By: Another social networking site for authors and readers (“Any author with a book published in the U.S. or Canada can join for free”)

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

Scribd: A place to share writing, from well-known authors to students sharing papers, to recipes and sheet music.

<http://www.scribd.com/about>

- More than 50 million readers every month
- More than 50,000 documents uploaded every day
- More than 5 million iPaper embeds
- 90 different languages

Interesting Bookstores of the World:

<http://www.miragebookmark.ch/most-interesting-bookstores.htm>

How to Publish in a Recession: A Series of Interviews

"How to Publish in a Recession" is a series of interviews with Declan Spring, Fred Ramey, Richard Nash, Margo Baldwin, Allan Kornblum, and David R. Godine. You can read what they have to say online at:

http://www.conversationreading.com/publishing_in_a_recession/

CPSIA UPDATE

As you know, the children's book industry was threatened by new regulations this winter. You are read more about CPSIA here:

<http://www.publishersweekly.com/article/CA6648713.html>

Despite the changes in the language of the regulations and effective dates, some accounts are still requiring the testing information. Publishers who sell non-traditional book products or 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=>

HOW TO HAVE A GREAT SOCIAL MEDIA PRESENCE AND STILL HAVE A LIFE by Penny Sansevieri, with Author Marketing Experts

If the idea of Facebook, Squidoo, Twitter, and YouTube (not to mention your own site and blog) are overwhelming you: Take heart! You're not the only person overwhelmed with choices. With more places to post and keep track of, our days seem to shrink. Here are some helpful, time-saving tips for making the most of your social networking without having it take over your life.

1) Blogging: first off, try and plan as many blogs as you can so you can preload them and forget about them. You can still post additional content but ideally you want to have at least one or two posts a week that are scheduled.

2) Social networking: sometimes an author will come to us with 35 social networking sites. Frankly that's about 34 too many. With the popularity of social networking growing, these niche social sites are popping up everywhere. I'm not telling you not to post something there but if you are stretched too thin and can't keep them updated, what's the point? Personally I recommend posting to two sites: Facebook and Squidoo. Start with one or the other and get your feet wet, then once you have an audience built and a social networking routine in place you can expand your networks.

If you're unfamiliar with these sites (and many are unfamiliar with Squidoo, I'll explain why in a minute) know that these are the two powerhouses when it comes to social networking. You can get on there and start a page, build a fan base and promote your book. It's very easy to do and best of all, it's entirely free. Squidoo.com is (like Facebook) very integrated in Google's ranking system. Any Search Engine Marketing expert will tell you that you need three things: Facebook, Squidoo, and Twitter. Squidoo (again free) is very easy.

Also take advantage of time saving options on both of these sites. Both Facebook and Squidoo let you feed your blog and Twitter account through there which will help with keeping the page updated. You should plan to update each page once daily, and here's a quick Facebook tip for you and a great way to expand your network. Go in and wish folks a happy birthday. Birthdays are always posted on your page so go in and write on someone's wall and wish them well, it's a great way to network with your FB peeps and trust me, it will also help to expand your network!

3) Twitter: First let's explain what Twitter is. Twitter is a microblogging system that lets you drop bites of message into the Twitter-verse and gather followers who are interested in your message. This is good because it's all about permission-based marketing. So people who are subscribed to your messages (or tweets as they are called) can follow them and any corresponding links you might have. First off, it's important to get used to the fact that there's a lot of noise on this site. Lots of posts, lots of tweets, millions of updates. This is where services like tweetlater.com and postlater.com come in handy because you can pre-plan your posts. That way you can have a running list of tweets without having to be on top of your computer all day. Also, using a service like Twitterfeed.com will also help you link your blog through Twitter so any blog posting you do will show up there too. It's a very simple process to link this and once you do, you're done.

Since there is so much noise on Twitter it's a good idea to repeat your tweets. I generally schedule mine to reappear every two weeks. How often you have them reappear is up to you and also based on your content but if you're running helpful tips that are evergreen, then there's no reason you can't rerun them.

4) Keeping your site updated: everyone will tell you to keep your site current with fresh content. Let your blog do that for you, it's simple and effective and you don't have to wait to wrangle your web person into getting back to you for updates.

5) Keeping track of what's being said about your topic and about you can be tough but there's an easy way to stay in touch with this: Google alerts. Most of you probably know about Google alerts but now might be a good time to get back in there and refresh your list. Make sure you're tracking not only your name and book title, but others in your industry.

Social media, when managed correctly, can bring you an enormous amount of new business. So far I've gotten two new speaking gigs off of Twitter and dozens of new authors have found their way to AME. Once you have a system in place, stick with it and don't alter from it until you've gotten into a routine. The key is repeat exposure. Blasts and sudden blips are just that: short term and without a lasting effect. The thing that will carry you to success is the consistency of your efforts and message. Don't let it consume you, instead make it a manageable effort that you'll keep up for a long time to come!

Links mentioned in this article:

- * Squidoo.com
- * Facebook.com
- * Twitter.com
- * Tweetlater.com
- * Postlater.com
- * Google.com/alerts

Penny C. Sansevieri, CEO and founder of Author Marketing Experts, Inc., is a best-selling author and internationally recognized book marketing and media relations expert. Her company is one of the leaders in the publishing industry and has developed some of the most cutting-edge book marketing campaigns. She is the author of five books, including Red Hot Internet Publicity which has been called the "the one book every author needs to read." AME is the first marketing and publicity firm to use Internet promotion to its full impact through The Virtual Author Tour™, which strategically works with social networking sites, blogs, ezines, and relevant sites to push an authors message into the virtual community and connect with sites related to the book's topic, positioning the author in his or her market. To learn more about Penny's books or her promotional services, you can visit her web site at <http://www.amarketingexpert.com>. To subscribe to her free ezine, send a blank email to: <mailto:subscribe@amarketingexpert.com>. Copyright © 2009 Penny C. Sansevieri

IBPA PUBLISHING UNIVERSITY 2009

IBPA, the Independent Book Publishers Association, the oldest and largest non-profit trade association for the independent publisher in the USA, will hold its 25th year of quality

publishing education in NYC May 26-28, 2009. Reserve your spot today at <http://thepublishinguniversity.com/>.

The three-day conference is an excellent opportunity for you to meet with your peers, vendors who service the publishing industry, and key professionals who are available to answer your questions and take time to meet with you between sessions and during the social events planned before, during, and after hours.

Marianne Bohr, Jeanne Kramer, and Davida Breier are on panels or leading sessions at this year's event.

BOOK SENSE ADVANCE ACCESS

Here's some information about **The Book Sense Advance Access Program**:

Several times each month, Book Sense emails over 1,000 independent booksellers with news of galleys, reading copies or finished books that publishers are offering for review. After receiving a free review copy from the publisher, stores will read and decide whether to carry the title, and hopefully even nominate it for the Book Sense List. Book Sense makes no promises, but the Advance Access program has proven to be a very effective way to get the word out about new titles. Stores will email the publisher directly, and generally, one can expect requests from 25-50 booksellers. The stores do know that it is "first come/first served," but the more booksellers you can provide copies for, the better, of course.

All book descriptions must be sent to Peter Reynolds via email at peter@booksense.com, with title, author, publisher, ISBN, subject category, publication date, the number of free copies you have to offer, a maximum two-sentence description, and an email address to which the booksellers can write to directly request a copy.

Please put this all in one paragraph, without actually putting in the words 'Title, Author, etc.', and put the email address to which booksellers are to respond at the end of the paragraph without a period. This is all so the information can be easily cut and pasted into the larger email to the stores.

An example follows:

TITLE XYZ by David Smith, (Publisher, ISBN: 0-000-00000-0, \$23.95, hardcover, September 2004, Mystery/Thriller). A two-sentence description of the title here. No more than 50 words, please. XX number of galleys available.
<mailto:yournamehere@emailaddress.com>

(Please do NOT include website information or attach press releases or jacket jpegs.) Due to high volume, it may take us 2-3 weeks from your first writing until word of your book offer gets emailed to the stores.

PLEASE NOTE: The \$100 fee is waived if you are an NBN publisher.

When you hear from the booksellers requesting a copy of your book, we highly recommend that you include a short note with each book sent out. Just a "thank you" and your name is fine, plus a reminder to consider nominating the book for the Indie Next list if they really like it. You may include press material, but this is not necessary. You can also save the email addresses of the booksellers you sent books to, and after a month's time, follow-up with a short query as to whether the book has been read.

PW FALL ADULT ANNOUNCEMENT LISTINGS

The publishers' instruction letter on submitting information for PW's June 29 Fall Adult Announcement Listings can be found by going to: <http://www.publishersweekly.com/contents/pdf/PWFall09Ann.pdf>

In that issue, PW will run selected listings of hardcovers with pub dates between September 2009 and February 2010; online, they will run trade paper originals, trade paper reprints and mass market listings for the same period. The deadline for all is April 1. Questions: ddonahue@reedbusiness.com.

BOOK TRADE SHOWS AROUND THE GLOBE – 2009

London Book Fair 2009

Dates: April 20–22, 2009

Location: London, England, Earl's Court Exhibition Center

Website: <http://www.londonbookfair.co.uk/>

Book Expo America 2009

Dates: May 26–31, 2009

Location: Jacob K. Javits Convention Center, New York, NY

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

American Library Association Annual Conference 2009

Dates: July 9–15, 2009

Location: Chicago, IL, McCormick Convention Center

Website: <http://www.ala.org/ala/conferencesevents/upcoming/annual/index.cfm>

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 Dec '09/Jan '10 catalog were/are as follows:

Copy and Space Reservations: March 17, 2009

Tipsheets and Color Art: April 7, 2009

The upcoming deadlines for the Feb/Mar '10 catalog are as follows:

Copy and Space Reservations: May 12, 2009

Tipsheets and Color Art: June 2, 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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