



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

NOVEMBER-DECEMBER 2008

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NOTES FROM THE EDITOR

I began working on this issue on the flight back from the Frankfurt Book Fair, where many of my burgeoning thoughts over the last month now have a greater sense of context. This was my first trip to the fair and it came at a momentous time not only within the publishing industry, but also the global economy. While there, I heard about declines in title production, precipitous

drops in retail foot traffic, revamping business models to incorporate POD, and various cost cutting measures. There was a great deal of fear waiting for the crash so many people felt was coming, but now it seems that many publishers are rolling up their sleeves and figuring out how they are going to survive. Either we can continue the hand-wringing or we can react in ways that may actually help us all survive the economic rollercoaster. It got me to thinking about Victory Gardens. They were foodstuff gardens planted at homes in the US, Canada, and the UK during WWI and WWII to alleviate the demands on the public food supply brought on by the war efforts. People were feeding their families directly and neighbors were sharing. So if there is a theme to this issue it is about finding ways to use what we have, help one another, frugality, and also looking for quarters hidden in the couch.

I'd like to hear from other publishers who are making changes (basic and innovative) to their publishing programs. What changes are you making or will you be making as a direct result of the economy? What gives you hope? I can be reached at dbreier@nbnbooks.com.

BACKLIST FOR THE TIMES, *by Davida Breier, Marketing Director*

Now is a good time to take a look at your backlist (and frontlist) and see where titles can meet the needs of the new economic realities. Often books written with one audience in mind can meet the needs of new demographics. For example, a title about making Halloween costumes for kids may have a crafty appeal to upper middle class parents, while offering affordable, creative solutions to working class parents. Often one person's hobby is another person's necessity. The titles that are going to have the most bearing are going to involve saving money and reacting to changes.

Sample ideas include simple home cooking, ways to save energy/fuels, home gardening, DIY gifts, DIY skills, sustainability, reusing/recycling, vacations at home (staycations), and unexpected career shifts and job hunting. With backlist you can take existing titles, dust off their accolades, and send your authors out as experts in print and radio talking about all the ways they can help people save money, which is of course a cheap way to help market these books.

POD AND SHORT RUN OPTIONS, *by Jeff Harris, Vice President of Finance*

Many publishers have been utilizing POD for their slow-selling backlist titles, but it is also a viable solution for frontlist as well. There are three main options for digital printing available to publishers. NBN has been working to help our publishers explore these options and makes some services available directly at our warehouse or with our publishing partners.

1) True POD - books are printed in BRS only when they are ordered by customers. This is the most expensive option and not the best alternative for frontlist, but a title can easily be moved

to POD when the original run is depleted and sell-through and retail price make this the best option.

2) Digital Short Run (DSR) - printed at Edward Brothers in North Carolina in quantities as low as a case. Pricing is much more favorable and there are additional price breaks at different run lengths.

3) Booksurge - This option gets the best exposure at Amazon. They will also do what they call wholesale orders which are longer runs that are shipped to BRS and used by us to fulfill orders from other wholesale and retail customers.

Given the economic climate, I think it's reasonable to consider one of these options for frontlist. It requires a much lower initial investment in inventory and reduces the risk of inventory obsolescence. Granted, the unit cost will be higher than a 5000 copy offset run, but publishers can always go back to offset if the book does take off.

Again, I just want to make sure our publishers are aware that we do have these options available now. If you have any questions, please contact me at jharris@nbnbooks.com.

TRADE SHOW REPORT: FRANKFURT VS. BEA, by *David Breier*,
Marketing Director

When I found out I was going to Frankfurt, the first response I received from my friends and colleagues was that the show was HUGE compared to BEA. Only after I got home and saw the statistics did I get a sense of how big the show really is – 300,000 attendees at Frankfurt, compared to 28,000 at BEA this year. It is also a sprawling show, with multiple halls and levels within each hall. The second response I received was to bring a waterproof jacket and as predicted I saw very little of the sun while there.

Everyone at the Fair seemed busy going about the business of books, where as at BEA it is more about the business of demanding attention – even if that is done with an animatronic pterodactyl selling a book about yoga for anxious little dogs. The irony is that the Frankfurt Book Fair is open to the public, but marketing is much more subdued compared to BEA. Face time and meetings are what is important and I think this is something that could be improved on at BEA. Take some of the hype out of BEA and bring back more meaningful discussions about books and business and I think publishers would go home feeling like it was all worth it. I know that I learned a phenomenal amount at the Fair and it also helped me contextualize publishing and distribution in the US market on a greater scale.

Also, one of the things that impressed me the most about Germany and the Fair was the lack of waste and the public's respect for recycling. I mean, I didn't see a single ketchup packet the whole week, just the large refillable dispensers. At BEA it is common to see reams of wasted

paper and catalogs and galleys stacked by trash cans and left in corners, but at Frankfurt if you wanted one of the few ARCs available you needed to have an appointment or really convincing argument. Freebies were at a minimum and bags that would have been given out at BEA were being sold instead. This just makes sense as budgets are tightened and resources reassessed.

21ST ANNUAL BEN FRANKLIN AWARDS

Independent Book Publishers Association (IBPA, formerly PMA) have announced the deadlines for the 21st Annual Ben Franklin Awards. Books copyrighted in 2008 are eligible to enter the competition. Any books submitted with copyright dates other than 2008 must be accompanied with proof of initial distribution in the year 2008.

DEADLINE: December 31, 2008*

* All titles carrying a 2008 copyright date will be accepted in this final round of entries.

All finalists will be notified in April 2009. The gala awards ceremony will take place on Thursday, May 28, 2009 at the Roosevelt Hotel in New York City.

Entry Fees:

IBPA member – \$80 per title, per category

Non-IBPA member – \$180 for first title, which includes one year's membership in IBPA; \$80 per title, per category for second and subsequent entries.

For more information go to:

<http://www.ibpa-online.org/custom/benfranklin/benfranklin.aspx>

HOW TO GET MASSIVE TRAFFIC TO YOUR BLOG: TAG! YOU'RE IT!, *by Penny Sansevieri, with Author Marketing Experts*

One of the biggest questions I get from authors is: "I have a blog but how do I get people to it?" Well first off, you want to keep blogging, but there are other things you can do too, and we'll discuss two of the most powerful ones here.

If you've spent any kind of time online you've probably heard the terms: tag or social bookmarking. But what **exactly** do these terms mean?

If you think of the term "tagging" like you would a name tag at a party or networking event it will start to make much more sense. Generally when you post a blog, it's recommended that you "tag" it with various terms appropriate to the message of the blog. The Wikipedia definition of "tag" is: A tag is a keyword which acts like a subject or category. This keyword is used to organize web pages, subjects, and objects on the Internet.

When you think of it this way, what you're really doing is organizing each of your blog posts so that folks can find and search them. By tagging each of them with specific keywords you'll come up faster when someone searches those keywords than if you left your blog blank. Make sense? Ok, then let's get started learning how to tag. (I promise, it's very easy).

When creating tags, there are two types that you can create. You can imbed your blog with tags using services like Technorati (more on that in a minute) or you can go to social networking sites and tag your blog as well. Honestly, I recommend a combination of both.

Social bookmarking is a way of "bookmarking" favorite sites (i.e. yours) so you can easily share them (via tags) with the Internet community and especially folks who are searching on your search term. I'll explain how to get your site bookmarked but for now take a look at sites like www.digg.com and del.icio.us.com - these are the top two social bookmarking sites you'll want to use. There are others but we'll discuss these in a minute.

Ok, here we go!

Simple steps to tagging:

- 1) Create a blog post: just write your blog, don't worry about doing anything different.
- 2) Identify some keywords you'll want to use: just pick some keywords, as many as you want. Don't worry about getting too scientific with this, just be thorough.
- 3) Create your tags: head on over to <http://www.egmstrategy.com/ice/tag-generator.cfm> and generate tags (this will be choice #1). Once you input the keywords make sure the default button is checked at Technorati. Then go to the bottom and click "generate code" - this code will get posted right into your blog. It's that easy! (tip: always post this code at the end of your blog) When you're done you'll see code in your blog like this: <http://www.redhotinternetpublicity.com/blog/?p=45>.
- 4) Social bookmarking: simply put, you want to tag each of your blog posts in one or all of the following social networking sites. The one slightly time-consuming piece is that you'll need to set up accounts for each of these but once you do, it will take you a minute or so per post to add a social bookmarking tag to each of them. Here are some of the most popular social bookmarking sites you'll want to use: digg.com, Del.icio.us, myweb.yahoo.com (this is still in beta but I recommend using it anyway), blinklist.com, spurl.net, reddit.com, furl.net, and stumbleupon.com.
- 5) Nuts and bolts: each of these sites has a different set of criteria for bookmarking your blog post. If you're blogging every day this might seem pretty tedious. If it's too much work to tag

and bookmark each of your posts, handpick a few each week and focus on those. The idea is that you want to get these keywords out in cyberspace so folks can find you.

Ready for a final tip? If you want to impress customers with your endless list of resources why not share your Del.icio.us page with your readers/customers? Del.icio.us gives each registered member their own page with all of their bookmarks. Ideally you'll want to include other resources besides your own blog but a link to this page could be a fantastic way to gain additional exposure not just for your blog, but to your wealth of resources as well. (here's my page: <http://del.icio.us/bookmkr>).

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 © 2008 Penny C. Sansevieri

ACCOUNT SPOTLIGHT: BAKER & TAYLOR, by Chris Cassel, National Accounts Manager

Over the many years that I have called on Baker & Taylor, the operation has changed so much that NBN management thinks an open letter recapping some of these changes might be of interest to both our staff and client publishers.

First, a little corporate history: Baker & Taylor was acquired in 1970 by conglomerate W.R. Grace. In 1992, it was sold to a B&T management team and the Carlyle Group, and then sold again in 2004 to the private equity firm Willis Stein. Then in 2006 another equity group, Castle Harlan, bought the company. As this rapid turnover in ownership might suggest, there have been noticeable changes at the level of day to day operations at Baker & Taylor since the relatively sleepy years of the Grace stewardship.

In the view of many in the publishing industry, the changes have mostly been for the better. Each new owner since Grace has injected money into the business, resulting in not only improved service, but expansion into promising growth areas within the publishing market. Old acquisitions which had been run as uncoordinated operations were merged, and new ones were made with an eye towards new market development.

David Cully, a former long time B&N executive, was named President of Retail Sales at Baker & Taylor in May. More recently he hired John Lindsay, another book industry veteran, away from Levy. In September, the buying department was completely reorganized. The long standing

practice of buying by publisher or distributor was replaced with buying by category, somewhat similar to the set up at B&N and Borders. One of the reasons for the change was to allow buyers to develop a deeper understanding of their assigned areas of book publishing, and a keener awareness of the performance of their categories' titles in the various market channels.

Here are some updates on B&T's business:

- B&T now drop ships Books, CDs, and DVDs directly to many of Amazon.com's customers.
- B&T also exclusively supplies other online retailers such as Overstock.com and Toys'R Us.com.
- In 2008, Borders.com was added to that client list.
- The acquisition of Advanced Marketing Services – rechristened Baker & Taylor Marketing Services - has made them a major supplier to the price clubs.
- On the technical front, their customer online ordering system, Title Source, is constantly being upgraded, and has become a sophisticated research and ordering tool for their retail customers.
- B&T's overall retail sales now surpass their institutional sales.

Their 1999 acquisition of Yankee Book Peddler made them a major player in the academic library market. It is YBP expertise that created the Pub Alley database, giving publishers and distributors access to detailed sales activity of books from all publishers.

Their international division has been rapidly growing in the last few years, keeping pace with the global expansion of internet retailing. B&T can deliver orders to any European country from their Momence, Illinois facility in 24 hours, and almost anywhere in a few days or less.

Lastly, the core library market has not been neglected. Title Source has proved to be as much if not a more valuable resource for public and school libraries as it is for retailers, and B&T offers libraries the expertise to create Amazon-like interactive web pages for use by the libraries' patrons.

When preparing marketing plans, I would strongly encourage publishers to consider Baker & Taylor as a part of their campaigns. Although not as neatly quantifiable as the results, for example, of a retailer's weekend promotion, publishers who have taken full advantage of B&T's many advertising venues have seen positive results. The 2009 advertising catalog (http://www.alleytalk.com/2009_ad_guide/), details all the venues where publishers can position their books in the various market channels. All NBN publishers qualify for small press rates, usually 40% off the standard ones.

Today's Baker & Taylor is not the Baker & Taylor many of us once knew. Their present position as a key supplier to so many different markets has given them a presence that few would have thought possible a decade ago.

THE INTERNET FORAGER: USEFUL WEBSITES FOR PUBLISHERS

Pairing Books with Wine

<http://www.examiner.com/x-562-Book-Examiner-y2008m10d24-Pairing-books-with-wine>

New England Children's Booksellers Advisory Council Interactive Author Touring Map

This is a very cool tool for any children's authors thinking of touring New England:

<http://www.newenglandbooks.org/necbamap5.html>

Guerilla Marketing: Soliciting Reviews From Readers

Check out what Tow Press is trying:

<http://www.guardian.co.uk/books/booksblog/2008/sep/11/tow.press.giveaway.kevin.federline>

Shipping Rates and Carriers Compared

The Baltimore Sun recently ran an article comparing shipping carriers:

<http://www.baltimoresun.com/business/investing/bal-bz.ml.shipping31aug31,0,7526612.story>

Make sure you read the comments as well, they offer even more advice.

Judging a Book By Its Cover (fun time waster)

<http://judgeby.com/>

A Fun Blog About Books

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

LIBRARY JOURNAL COLLECTION DEVELOPMENT OPPORTUNITY

There is a section in *Library Journal* advising libraries about collection development. It generally highlights well-regarded backlist books on particular subjects that libraries should consider having as part of their collection. Each month is a different topic, usually something timely for their library patrons. Publishers are able to submit titles for potential inclusion. There is a list of topics for the 2009 calendar online at

<http://www.libraryjournal.com/index.asp?layout=collectionCalendar&year=2009>.

LJ prefers to have materials relevant to the topic of the particular collection development article sent directly to the assigned writer. If you think you have a book that fits with an upcoming topic, email Wilda Williams (wwilliams@reedbusiness.com), Senior Editor, Book Review with *Library Journal*, and she can tell you if the article has yet been assigned and where to submit materials.

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/>.

PW CALL FOR INFORMATION: SPRING CHILDREN'S ANNOUNCEMENT ISSUE

Titles published between January 1 and June 30, 2009 are eligible.

Deadline for listings: December 3, 2009

Deadline for art: January 12, 2009

The listings should be brief, only 1-2 sentences describing the plot or content. These should be submitted on letterhead with the titles in ascending age order, beginning with "all ages," not by month or alphabetically. List dual editions only once. For hardcovers and paperback originals include title, price, author, illustrator, brief summary, age range in years, and the pub date. If you have imprints, please write them up separately.

Send **two** copies of the listing and two copies of your catalog to: "Spring Children's Announcements, John Sellers, Publishers Weekly, 360 Park Ave. South, New York, NY 10010. Include contact name, email address, and phone number with your submissions. Send package

Also, here's some recent news from PW:

- PW now has a subscription deal with Hudson Book Stores to supply each key store manager with Publishers Weekly Subscriptions.
- PW launched video channel for publishers to promote book trailers.
- PW Children's Bookshelf now has 18,000 subscribers.
- PW is launching a new newsletter called "Cooking the Books" to reach over 45,000 dedicated readers of cookbooks.

BOOK TRADE SHOWS AROUND THE GLOBE – 2008-2009

Independent and Small Press Book Fair

Dates: 12/6 – 12/7

Location: New York, NY

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

American Library Association Midwinter Meeting 2009

January 23–26, 2009

Colorado Convention Center, Denver, CO

Website: <http://www.ala.org/ala/conferencesevents/upcoming/midwinter/home.cfm>

London Book Fair 2009

April 20–22, 2009

Earl's Court Exhibition Center

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

Book Expo America 2009

May 26–31, 2009

Jacob K. Javits Convention Center, New York, NY

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

American Library Association Annual Conference 2009

July 9–15, 2009

McCormick Convention Center, Chicago, IL

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

TELL US ABOUT YOUR 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 – **we 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>).

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 August/Sept. '09 catalog are as follows:

Copy and Space Reservations: November 19, 2008

Tipsheets and Color Art: December 10, 2008

The deadlines for the Oct/Nov. '09 catalog are as follows:

Copy and Space Reservations: January 14, 2009

Tipsheets and Color Art: February 4, 2009

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.

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:

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		
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