



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

**NOVEMBER-DECEMBER 2009**

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**NOTES FROM THE EDITOR: THE DIGITAL HORIZON**

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According to Mike Shatzkin (<http://www.idealogy.com>), there are four phases of ebook adoption: vision, establishment, transition, and the new marketplace. According to a [post on his blog](#) this past summer, we are in the establishment phase and transition was seen as 1-3 years away. Based on the **overwhelming** response I received to the discounted Kindle offer Amazon presented to NBN clients, I have to wonder if we aren't now teetering on the brink of Transition. Amazon has touted that Kindle is its most wished for gift this holiday season and PW has reported that the demand for Barnes and Noble's nook was so great, that some

customers will have to wait until January to receive their orders. The crucial thing to consider is not what devices ebooks will be read on, simply that people are willing to read digitally. The acceptance of ebooks as a viable medium had to happen first and from sales reports and news stories, I think we are there. In the **Understanding Digital Publishing** section of this newsletter, you'll see there are multiple news stories and gift guides in mainstream media sources about ebooks and ereaders. Previously, many of these articles were confined to industry publications and technology-related media, such as *Wired* or *PC Magazine*. I think that 2009 will be seen as the year ebooks started really taking off and it makes me wonder what surprises are in store for us in 2010.

Have a safe and happy holiday season!

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## **IMPORTANT REMINDERS**

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### **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. Please use the labels to **send sales materials directly to the reps**. Sales materials should be sent to the reps to arrive right around the sales conference:

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

[http://www.nbnbooks.com/publishers/NBN\\_Rep%205160\\_Labels\\_080709.doc](http://www.nbnbooks.com/publishers/NBN_Rep%205160_Labels_080709.doc)

[http://www.nbnbooks.com/publishers/Rep\\_Mailing\\_Quantities.092809.xls](http://www.nbnbooks.com/publishers/Rep_Mailing_Quantities.092809.xls)

<http://www.nbnbooks.com/publishers/salesrepassignments06092009.xls>

### **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, remember that you can find the **catalog schedule online** at (<http://pdfs.nbnbooks.com/NB/NNe/NBNNewCatSchedule.pdf>), the **catalog copy** is at ([http://www.nbnbooks.com/production/catalog\\_copy/index.shtml](http://www.nbnbooks.com/production/catalog_copy/index.shtml)), and **tip sheet** form is at (<http://www.nbnbooks.com/production/tipsheets/TipSheetTemplate.shtml>). 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>

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## **NBN BROWN BAG LUNCH WEBINAR: POD AND DSR**

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We just completed our latest NBN Brown Bag Lunch Webinars on **Print-on-Demand (POD) and Digital Short Run (DSR) Printing: Understanding the Whys and Hows.**

We covered:

- The differences between POD and DSR
- When and why to use DSR
- When and why to make a book POD
- How POD can help your revenue streams
- POD sales channels and the availability of your title
- Sample quotes for a title printed as POD and DSR
- Creating a hybrid DSR/POD solution
- Changes in the technology and what is now possible
- What is needed to add a book to our POD program

We are making our webinars available online and you can access them here:

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

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## **\*\*\*FREE CLASS\*\*\*: HOLIDAY POTLUCK MARKETING EXTRAVAGANZA**

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On Thursday, December 10, 2009 at 2:00PM Eastern (11:00AM Pacific) Author Marketing Experts will be presenting the next in her series of hour-long classes as a **Holiday Potluck Marketing Extravaganza!** Here's a great way to start 2010: kick it into high gear with our powerful, end-of-the-year holiday wrap up/online mixer. We'll do a recap of our biggest and best marketing tips from past sessions and then we'll filter it down to help you create a top 10 list of the best things you can start doing for your book right now! We'll also have experts, Jeniffer

Thompson of MonkeyCMedia and Susan Gilbert of JoomlaJump on the call to dig even deeper into SEO, SEM, and all things tech.

Here are just a few of the things we'll cover:

- Setting goals and objectives
- The best and worst things you can do for your book - and how to know which is which...
- New trends for 2010: what to watch for and what can you do now to get ready for them
- Got questions? We've got answers - bring us your toughest challenges and we'll solve 'em!
- Holiday Potluck: please bring one favorite marketing tip to share with the group!

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](mailto:authors@amarketingexpert.com) with the subject line: **NBN Class**. You'll then be sent instructions for calling in and logging on.

NBN has been 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.

If you would like to access previous AME and NBN webinars, go to:

<http://amarketingexpert.com/ameblog/free-classes-audio/>

The password is - freeclasses

The most recent webinar about Facebook can be found here:

<http://amarketingexpert.com/ameblog/the-power-of-facebook/>

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### **SUBMITTING YOUR BOOKS FOR REVIEW**, *By Davida Breier, Marketing Director*

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We've compiled the following information for major industry review publications. When you send your review copy packets pay close attention to how many copies the review source needs, the types of materials they will accept, and if they require finished copies. As a matter of good practice, each book should contain the following information on the cover, either as a sticker or part of the ARC text:

- Title
- Author/Editor
- Price
- Publisher (and imprint, if applicable)
- Publication date
- Format (cloth, paper, audio)
- Page count
- 13-digit ISBN
- Month and day of publication
- Distribution arrangements
- Publicity contact information

Your review packet should also contain: A cover letter with a brief description of the book, marketing and publicity plans, and information about the author, including any previous books/reviews. If it is a children's book, include details particular to the genre.

### **Publishers Weekly (Adult Books)**

**WHAT:** PW reviews books in the following categories: nonfiction, fiction, poetry, graphic novels, cooking, gardening & home, health & fitness, parenting, and mass market. Send two copies of every title submitted - single copies will not be considered. Include information about any book club or major rights sales, large author tours, large print runs (10,000+ copies), and large marketing budgets (\$30,000+). Finished books and bound manuscripts are acceptable for submission. Clearly mark them "In Lieu of Galleys." Unbound folded-and-gathered sheets (F&Gs) are only acceptable for submission of heavily illustrated books.

**WHEN:** Submissions must be sent three to four months prior to the 1st day of the month of publication.

#### **WHERE:**

##### **Publishers Weekly**

[Note the relevant category (i.e. "Poetry Reviews")]

360 Park Avenue South

New York, NY 10010

Religion titles should be sent to:

##### **Publishers Weekly Religion Reviews**

Marcia Z. Nelson

1118 Garfield St.

Aurora, IL 60506

#### **MORE DETAILS:**

<http://www.publishersweekly.com/submissions#Adult%20Books%20for%20Review>

### **Publishers Weekly (Children's Books)**

**WHAT:** Books must be geared toward children, do not submit books aimed at parents or teachers. Send two copies of the galley or F&G sheets, followed by two copies of the finished book, when it becomes available. PW cannot review from photocopies, manuscript pages or digital submissions. PW does not review revised editions or subsequent titles in an established series. In addition to the standard book data, also include age level of readers (in years, not in school grades).

**WHEN:** Submissions should be sent three to four months prior to the 1st day of the month of publication.

#### **WHERE:**

##### **Publishers Weekly**

Children's Book Reviews

360 Park Avenue South

New York, NY 10010

#### **MORE DETAILS:**

<http://www.publishersweekly.com/submissions#Children's%20Books%20for%20Review>

## **Library Journal**

**WHAT:** LJ generally does not review textbooks, children's books, very technical or specialized works, and books in languages other than English. Books previously published abroad are eligible if they are being released here for the first time and have a U.S. distributor. Only 15% of books submitted for review are selected for inclusion in LJ. Books are selected for their potential interest to a broad spectrum of libraries. (About 50% of LJ's readers are in public libraries; another 21% are in academic libraries; about 13% are in special libraries; and about 6% are in school libraries.) The reviews are used primarily by librarians to make their purchasing decisions.

LJ will accept galleys, page proofs, or manuscripts (only one copy is necessary). Publishers who cannot supply advance galleys may submit finished books, but clearly mark them "In Lieu of Galleys" with the publication date noted on the cover. For reference and heavily illustrated works, it is helpful to send F&Gs in advance, but follow promptly with the finished book. If F&Gs are not available, send the finished book as early as possible.

**WHEN:** Submissions must be sent three to four months in advance of publication date.

### **WHERE:**

#### **Library Journal**

Book Review Editor  
360 Park Avenue South  
New York, NY 10010

## **LJ AUDIO BOOKS:**

**WHAT** and **WHEN:** Please submit audiotapes/CDs for review as soon as they are available. Audiotapes/CDs must be current to be considered for review. Promotional material must accompany each audiobook, noting publication date, number of cassettes, number of hours, narrator, category, ISBN, and price.

### **WHERE:**

#### **Library Journal**

Ann Burns, Associate Editor  
360 Park Avenue South  
New York, NY 10010

## **MORE DETAILS:**

<http://www.libraryjournal.com/info/CA602796.html#1>

## **School Library Journal**

**WHAT:** Reviews new children's and young adult general trade books and original paperbacks. In order to be considered for review, books must be of national interest and be readily available from national distributors. *SLJ* does not review books for parents or teachers, reissues, textbooks, or workbooks. Two copies of the book are required. Galleys may be submitted, but they must be followed by two finished copies. Reviews cannot be published until *SLJ* has received a publisher's catalog, two copies of the book, and the following bibliographic information: author, title, binding(s), price(s), publication month and year, ISBN(s), Library of

Congress number (or notice that there will not be one) and whether or not Cataloging in Publication data will appear in the book.

**WHEN:** At least two months before the month of publication.

**WHERE:**

**School Library Journal**

SLJ Book Review  
360 Park Avenue South  
New York, NY 10010

**SLJ AUDIO BOOKS**

**WHAT** and **WHEN:** Audio recordings (cassettes and CDs) are eligible for review if they were released during the current year and designed for a PreSchool through 12th grade audience. Please submit the program along with information on grade level, running time, copyright and release date, and price.

**WHERE:**

**School Library Journal**

Multimedia Review Editor  
Phyllis Levy Mandell,  
360 Park Avenue South  
New York, NY 10010

**MORE DETAILS:**

<http://www.schoollibraryjournal.com/info/CA444296.html>

**American Library Association's Booklist**

**WHAT:** For adult fiction and nonfiction, send galley of all original adult fiction and nonfiction. In cases where no galley are available, photocopied manuscript, page proofs, F&Gs, or other standard forms of prepublication copy are acceptable. For children's and YA books send two copies of F&Gs for picture books, nonfiction, and other titles primarily dependent on illustrations. Send bound galley for other children's and YA books, including original paperbacks. Please send two finished copies of all books submitted for review in galley form.

**WHEN:** At least 15 weeks before publication date. Galley received less than 15 weeks before publication will be considered provided they are sent to Booklist no later than to other trade publications.

**BOOKLIST AUDIO BOOKS:**

Send one copy of newly released audiobooks and spoken word audios. Audio media must be accompanied by running time, distributor contact information, and names of the performers, readers, and authors when applicable.

**WHERE:**

**Booklist**

American Library Association  
50 E. Huron St.  
Chicago, IL 60611

*Adult Books:* [Brad Hooper](#), Adult Books Editor

*Children's & YA:* [Gillian Engberg](#), Managing Editor, Books for Youth

Audio/Media: [Sue-Ellen Beauregard](#), Media Editor

Reference Books: [Mary Ellen Quinn](#), Reference Books Bulletin Editor

**MORE DETAILS:**

[http://www.booklistonline.com/default.aspx?page=general\\_info&id=65](http://www.booklistonline.com/default.aspx?page=general_info&id=65)

**The New York Times Book Review**

**WHAT:** Only reviews books published in the US and available through general-interest bookstores. Only a small percentage of books received are reviewed.

**WHEN:** Submissions must be sent three to four months in advance of publication date. If galleys are not available, finished books may be sent.

**WHERE:**

**The New York Times Book Review**

Editor of the Book Review

620 Eighth Avenue, 5th Floor

New York, NY 10018

*Note: If you are sending a children's book, please send it to the attention of the "Children's Book Editor".*

**MORE DETAILS:**

<http://www.nytimes.com/membercenter/faq/books.html?ref=review#booksqa2>

*Also consider sending your books to local and major daily newspapers, local and national magazines, as well as those with a specific focus that relate to your title. Publications from organizations can also offer good exposure to your target demographic. Also, don't forget blogs that focus on your niche.*

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**IMPORTANT EDITORIAL CALENDARS**

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**Publishers Weekly:**

<http://www.publishersweekly.com/contents/pdf/2010%20PW%20Media%20Kit.pdf>

**Library Journal:**

[http://www.libraryjournal.com/contents/pdf/2010\\_LJ\\_EditCal.pdf](http://www.libraryjournal.com/contents/pdf/2010_LJ_EditCal.pdf)

**School Library Journal:**

[http://www.schoollibraryjournal.com/contents/pdf/2010\\_SLJ\\_EditCal.pdf](http://www.schoollibraryjournal.com/contents/pdf/2010_SLJ_EditCal.pdf)

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**UNDERSTANDING DIGITAL PUBLISHING**, by Davida Breier, Marketing Director

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**Libraries and eBooks**

[The New York Times](#) reports that:

*"About 5,400 public libraries now offer e-books, as well as digitally downloadable audio books. The collections are still tiny compared with print troves. The New York Public Library, for example, has*

*about 18,300 e-book titles, compared with 860,500 in circulating print titles, and purchases of digital books represent less than 1 percent of the library's overall acquisition budget."*

*"But circulation is expanding quickly. The number of checkouts has grown to more than 1 million so far this year from 607,275 in all of 2007, according to OverDrive, a large provider of e-books to public libraries. NetLibrary, another provider of e-books to about 5,000 public libraries and a division of OCLC, a nonprofit library service organization, has seen circulation of e-books and digital audio books rise 21 percent over the past year."*

### **Does the Brain Like eBooks?**

[A blog from the NYT](#) debates the way people read...

### **Social Classes and Social Networks**

<http://www.cnn.com/2009/TECH/science/10/13/social.networking.class/>

### **Social Media Statistics**

<http://www.crn.com/software/220900048>

### **FTC Clarifies Blogs and Reviews:**

<http://www.publishersweekly.com/article/CA6702752.html>

### **Estimated Kindle Sales:**

<http://blogs.zdnet.com/Ratcliffe/?p=466>

"Working from my previous estimate, 783,000 as of July 1, and building in unit volume growth of 60 percent—sales revenue gains in electronics in the U.S., \$217 million higher in the first three quarters of 2009 than in 2008, seems to be driven heavily by Kindle sales—I estimate Amazon has sold 1,072,000 Kindles as of Sept. 30, 2009. That would be 289,000 Kindles sold during Q3."

### **U.S. Leading the World in Mobile eBook Use:**

[http://www.businessweek.com/the\\_thread/techbeat/archives/2009/10/us\\_leading\\_the.html](http://www.businessweek.com/the_thread/techbeat/archives/2009/10/us_leading_the.html)

"Currently, iPhone owners consume 42.1% of all mobile ebooks served up via Wattpad, which tracks ebook usage in 160 countries. And 78% of all iPhone ebook usage comes from North America."

### **15 Twitter Users Shaping the Future of Publishing**

<http://mashable.com/2009/10/22/twitter-publishing/>

### **7 Reasons Why eReaders Make Great Gifts This Year**

<http://www.pcmag.com/article2/0,2817,2356482,00.asp>

### **Amazon's Kindle Breaks Amazon's Sales Record**

<http://www.pcmag.com/article2/0,2817,2356403,00.asp>

### **Ten Predictions For The E-Reader/E-Book Market In 2010**

<http://paidcontent.org/article/419-ten-predictions-for-the-e-book-market-in-2010/>

### Protect eBooks Or Trust Customers To Do The Right Thing?

<http://www.huffingtonpost.com/mark-coker/protect-ebooks-or-trust-c b 341173.html>

### App Attack: Mobile Reading

<http://www.publishingtrends.com/2009/12/app-attack-mobile-reading/>

### The Future of Reading: As the book changes form, the library must champion its own power base—readers

<http://www.libraryjournal.com/article/CA6703852.html?industryid=47109>

Good LJ article.

### Illegal downloaders 'spend the most on music', says poll

<http://www.independent.co.uk/news/uk/crime/illegal-downloaders-spend-the-most-on-music-says-poll-1812776.html>

### E-readers may not solve publisher woes yet

<http://www.reuters.com/article/technologyNews/idUSTRE59T3AW20091030>

### Caught in the Middle: Publishing's Other Customers

<http://digitalbookworld.wordpress.com/2009/11/02/caught-in-the-middle-publishings-other-customers/>

### Barnes & Noble Adopts ePub Standard; Aligns With Adobe

<http://www.digitaltrends.com/gadgets/barnes-aligns-with-adobe/trackback/>

### Roundup: E-Reader Gift Guide

[http://www.wired.com/reviews/product/giftguide\\_ebook](http://www.wired.com/reviews/product/giftguide_ebook)

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## **PRICE CHANGE POLICIES**, by Jeanne Kramer, Vice President, Marketing

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We thought this would be an appropriate time to remind you of NBN's long-standing policy regarding price and discount changes that our accounts have required us to adopt.

### **Price Changes:**

#### **NYP (Not Yet Published) titles -- orders entered and backordered:**

NBN will update the price or discount on backorders in our system provided we receive written notice from the publisher a **minimum of 45 days prior to the date on which new titles are expected to be received in our warehouse**. Backorders will **not** be changed if the expected ship date from the NBN warehouse is less than 45 days from the date of receipt of the request. These backorders will be shipped at the price or discount entered on the initial order.

**New Orders Received after NBN Notification:**

In the event that we receive your written notice with fewer than 45 days until the expected ship date, there is a **21 day notification** period which must be given to the accounts. Any backorders already entered and any new orders received during that 21 day period will be shipped at the previous price or discount.

**Backlist titles:**

Price or discount changes to backlist titles (titles where the initial orders have shipped) will also require a **21 day notification period**. We will begin entering orders at the new price or discount three weeks following receipt of written notice from the publisher. All titles backordered prior to the 21 day notification period will be shipped at the priced entered on the order.

Please keep in mind that these pricing policies will affect your returns. Because industry standards do not require customers to submit original invoice information when making a return, returns received after the effective date of the change will be credited at the new price

**Price Update Process:**

We've made the price update process as convenient as possible.

**To update prices, simply go to the NBN website:**

<http://www.nbnbooks.com/publishers/dataupdate/TitleUpdate.shtml>; complete the form and submit. This information will be distributed and the appropriate people will be notified. Or you can email your price changes to your Publishing Services representative. Please provide the title's 13-digit ISBN; title and new price in your e-mail.

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**FILEDBY**

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**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.

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**BOOK AWARD INFORMATION**

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**BENJAMIN FRANKLIN AWARD CALL FOR ENTRIES**

You are invited to enter the 22nd Annual Independent Book Publishers Association (IBPA) Benjamin Franklin Awards® competition for excellence in publishing throughout the year 2009. This publisher award includes fifty plus categories, recognizing excellence in both editorial and design, and is regarded as one of the highest national honors in independent book publishing.

IBPA member - \$80 per title, per category

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

Entry deadline December 31, 2009

For more information go to:

<http://ibpabenjaminfranklinawards.com/>

Or contact:

IBPA (Independent Book Publishers Association)

627 Aviation Way, Manhattan Beach. CA 90266

Email: [info@ibpa-online.org](mailto:info@ibpa-online.org)

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### **THE 2010 ERIC HOFFER BOOK AWARD**

The Eric Hoffer Book Award recognizes excellence in publishing. Awards are open to academic, independent, small press, and self-published books that were released or copyrighted in the last 2 years, including unique books with small print runs. Books over 2 years enter the legacy fiction or legacy non-fiction category. CATEGORIES: Art, Poetry, General Fiction, Commercial Fiction, Children, Young Adult, Culture, Memoir, Business, Reference, Home, Health, Self-Help/Spiritual, Legacy (fiction or nonfiction).

\$1,500 Grand Prize

Entrance Fee of \$45

Entry deadline January 21st, 2010

For more information go to:

<http://www.HofferAward.com>

Or contact:

The Eric Hoffer Awards

PO Box 11, Titusville, NJ 08560

Fax: (609) 964-1718

Email: [info@hofferaward.com](mailto:info@hofferaward.com)

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### **PUBWEST BOOK DESIGN AWARDS**

PubWest Book Design Awards were developed to recognize superior design and outstanding production quality of books. Originally, our design awards were limited to publishers in the West, but as we strive to promote the importance of book design and production in our industry, we have opened our awards to publishers throughout North America.

Books must have been published between January 1, 2009 and December 31, 2009. There are 20 categories and the deadline for entry is March 12, 2010.

For more information go to:

<http://www.pubwest.org/>

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## **NBN FUSION REMINDER**

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This is just a reminder about our program **NBN Fusion**, a low-cost, integrated solution for your digital and publishing needs. Being a modern, full-service distributor means handling finished books, printer files, and e-books, as well as providing online marketing tools. By embracing these changes, NBN can help you open up new streams of revenue and compete in this changing landscape.

NBN Fusion offers a variety of services including digital book sales, book production services and book manufacturing. The digital book arm includes e-book distribution, discounted conversion services, and sales to a long list of vendors. Production services include copyediting, composition, file conversion, proofreading, indexing, and consultation. Fusion's manufacturing services will offer extremely low rates for Print-On-Demand (POD) and Digital Short Run (DSR) and can also provide quotes from preferred printers for offset and 4-color printing.

We held a series of webinars about NBN Fusion, but if you missed those and need information about the program, please contact [dbreier@nbnbooks.com](mailto:dbreier@nbnbooks.com).

You can learn more on our website at:

<http://www.nbnbooks.com/DigitalInitiatives/DigitalInitiatives.shtml>

We also have a blog that will keep you up-to-date about digital publishing:

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

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

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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](mailto:peter.oetker@gatewaylogistics.biz) or 717-428-2507 or 888-800-1080.

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## **CPSIA UPDATE**

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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.

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## **BOOK TRADE SHOWS AROUND THE GLOBE – 2009**

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

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

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## **NBN CATALOG SCHEDULE AND PRODUCTION GUIDELINES**

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Several seasons ago, we started collecting new title data from publishers every other month and made the switch from 3 catalogs a year to 6. The most important reason was to accommodate the increasingly early data demands of the account databases. In addition, we heard feedback from many of you that you appreciated the bi-monthly deadlines because it smoothed your work flow

While we will continue to request your new title data every other month, we have decided to go back to printing 3 catalogs at the request of our accounts. This will allow us to continue exporting title data to the market as quickly as possible since we are collecting data in 2-month chunks, but we will bind titles from 4 months into one catalog.

The attached schedule outlines our catalog deadlines. We will begin with our Fall 2010 Catalog. The comprehensive Fall 2010 catalog will include books publishing in August/September and October/November 2010 and will be printed by the Fall 2010 sales conference in April. Please continue to observe the bimonthly deadlines since we will be closing each two-month section of the catalog once its deadline has passed.

We've discussed this revision thoroughly with our sales reps and major buyers and all are pleased with this solution.

**To view NBN's 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](http://www.nbnbooks.com) or specifically at this link:  
[http://www.nbnbooks.com/production/catalog\\_production/index.shtml](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](mailto: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 FOR THE AUG/NOV '10 CATALOG ARE AS FOLLOWS:**

**Books with pub dates of Aug/Sept 2010 –**

Copy and Space Reservations: November 18, 2009

Tipsheets and Color Art: December 18, 2009

**Books with pub dates of Oct/Nov 2010 –**

Copy and Space Reservations: January 6, 2010

Tipsheets and Color Art: February 2, 2010

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.

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**THE SHELF AWARENESS DROP-IN DATABASE**

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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](http://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](mailto:dtd@shelf-awareness.com) or call 206-274-8144 with any questions.

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### **NEW LOWER AD RATES AND PROCEDURES**

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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](mailto: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](mailto:r.futterman@reedbusiness.com)

[www.LibraryJournal.com](http://www.LibraryJournal.com), [www.slj.com](http://www.slj.com) [www.criticismagazine.com](http://www.criticismagazine.com)

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



## **INFORMATION THAT BEARS REPEATING**

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

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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

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

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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](mailto: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](mailto:kmattscheck@nbnbooks.com), if you have any questions.

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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 **blogs:** <http://nbnbooks.blogspot.com/> and <http://nbnfusion.blogspot.com/>

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**WHOM TO CONTACT AT NBN:**

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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

Item	Staff Person	Ext.	Email
Accounting Issues	Tom Hunt	3702	<a href="mailto:thunt@nbnbooks.com">thunt@nbnbooks.com</a>
Address/Contact Changes	Cassie Copper	5525	<a href="mailto:ccopper@nbnbooks.com">ccopper@nbnbooks.com</a>
Advertising	David Breier	5513	<a href="mailto:dbreier@nbnbooks.com">dbreier@nbnbooks.com</a>
Advice, General	Your Account Manager		
Backorders/Advance	Mark Cozy	5506	<a href="mailto:mcozy@nbnbooks.com">mcozy@nbnbooks.com</a>
Bookscan Access/Issues	Cassie Copper	5525	<a href="mailto:ccopper@nbnbooks.com">ccopper@nbnbooks.com</a>
Catalog Issues	Liz Moffit	5515	<a href="mailto:lmoffit@nbnbooks.com">lmoffit@nbnbooks.com</a>
Coop Approval	Shana Logan	5514	<a href="mailto:slogan@nbnbooks.com">slogan@nbnbooks.com</a>
Coop (No-Hoops)	Mark Cozy	5506	<a href="mailto:mcozy@nbnbooks.com">mcozy@nbnbooks.com</a>
Covers on the Web	Kathy Stine	3568	<a href="mailto:kstine@rowman.com">kstine@rowman.com</a>
Crash Titles	Your Account Manager		
Database Changes	Karen Mattscheck	3513	<a href="mailto:kmattscheck@nbnbooks.com">kmattscheck@nbnbooks.com</a>
End of Month Sales Reports	Karen Mattscheck	3513	<a href="mailto:kmattscheck@nbnbooks.com">kmattscheck@nbnbooks.com</a>
EOM Accounting Reports	Tom Hunt	3702	<a href="mailto:thunt@nbnbooks.com">thunt@nbnbooks.com</a>
Inventory Discrepancies	Karen Mattscheck	3513	<a href="mailto:kmattscheck@nbnbooks.com">kmattscheck@nbnbooks.com</a>
Marketing Questions	Your Account Manager		
NBN Web Site	David Breier	5513	<a href="mailto:dbreier@nbnbooks.com">dbreier@nbnbooks.com</a>
NBN International	Les Petriw	416-534-1660	<a href="mailto:lpetriw@nbnbooks.com">lpetriw@nbnbooks.com</a>
Online Reports	Karen Mattscheck	3513	<a href="mailto:kmattscheck@nbnbooks.com">kmattscheck@nbnbooks.com</a>
Price Changes	Karen Mattscheck	3513	<a href="mailto:kmattscheck@nbnbooks.com">kmattscheck@nbnbooks.com</a>
Print and Reprint Quantities	Mark Cozy	5506	<a href="mailto:mcozy@nbnbooks.com">mcozy@nbnbooks.com</a>
Publicity Updates	Your Account Manager		
Publisher Handbooks	Cassie Copper	5525	<a href="mailto:ccopper@nbnbooks.com">ccopper@nbnbooks.com</a>
Rebill Invoices	Tom Hunt	3702	<a href="mailto:thunt@nbnbooks.com">thunt@nbnbooks.com</a>
Receiving Requirements	Karen Mattscheck	3513	<a href="mailto:kmattscheck@nbnbooks.com">kmattscheck@nbnbooks.com</a>
Remainder Processing	Karen Mattscheck	3513	<a href="mailto:kmattscheck@nbnbooks.com">kmattscheck@nbnbooks.com</a>
Reserve Stock Quantities	Mark Cozy	5506	<a href="mailto:mcozy@nbnbooks.com">mcozy@nbnbooks.com</a>
Sales Conference Questions	David Breier	5513	<a href="mailto:dbreier@nbnbooks.com">dbreier@nbnbooks.com</a>
Sales Materials	Cassie Copper	5525	<a href="mailto:ccopper@nbnbooks.com">ccopper@nbnbooks.com</a>
Sales Reports	Karen Mattscheck	3513	<a href="mailto:kmattscheck@nbnbooks.com">kmattscheck@nbnbooks.com</a>
Stickering	Karen Mattscheck	3513	<a href="mailto:kmattscheck@nbnbooks.com">kmattscheck@nbnbooks.com</a>
Stock Receipts	Karen Mattscheck	3513	<a href="mailto:kmattscheck@nbnbooks.com">kmattscheck@nbnbooks.com</a>
Stock Transfers	Karen Mattscheck	3513	<a href="mailto:kmattscheck@nbnbooks.com">kmattscheck@nbnbooks.com</a>
Titles on the Web	Kathy Stine	3568	<a href="mailto:kstine@rowman.com">kstine@rowman.com</a>
Trade Shows	David Breier	5513	<a href="mailto:dbreier@nbnbooks.com">dbreier@nbnbooks.com</a>