



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

SEPTEMBER-OCTOBER 2008

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NOTES FROM THE EDITOR

I heard from a few of you regarding the questions I raised about issues facing publishers and publishing in general in the last newsletter.

Peggy Tierney ([Tanglewood Press](#)) questioned the changes and overall costs surrounding BEA and the big national trade shows. It is true, tangible orders at the show have all but

disappeared, making the event much more about connecting with people, selling rights, researching competition, marketing new books, and increasing branding and visibility. It is much harder to quantify these things compared to cold, hard measurable sales. The increased costs for BEA are being questioned by everyone and I suspect Reed, the management company who runs BEA, may have to address that for the '09 show. I know for a fact that NBN is looking at making changes internally to reduce the costs for publishers to display within the NBN Pavilion next year. Expect to hear from me (or Ginger) in early October about our BEA plans for '09.

Peggy also mentioned the regional shows in her letter. These are indeed valuable shows, especially for making contacts with local booksellers, librarians, and fellow publishers. They tend to be much less expensive for publishers and booksellers to attend than BEA. Check out the list of regional shows below in the "Trade Show Events Around the Globe" section or read more about the shows here: <http://www.publishersweekly.com/article/CA6587960.html>.

Deborah Robson ([Nomad Press](#)) brought up issues surrounding cover prices – including having to set retail prices before final costs are known and also the idea of removing cover prices and letting the retailer set the retail price. Rising print and shipping costs are something all publishers are facing right now, along with increased price sensitivity on the part of the consumer. It is a tough bind. As for leaving prices off, this would require a complete change in the requirements of our major accounts. Deborah did mention that she is finding success and is able to reduce her costs by joint and co-operative efforts with publishers and non-publishers in her niche of traditional knitting and spinning techniques.

We'd like to keep dialogs like this going and you can always reach me at dbreier@nbnbooks.com.

I'd like to add a personal note to this issue. For many of us a life in publishing came about as a result of a circuitous path and not a planned trajectory – the commonality being a love of reading and books. Such was my path. I don't expect it is too shocking to reveal that I was usually teacher's pet in my English classes throughout my school days. Mrs. Drizin taught English my senior year in high school and she introduced me to Bradbury's *Dandelion Wine* among other books. She encouraged us to keep journals, which I do to this day. She guided and lead, but somehow made students feel as if they came to their epiphanies (both intellectual and personal) on their own. She gently empowered. I went onto college as an art major and we lost touch for a few years after she retired. Then, by chance, she saw me quoted in the newspaper and located me online. I was about to have a book published and the timing felt auspicious. Over the next decade she continued her gentle encouragements and became the grandmother I never had. Mrs. Drizin passed away recently, which hit me harder than I expected. She is among the reasons why I ultimately ended up in publishing, so for her, and for all the teachers who put us on this path, thank you.

SYSTEM CONVERSION FORTHCOMING, by Jed Lyons, CEO

In case you didn't see the note that Jed Lyons sent last month, we are running it here as well:

Almost four years ago, we made a decision to convert our distribution center in Blue Ridge Summit, Pennsylvania from what was then a manual operation into an automated facility with state of the art technology and equipment. We are now preparing for the culmination of our four year plan and conversion to an enhanced computer platform, IBS/Bookmaster, this Fall.

During the past four years, we have invested over \$5 million in new computer software and hardware, conveyor systems, racking, and other equipment designed to improve our order fulfillment and distribution capabilities. Many of you have visited Blue Ridge Summit, but for those of you who have not, here is what you will see today if you come for a tour:

1. A 285,000 square foot facility supplemented by 190,000 square feet of storage for slow-moving inventory.
2. A paperless warehouse environment which relies entirely on handheld computers ("RFD's" radio frequency devices) that direct pickers to pick locations using machine readable barcodes.
3. An automated conveyor system which propels orders throughout the picking area carrying cartons from the warehouse floor up to a three story mezzanine where orders are picked by zone and then diverted to gravity slides that consolidate orders by national account.
4. A workforce of 350 individuals working two shifts a day five days a week and on weekends when necessary.

As the publishing industry's supply chain has become ever more sophisticated, the requirement to invest in new technology and equipment has accelerated. The 13 digit ISBN, license plating, automatic shipment notification (ASN) and other recent developments mean that we are constantly investing money in our systems in order to stay competitive.

Our operations team has spent the last two years planning for the conversion to a new computer platform, IBS/Bookmaster. We have invested thousands of hours and \$2.5 million in the new system. We are pleased to report that we are on schedule to go live this Fall. Bookmaster was developed specifically for the book industry and includes many improvements I'm confident will please you.

We know from experience that computer conversions are always challenging which is why we started in 2006 to prepare for this one. In anticipation of the Fall go live date, we have been testing literally every module and every component of the new system in real time on the warehouse floor and throughout the other departments in Blue Ridge Summit. The distribution

team has been running the system for several months now with actual order picking that utilizes the IBS/Bookmaster technology. The Credit and Collections department has been using the accounts receivable collection module with great success and the customer service department has been keying test orders and processing EDI test orders for the past three months.

One of the areas that has received a great deal of attention is the reporting that you will begin receiving in the Fall. The new, enhanced reports are web-based, so accessing your information will no longer be tied to a certificate on a specific computer. They also include a host of new features you will learn about in one of the publisher report training sessions we are scheduling in the coming months. You will shortly receive additional communications from the operations team with specific training and implementation dates. Karen Mattscheck will contact you soon asking for the information she needs to get you started with and training on the new reports. I ask that you give Karen your prompt attention.

We are well aware that computer conversions are anxiety-inducing for all of us. I want to assure you that we have done everything that we can possibly think of to anticipate problems and double check and triple check every conceivable aspect of this conversion in order to safeguard a successful launch when we go live. If you have specific concerns that you would like to discuss, please feel free to contact my colleagues and me. We look forward to a trouble-free conversion later this Fall.

29 CHARACTERS, *by Michael Sullivan, Vice President of Sales*

Why should you keep the number 29 in mind when determining the title for your next book? It's the databases; it's all about the data. With regard to data, we have three types of accounts -- accounts that accept long titles of 75 or so characters; accounts that can accept around 29 or so characters; and accounts that accept both short and long titles. For these reasons, I have always pushed publishers to get the key words of a title into the first 29 characters. This is simply the best way to get your title into all three sets of account databases.

Walden, Borders, Books-a-Million, Hastings, Levy, New Leaf and Barnes & Noble accept 29 - 31 characters. While B&N has databases that accept long titles, the in-store database only accepts 30. Ingram has both -- although the downloads from Ingram are only 30 characters in length. Baker & Taylor and Amazon do accept the long titles. The lack of uniformity can be a problem and it is likely to get messier still before we get a standard. For example, the new BGI website may well lead to changes at Borders and Walden.

I don't think it's absolutely essential to get keywords into the first 29 characters. However, in an age of constant staff turnover and minimal training at the accounts, publishers should consciously make the decision about the searchability of a title.

"Out of Sight, Out of Mind" is marketing language, for example -- a tease of a title that requires a subtitle to illuminate its meaning. While I like evocative language as well as the next fellow, evocative language works better on the bookstore shelf than it does in the bookstore computer. "Will this title sell itself?" is a question that needs to be asked if the defining words of a full title are beyond the first 29 characters.

In most databases -- not all, to be sure -- "Out of Sight, Out of Mind" won't be accompanied by an explanatory subtitle. It is under the 29 character minimum, but it won't solve the keyword search problem. I would simply urge you to keep these realities in mind when deciding the titles for your books.

INCREASE IN TITLE OUTPUT

(This news was reported in May, but somehow missed being included in the last issue.)

276,649 new books and new editions were published in 2007, up 1% over 2006. For the first year Bowker broke out POD, short run and unclassified titles and that area had tremendous growth -- up from 21,936 in '06 to 134,773 in '07. The two segments together show a 39% increase in new title production up to 411,422.

The rise in POD usage came from mainstream publishers, self-publishers, public domain titles, and micro-presses. Fiction remains the largest overall category (50,071 titles) with gains in literature and a decline in business titles.

Read more online at:

<http://www.publishersweekly.com/article/CA6564566.html?nid=2286&source=link&rid=>

ONLINE MARKETING: BOOK SOCIAL NETWORKING SITES

If you spend any time online, you've probably heard of Facebook or MySpace, but social networking sites are popping up for just about any niche or demographic you can think of -- <http://myplanet.planetcancer.org/> is there for young people with cancer, <http://www.mydogspace.com/> is for people who LOVE their dogs, and people with BlackBerry addictions can find likeminded folk at <http://crackberry.com/>.

Naturally there are a number of book related websites, the most prominent of which are Goodreads (<http://www.goodreads.com/>) and Shelfari (<http://www.shelfari.com/>). Once you create an account you can add books you've read, plan to read and are reading. Furthermore, you can find organized groups of likeminded readers. For example, I didn't know the breadth of zombie literature until I started cruising Goodreads and found a group of people devoted to the undead. Readers post book reviews and it is a good place to give and receive word-of-

mouth reviews. Given the way that newspapers are cutting their book reviews, places like Goodreads and Shelfari may help fill that void. These sites will not only help you find new books to read, but also market to your readers.

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.

FIRST CALL DEADLINE WAS: August 31, 2008
(For titles published January 1 through June 30, 2008)

SECOND CALL DEADLINE: December 31, 2008*
(Primarily for titles published July 1 through 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>

VIRTUAL BOOK EVENTS, *by Penny Sansevieri, with Author Marketing Experts*

As space in bookstores keeps narrowing and their event calendars keep filling up faster than ever an author has to wonder how on earth will they get to do an event, if ever? Sure, you can do events in other spots like spas, coffee shops and retail outlets, but what if the sweat equity of making the events happen stops balancing against the people who attend and/or buy a book? Unless you're doing a speaking engagement as part of a larger event, crowds can be tough to predict. Enter the virtual marketplace. Here an author event can take on a whole different life. Events can be promoted around the world and people can attend and gain exposure to your book and message without ever having to leave their home.

Types of Events

There is no limit to the types or amount of events you can do. The only thing that limits you is your imagination, and possibly your time. From the standpoint of sales, there's no better way to spread the message about your book than through your own passion for the topic. Studies have shown that authors who do speaking events (whether online or off) as part of their promotional efforts sell three times as many books as authors who don't utter a word at events. But it's not just the speaking that makes sales soar, it's what you say that counts.

When it comes to the exact types of events you can plan, let your book and your audience be your guide. For example, if you have a book that lends itself to an educational program or series, consider building a variety of teleclasses. If you have a book of fiction and you feel strongly that the audience couldn't possibly be interested in a seminar series or educational session, then try planning a one night event only. Often though, we find that when authors begin planning these types of events they really do find more and more reasons to talk about their book.

Pricing, Timing, and Other Tricks to Make your Seminar Successful

Teleseminars or author events don't have to be complicated - the simpler you make them, the more you're likely to do them. When it comes to the logistics of planning an event, all you need is a conference line and these days, they're easier to come by than ever. You can register at Free Conference Call, www.freeconferencecall.com, and get access to conference lines whenever you want them. Keep in mind that the dial in is a toll number so you'll want to notify your participants that long distance charges will apply. You can also get a toll-free number, and I've often done this when I have a paid seminar. You can get a toll-free line through Free Conference, www.freeconference.com. You'll pay a per-minute, per-line fee (meaning that you're only paying for what you use) and rates do vary, so if Free Conference doesn't seem to offer what you want, shop around.

When it comes to pricing, it's hard to pinpoint a perfect number. There is no "one size fits all" when it comes to teleseminars, and pricing will vary depending on several components. First, determine the end goal of your teleseminar. If you're using this as a funnel to get people to another level of purchasing, then perhaps a free or minimal cost would be appropriate. If this seminar is designed as a standalone and a possible funnel, (although most seminars work as funnels regardless of how you plan them), then a smaller fee, perhaps around twenty dollars, might be best suited for this particular session.

Having worked both free and cost-based seminars, I can tell you that the response rate is often much better when you charge. Some classes charge just \$1 as a psychological way to get people engaged in attending, while other classes charge nominally more, upwards of \$300 to \$1,000 depending on the class, content and specials offered (we'll address specials later). What you decide to charge will depend on your audience and topic. If you're teaching a class to CEOs,

then your fee will probably be substantial. If your session is for working-class, hobbyists, or stay-at-home parents, then the fees will vary widely.

In order to sweeten the pot, you might consider offering deals and specials that are only given to those who participate in the call. These could be workbooks, special reports, audio recordings of previous calls, discounts on future programs, consulting or future programs you're promoting. What you offer will depend on your book and business, but remember that sometimes incentivizing the calls can help up the ante when it comes to sign-ups. It also offers additional bottom line value if you're planning future calls and want to expand your platform or sphere of influence.

As any of you who have done teleseminars know, it can be tough sometimes to keep people till the end of the call. Sometimes listeners get the information they came for and click off, and it can be discouraging to hear the "ping" of the conference call exit bell, but here's a quick way to combat that: offer them some exclusive piece of information, possibly the most important piece of your call, at the end of the call. Alternatively, you can also hold giveaways (should you decide to offer them) until the end of the call.

As we discussed earlier, you'll want to record each session you do so you can resell it, and offer it as a bonus to attendees. Luckily, recording a teleseminar is easier than ever. Depending on the conference call service you use, this recording might be included in the package price of renting the phone line. If it's not, you can turn to services like Audio Acrobat, www.audioacrobat.com, to record your call. You don't need any special equipment, just a phone line and three-way calling to dial into the recording number. It's really that easy.

The End of the Event is Just the Beginning

Your event is over, now what? The reason you had the event in the first place: getting and staying on your readers' radar screen. The truth is, if you want to capture future sales, it may take a round or two of follow-up to make that happen. Don't waste an opportunity to follow-up with a brief thank you for attending note, additional sales items, or adding your attendees to your newsletter list. Whatever you do, keep 'em in the loop!

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

TRADE SHOW REPORT: IRA, by *Eliza Dyar, Manager, Educational Sales & Marketing*

IRA (International Reading Association) is called the “BEA of the Educational Market” and the 2008 show in Atlanta, GA had 13,418 attendees and 3,743 exhibitors, authors, and. The majority of the attendees are in the educational field, mostly teachers, some administrators, and literacy professionals. Therefore, almost all product displayed are focused on education. If your company is directed towards this market or already succeeding in the market but needs more reach, this would be the show to investigate. NBN is considering exhibiting in 2009, please me if you think you might be interested in exhibiting.

There were book signings (majority were sales), big displays by major educational houses, book sales in booths, giveaway drawings and networking. Many organizations had booths, such as National Council of Teachers of English (<http://www.ncte.org/>) and the Center for Social Organization of Schools from Johns Hopkins (<http://web.jhu.edu/csos>). Organizations such as these create publications for the educational market and have conferences dedicated to their focuses.

Surrounding the conference are workshops designed by the IRA to draw in educators to learn the hottest trends and ideas in the field. There will be two separate shows for 2009 due to the workshop attendance demands in '08. Apparently, the show was booked into Minneapolis (May 3–7, 2009) before the managers of the show had a complete picture of how many attendees would be participating. The show venue didn't have enough capacity so they decided to book another show in Phoenix earlier in the year (February 21–25, 2009). Both shows are being called “Annual Co-Conventions” and there will be a maximum of 12,000 attendees allowed to register for each show to encourage attendance at both.

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

2009 shows: http://www.reading.org/association/meetings/annual_future.html

Regional Shows: <http://www.reading.org/association/meetings/regional.html>

NOTE: Eliza Dyar is currently on maternity leave. She had a lovely little girl, Amelia Rose, on July 24th.

THE INTERNET FORAGER: USEFUL WEBSITES FOR PUBLISHERS

When you are on the go and need to leave yourself a reminder or a message Jott is there to convert your voice into emails, text messages, reminders, lists and appointments: <http://jott.com/>

NBN's CEO, Jed Lyons, is quoted in a PW article, PW Article: Gauging the Value Of Free Freight, looking at the pros and cons of free freight:

<http://www.publishersweekly.com/article/CA6585803.html?industryid=47152>

Have you found yourself wandering around looking for a wi-fi spot when traveling? This site will help you locate them: <http://wififreespot.com/>.

This site is sort of a "how things work" for the tech set: <http://lifelifehacker.com/>. It will also show you how to use Google more effectively: <http://lifelifehacker.com/software/google-school/>

Booksellers talk about the changing landscape of GLBT titles:
<http://news.bookweb.org/news/6239.html>

NEW LOWER AD RATES AND PROCEDURES

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

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

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

Phone: 646-746-6654

Fax: 646-746-6598

Email: cbryerman@reedbusiness.com

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

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

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

PW CALL FOR INFORMATION: REAL ESTATE FOCUS

Issue: October 20, 2008

Deadline: September 15, 2008

Needed: For an upcoming feature on the housing crisis in America, please send information on books pubbing August 1, 2008 through February 28, 2009, that deal with home financing, foreclosure avoidance, refinancing and other related topics.

Please do not e-mail information; mark packages "Real Estate" and send to Dick Donahue, *PW*, 360 Park Ave. South, New York, NY 10010.

BOOK TRADE SHOWS AROUND THE GLOBE - 2008

PNBA – Pacific Northwest Booksellers Association

Dates: 9/15 – 9/17

Location: Portland, OR (at the Holiday Inn Portland Airport Hotel and Conference Center)

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

MPBA – Mountains and Plains Independent Booksellers Association

Dates: 9/17 – 9/20

Location: Colorado Springs, CO (Crowne Plaza Hotel)

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

NEIBA – New England Independent Booksellers Association

Dates: 09/18 - 09/20

Location: Boston, MA (Hynes Convention Center)

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

NAIBA – New Atlantic Independent Booksellers Association

Dates: 9/21 – 9/22

Location: Cherry Hill, NJ (Crowne Plaza Hotel)

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

MBA – Midwest Booksellers Association

Dates: 9/25 – 9/27

Location: St. Paul, MN (RiverCentre)

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

SIBA – Southern Independent Booksellers Alliance

Dates: 09/26 - 09/28

Location: Mobile, AL (Renaissance Riverview Plaza Hotel)

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

GLBA - Great Lakes Booksellers Association

Dates: 10/03 - 10/05

Location: Dearborn, MI (Hyatt Regency)

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

NCIBA - Northern CA Independent Book Association

Dates: 10/03 - 10/05

Location: Oakland, CA

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

SCBA – Southern CA Independent Booksellers Association

Date: 10/18

Location: Los Angeles, CA (Millennium Biltmore Hotel)

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

Frankfurt Book Fair

Dates: 10/15 - 10/19

Location: Frankfurt

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

Independent and Small Press Book Fair

Dates: 12/6 – 12/7

Location: New York, NY

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

DISCUSSION GUIDES ON THE NBN WEBSITE

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

Title:

ISBN:

Author:

Publisher:

Author or Publisher Website:

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

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 June/July '09 catalog are as follows:

Copy and Space Reservations: September 17, 2008

Tipsheets and Color Art: October 8, 2008

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

Copy and Space Reservations: November 19, 2008

Tipsheets and Color Art: December 10, 2008

The full catalog schedule is here:

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

INFORMATION THAT BEARS REPEATING

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

As you know, packaging standards in the book industry have been changing rapidly the past few years in order to keep up with new technology employed by our largest customers. Retailers like Barnes & Noble and Borders and wholesalers like Ingram and Baker & Taylor are tightening up their receiving and returning requirements in order to speed up the supply chain and reduce costs. NBN has made every effort to keep our packaging standards as simple as possible, but new requirements recently announced by these and other national accounts are forcing us to implement new packaging standards described below.

While we are grateful for the cooperation we have received from many of our clients, others have either ignored or chosen to continue doing things the way they have always done them. Unfortunately, this approach will no longer work since our customers are beginning to rebill NBN when their standards are not followed. In order to prevent NBN from having to rebill its clients, we ask that you review the following changes carefully. Please note that new printings of previously published books must be adjusted so that the cover and back cover reflect the changes described below. Compliance is the only way to avoid costly penalties which NBN has no control over.

If you would like to see the entire document, please go to the Book Industry Study Group website <http://www.bisg.org/documents/barcoding.html>

Below are highlighted points covered in the requirements.

- (1) Bar Code: Only the EAN 13 bar code will be permitted on the back cover. The UPC bar code is not to be printed on the back cover/cover 4.
- (2) EAN 13 Bar Code: The EAN 13 bar code must appear on the back of the book and include the isbn printed out in a consumer readable format above the bar code.
- (3) EAN 13 Bar Code Price Extension & Price: You must now include the price in the EAN bar code price extension. Many publishers have not been including a price in the bar code extension. This is now a requirement of our major customers.
- (4) Consumer Readable Price: There must be two US prices on the book. The first is in the bar code as mentioned above. The second is a price that is printed somewhere on the back of the book in consumer readable format in 9 point or larger font. If there is just one currency shown on the book, it could read, for example, \$12.99. If there is more than one currency it should read US \$12.99.

(5) Bar Code Size: The size for EAN 13 bar codes can be no smaller than 7/16" x 1 3/4" wide. This is a new requirement by our accounts, including Barnes & Noble. Some publishers have been told by international designers/printers that the bar codes can be smaller. They must meet this minimum size or NBN will be charged for stickering to the compliant size and NBN will rebill you.

(6) Placement: The EAN bar code must be located on the bottom right corner of the back cover. This is a new requirement.

(7) Canadian Pricing: Due to recent Canadian currency fluctuations, Les Petriw, our International Sales Manager, has requested that publishers not include a Canadian price on their 2008 new publications or backlist reprints. If you have questions about Canadian pricing, please contact Les directly at lpetriw@nbnbooks.com or 416-534-1660.

(8) Carton Weight: The carton weight standard is now 200 to 275 pound test single wall cartons. NBN strongly recommends that publishers use 275 pound test weight to help avoid damages when full cartons are shipped to accounts. This change to 275 pound test weight cartons has already been put in place for cartons packed by NBN.

Enforcement of these standards will begin January 1, 2008.

Please feel free to contact me, Karen Mattscheck, kmattscheck@nbnbooks.com, if you have any questions.

TRANSITION TO ISBN 13, *by Karen Mattscheck, Publisher Services*

The book industry is changing over to a 13 digit ISBN starting January 1, 2007.

Key points to remember:

--There is no change to the bar code itself.

--Prior to January 1, 2007, the 10 digit isbn MUST appear on the back of the book above the bar code and on the copyright page.

--After January 1, 2007, all new print runs MUST have the 13 digit isbn on the back of the book above the bar code and on the copyright page.

--You can put both the 10 and 13 digit isbns on top of your bar code and on the copyright page, effective immediately.

After January 1, 2007

Printing only the ISBN-13 above the bar code is recommended for titles published after January 1, 2007.



Transition: Both ISBN-10 and ISBN-13 Above Bar Code



WHAT HAPPENS TO BOOKS ALREADY IN THE WAREHOUSE?

Books currently in stock will not need to be restickered with the change in the item number. The new isbn is contained within the bar code itself and written underneath it. The accounts have agreed to work with that bar code to determine the new isbn. All new books shipped as of January 1, 2007, however, must have the 13 digit isbn on top of the bar code in a human readable format.

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

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

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		
Publisher Handbooks	Ginger Miller	5510	gmiller@nbnbooks.com
Rebill Invoices	Tom Hunt	3702	thunt@nbnbooks.com
Receiving Requirements	Karen Mattscheck	3513	kmattscheck@nbnbooks.com
Remainder Processing	Karen Mattscheck	3513	kmattscheck@nbnbooks.com
Reserve Stock Quantities	Mark Cozy	5506	mcozy@nbnbooks.com
Sales Conference Questions	Davida Breier/Ginger Miller	5513/5510	dbreier@nbnbooks.com
Sales Materials	Cassie Copper	5525	ccopper@nbnbooks.com
Sales Reports	Karen Mattscheck	3513	kmattscheck@nbnbooks.com
Stickering	Karen Mattscheck	3513	kmattscheck@nbnbooks.com
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Stock Transfers	Karen Mattscheck	3513	kmattscheck@nbnbooks.com
Titles on the Web	Kathy Stine	3568	kstine@rowman.com
Trade Shows	Davida Breier/Ginger Miller	5513/5510	dbreier@nbnbooks.com
Yearly Schedule Calendars	Ginger Miller	5510	gmiller@nbnbooks.com