



The Newsletter of National Book Network

Davida Breier, Editor

Miriam Bass, Founding Editor

MARCH-APRIL 2008

CONTENTS:

- **Notes from the Editor**
- **Website News**
- **Trade Show Report: APPL**
- **Backlist: NBN's Lifeblood**
- **The Shelf Awareness Drop In Database**
- **Discovering A Case of Online Copyright Violation**
- **Call for Information: PW Fall Children's Announcement Issue**
- **Publisher Profile: Windsor Peak**
- **The Internet Forager: Useful Websites for Publishers**
- **Online Marketing: 20 Questions to Ask Your Website**
- **BEA and ALA Reminder**
- **PMA University**
- **Book Trade Shows Around the Globe**
- **NBN Catalog Production Guidelines**
- **Information that Bears Repeating**

NOTES FROM THE EDITOR

Welcome to the new and improved *News Breaking Now*. We've decided to increase the frequency of publication to bimonthly and bring you more information, advice, and feedback from our staff and publishers. If you have any questions, suggestions, or even want to submit an article, please get in touch. As always, I can be reached at dbreier@nbnbooks.com. I hope to see many of you at the sales conference in April!

Our gift program is underway. If you haven't signed up yet there is still time. Please contact Marie Hergenroeder: MHergenroeder@nbnbooks.com or review the details online at

<http://pdfs.nbnbooks.com/NB/NGi/NBNGiftMarketProgram.pdf>.

We are now taking reservations for the 2008 ALA conference: <http://www.nbnbooks.com/BEA/#american>. There is also limited space still available at BEA and we have signing and title showcase slots left. Come be a part of the excitement in Southern CA this year with us! For more details go to: <http://www.nbnbooks.com/BEA/#bookexpo>.

WEBSITE NEWS, *by Davida Breier, Marketing Director*

As some of you have already noticed, our website had a rather extensive make-over recently. We updated the look and also instituted some changes to the navigation, making the site even more user-friendly. If you have trouble locating information, an answer to a question, or just have a suggestion please feel free to email me.

Our blog is up and running, <http://nbnbooks.blogspot.com/>. We hope to have fun with “real time” updates from sales conferences, BEA, and ALA this year. We have begun to link to blogs our publishers and colleagues are writing. If you have a blog you would like to see linked, please [email me](#) the details.

TRADE SHOW REPORT: APPL, *by Dina Fullerton, Special Sales Rep*

Have you heard of the APPL Trade Show, aka the National Parks Trade Show (<http://www.appl.org/>)?

This year’s National Parks Trade Show was our most successful yet. Most attendees are buyers, decision makers or influencers in the purchasing process for their organizations or partnering agencies, representing over 500 outlets on public lands throughout the U.S. These representatives can include employees from the National Park Service, US Fish and Wildlife Service, Bureau of Land Management, USDA Forest Service, Bureau of Reclamation, US Army Corps of Engineers, US Geological Survey, and State and Local Agency Representatives.

Cooperating and interpretive associations must have formal agreements with government agencies to operate sales outlets in visitor centers and other facilities located on public lands. The buyers from these organizations attend the national parks trade show to purchase new and established products and services, as well as customizable items. They use the show to learn about new suppliers, products and services. In addition, government agency representatives use the show to become familiar with products and services in order to request items for review to be sold at their sites.

NBN has a 200 square foot booth and we ship many books for display. We also produce a special catalog for this market - all of this at no cost to our publishers. If your book is suitable for this market, it gets presented via the trade show, sales calls, and the catalog. We’ll be placing this catalog online, as we have with our other recent catalogs, so please feel free to browse them at:

<http://www.nbnbooks.com/Booksellers/NBNCatalogs.shtml>.

What makes this show so special is that it is an order writing show and decisions are actually made on site. Much to our delight, our orders this year **doubled** expectations.

The 2009 show will be held in Baltimore March 1-5 and if you are interested in attending, please contact me (dfullerton@nbnbooks.com) for more information.

BACKLIST: NBN'S LIFEBLOOD, by Michael Sullivan, Vice President of Sales

Six years ago NBN's business was largely driven by the sale of frontlist – that is, titles that were less than twelve months old. In 2002, for example, we sold two frontlist books for every backlist book. While that was good in many ways – revenue is revenue – it was not uniformly good for all publishers. Those who did not emphasize frontlist, or who needed backlist sales to keep the lights on, sometimes felt that our emphasis was not always in line with their own.

So six years ago NBN decided that it needed to change the frontlist / backlist mix. While we wanted to retain our big-book capabilities, we also wanted to find new and better ways to sell our great backlist. Here is a chart of our progress:

2002: 67.6% frontlist, 32.4% backlist
2003: 60.5% frontlist, 39.5% backlist
2004: 63.1% frontlist, 36.9% backlist
2005: 57.7% frontlist, 42.3% backlist
2006: 57.2% frontlist, 42.8% backlist
2007: 50.2% frontlist, 49.8% backlist

So, yes, I am very pleased to announce that, after six years of effort, half of our revenue last year came from backlist!

How did we successfully change the mix?

When I look at the six years it took to get to this point, three things jump out at me:

- (1) That NBN never gave up. The order forms, catalogs, sales kits, contests, and the various other things we needed to approach an unwelcoming marketplace – again and again and again -- were expensive, but management never wavered in its support and never questioned the value of the ultimate goal.
- (2) That the sales reps were adaptable. It's easy for a rep to be seduced by the glamour of frontlist – for one thing, it's easier to sell -- but our reps understood that it was in our shared best interests to sell front- and backlist titles with equal intensity. Not many sales forces understand that.
- (3) Your backlist. Actually, you are making better frontlist. Wow but you guys have created some wonderful titles for us – evergreen titles that will stay around for many years to come.

I wish I could close by telling you that once a backlist title has been re-sold, the job was done. Unfortunately, however, selling a backlist title once doesn't really work anymore. The market requires these titles to prove themselves again every year – the result being that our reps model the same books over and over.

That's why having a great backlist title, while it is the first step to everything else, is still only a first step. It's equally important not to run out of it – and, also, to know when to cycle it back into frontlist.

Let me close with this -- I promise you we'll continue to change as the market itself changes. With our ongoing training program and with your help, we'll keep learning more about your backlist – and we'll even try to grow them even beyond the 50% mark.

THE SHELF AWARENESS NEW DROP IN DATABASE, by *Jessica Kennedy*,
Marketing Programs Manager

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. 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](http://www.unshelved.com) (www.overduemedia.com) has launched a service for publishers to get the word out to the 12,000 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>.

DISCOVERING A CASE OF ONLINE COPYRIGHT VIOLATION, by *Deborah Robson*,
Nomad Press

On Valentine's Day, I woke up early as usual and turned on my computer to find a forwarded message from one of my authors. Subject: Fwd: Copyright Infringement. My author's message to me: "Deb, what do we do about this?" sat on one stark line above the message she'd received: "Have you seen this?? [URL LINK] I'll assume you didn't give someone permission to scan your entire book and post it on the Internet."

The person who alerted us to the scanning and posting of one of our books--cover to cover, every page, word, image, and index entry--is one of the people who has participated in our promotional blog tours. (We've thanked her effusively and offered her free, autographed copies of books.)

Our book has been online at this site since August 6, 2007. The site is a Picasa album; Picasa is a picture-sharing service under the Google umbrella.

I don't know how we would have found out about this astonishing copyright violation if this person in our network had not called it to our attention. We have Google alerts set for the titles of our books, but the form and location in which this material was stored is not monitored by the alert-notification system. There's a slight bit of good news in that. Because the books are posted as JPGs, the contents of the images themselves were not searchable. That hid them from us; it also may have hidden them from some other people, although there is obviously a community of people who do know. [In the month between our first awareness and now, the images have begun to be searchable, making us even more relieved that we caught this problem when we did.]

I'm grateful that the author and I are both part of active online networks in our field and that we've got other people watching our backs for us.

Fighting back

After I checked the site and confirmed that our book was there, I clicked on the Picasa "help" link and searched for "copyright infringement." The first result was "How do I notify Google of alleged copyright infringement of my photos?" The link is

<http://picasa.google.com/support/bin/answer.py?hl=en&answer=39519>

(tiny URL for that link is <http://tinyurl.com/yrsoud>).

The reporting process requires specific procedures and language. Reports can be filed by mail or fax. Reports can only be filed by the copyright holder or an authorized agent. I'm the authorized agent.

I wrote up a one-page document with as much information as I could locate and faxed it in. The form requests contact information for the violator, if possible, but that's not something mere mortals like me can retrieve from this site. Picasa protects the identities of its participants rather well. I was able to include the page with the violation and the owner's alias. I modified my document with my author's information (she's the copyright holder) and e-mailed a copy to her, which she also faxed in.

By evening, we had realized that the site and the problem were far more extensive than we had initially thought. There were at least five master pages posted by the original scanner, each linking to between 25 and 50 stolen titles. One consolation is that our book was in great company--many new as well as out of print titles are on this site, which incorporates huge portions (usually all of the editorial pages, except the copyright information) of 242 books, magazines, and pattern collections in knitting and crochet. The pages also *link* to other sites that contain full-content versions of even more books. Although I haven't explored in detail, and probably won't because I do have other work to do, it looks like the person who scanned our book is the most active scanner in this linked group.

I know people at several larger publishers of works that have been posted here. I notified them, and the author and I both posted to designer/publisher lists that we are on. Other writers have been checking for their work and notifying their publishers.

I wrote a blog post about the situation, although I did not mention the specific location. I didn't want to provide the infringer with traffic or customers. One of my blog readers has professional experience tracking down internet bad guys and has, as she says, "robots set to shoot it right down" when certain known vulnerable works pop up. (Some knitting books go for in excess of \$200 on the used market *when they are available at all*, which makes them prime targets for this treatment.) She offered to add our books to her watch list.

Based on my knowledge of the knitting community, I think that the violator has no idea about copyright. However, I think it's time for some education, along with a shutdown.

Forward motion

In the intervening three weeks (has it only been three weeks? WOW . . . it's consumed a lot of time), my blog-reader angel has set up automatic searches that are finding pirated books. She's checking in other languages and with various misspellings, which is yielding more results. We have set up a network of the publishers whose books in our field have been posted, and most of those publishers (large and small) have been able to find someone who can take a moment now and then to fax in the reports. A number of us now have template fax letters on our computers.

We've found that when we provide Google/Picasa with the master page (which contains only the publications' covers, with links to full text) as well as the specific page that reveals the contents of our

books, one report often takes down a whole collection. Our first report resulted in the removal of 50 "albums," or infringed publications, in one blow.

Through my blog-reader angel (the sleuth) we were able to track the identity of the person who posted the material, and to even see this person's blog online (we couldn't read it, because it's written in Polish)! We also found her on a major knitting community network; she does speak English and is very active on the internet. We don't think she is actually doing the scanning, but she is part of a group that swaps electronic versions of English-language books and magazines among themselves . . . and unfortunately is also making them available to the entire world for free. They seem to be mostly in Poland and Russia, although they do have connections to some U.S. libraries. One of our titles was scanned from a library book, with all but one of the source-identifying elements mysteriously missing (although they skipped any pages that might have carried a library stamp and whited-out one identifier on the cover, the Dewey Decimal label remained).

Another reader posted a comment to my blog that has also been extremely helpful. She is not someone who scans and posts material, but she knows the people who do and can explain the situation from their side. They are located in places where it is not easy, or sometimes possible, to obtain these publications. They are avidly interested in the information that our books contain, and are willing to buy the material if they can get it (of course, they *can* get our books, but their attempts to obtain some other materials--like predominant magazines--has given them the impression that they can't).

For those who are interested in the particulars of this situation, I have two follow-up posts, one of which contains part of the dialog I've been having with the person who knows the posters:

http://independentstitch.typepad.com/the_independent_stitch/2008/02/score-one-for-t.html

tiny url = <http://tinyurl.com/2gbljz>

http://independentstitch.typepad.com/the_independent_stitch/2008/02/copyright-inf-1.html

tiny url = <http://tinyurl.com/2uez7w>

Summary

We are now checking Picasa regularly, and have templates made up for faxing in the reports. It takes between two and five days for the reports to be acted on and Google (Picasa) sends an e-mail acknowledgment. The "report inappropriate content" links at the bottoms of the pages are not effective. Working with as many of the publishers in the field as we can has been encouraging, as has the conversation we are having indirectly with the people who are posting the scans.

There's a great opportunity for some international marketing here for someone who has time to take it on!

Ed. Note: Deborah is owner and operator of Nomad Press and Dogtooth Books (<http://www.nomad-press.com/>).

CALL FOR INFORMATION: PW FALL CHILDREN'S ANNOUNCEMENT ISSUE

Titles published between July 1 and December 31, 2008 are eligible.

Deadline for listings: Thursday, April 17, 2008,

Deadline for art: Monday, May 19, 2008

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: "Fall 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

PUBLISHER PROFILE: WINDSOR PEAK, *by Carter Rawson, Sales Analyst*

Editor's Note: We are starting a new feature of publisher profiles with this issue. If you would like to participate and answer our nosey questions, please contact your account manager.

One of National Book Network's rising stars, Windsor Peak Press, publishes a popular series of reference guides dedicated to "life's milestones." When it comes to planning a wedding or having a child, many of us encounter so much unwanted advice that it's helpful to know that someone's got your back rather than your pocketbook. Presented in a step-by-step fashion, these books are chock full of useful (and friendly) consumer advice. Quite simply, they are valuable tools to take the guesswork out of the decision making and put you in control of your priorities. Windsor Peak Press: <http://www.windsorpeak.com/>

Below is a brief interview with founder Alan Fields:

NBN – How long have you been with NBN?

WP – We joined NBN in 2007.

NBN – How long have you been in the publishing business?

WP – We published our first book in 1988---20 years!

NBN – How many titles have you published?

WP – 20 books, including several that have gone into multiple editions.

NBN – How many people work for or are directly involved with your company?

WP – Two.

NBN – What are your bestsellers?

WP – Baby Bargains, Bridal Bargains, Baby 411, Toddler 411.

NBN – How did you originally get into publishing?

WP – We were planning our wedding in Austin, TX—so we wrote a book about planning a wedding in Austin, TX! After a series of regional wedding guides, we published our first national book (BRIDAL BARGAINS) in 1990.

Our books basically follow our life's milestones: getting married (BRIDAL BARGAINS), buying a house (YOUR NEW HOUSE, now out of print) and having a baby (BABY BARGAINS, BABY 411, TODDLER 411).

NBN – What do you like to read yourself?

WP – We read everything from history to Harry Potter. Last book was Cool It (on global warming).

ARE YOU AN AWARD WINNER?

We'd like to encourage the NBN Children's publishers to send Jessica Kennedy information on any awards they've won for their children's titles. This information will be posted in the NBN Kids section: <http://www.nbnbooks.com/NBNkids/AwardWinningPublishers.shtml>

Jessica is also starting to accept information on awards won on non-children's titles over the past year that will also be soon posted on the web. Please contact her at: jkennedy@nbnbooks.com.

THE INTERNET FORAGER: USEFUL WEBSITES FOR PUBLISHERS

March is Small Press Month: <http://www.smallpressmonth.org/>

According to the BBC, books **are the most popular online buy**:
<http://news.bbc.co.uk/1/hi/entertainment/7213686.stm>

A **huge listing of book festivals** around the country:
<http://www.loc.gov/loc/cfbook/bookfair.html#LISTING%20BY%20STATE>

ONLINE MARKETING: 25 QUESTIONS TO ASK YOUR WEBSITE

by Davida Breier, Marketing Director

1. Who is your intended audience?
2. Do your weblogs and feedback reflect that audience is visiting?
3. Is the site dated in style or technology? Is it over-designed, when simple could be better?
4. Could a range of users – from novice to web savvy – use your site without frustration?
5. Does the site load quickly?
6. Have you tested it on a laptop and desktop – both new and older?
7. Viewed it in multiple browser programs?
8. Have you used any uncommon fonts that other users may not have?
9. Are any of the graphics or sounds potentially annoying?
10. Is it easy to read?
11. Is it easy to navigate?
12. Do you anticipate questions and answer them right away?
13. Are you selling too hard?
14. Are you selling too soft?
15. Is ordering information easy to find?
16. Is contact information easy to find?
17. How do you encourage repeat visitors?
18. How fresh is your content?
19. Does your website address the needs of new visitors, as well as those familiar with your company?
20. Do you answer questions about your books?
21. Offer sample content?
22. Offer added value (i.e. teacher lesson plans, newsletter, coupons, specials)?
23. Can readers interact with authors?
24. If a journalist found the site would s/he be well informed about new books, find press releases, images, bios, and have easy access to a PR contact?
25. How frequently do you update the site? Is it enough?

BEA AND ALA REMINDERS

Just a quick reminder that the deadlines for BEA and ALA 2008 are fast approaching. Reserve your place with NBN today!

BEA 2008 (Los Angeles): <http://www.nbnbooks.com/BEA/#bookexpo>

ALA 2008 (Anaheim): <http://www.nbnbooks.com/BEA/#american>

PMA PUBLISHING UNIVERSITY

The 2008 PMA Publishing University will be held in Los Angeles at the Wilshire Grand Hotel just prior to BEA. PMA, the Independent Book Publishers Association, also celebrates their 25th year.

PMA-U is the largest educational event for independent book publishers with more than 600 attending. This year there are 80 class offerings in nine tracks and half are new. They have also developed an Advanced Track Program for previous attendees and experienced publishers. Many NBN staff members will be teaching classes and on panels, including Marianne Bohr, Davida Breier, Jeanne Kramer, Richard Lowe, Tressa Helvey, Jeff Harris, Les Petriw, and Linda Sinisi. Also, we are able to offer our publishers a \$50 discount on classes; all you have to do is mention the code NBN-08.

To view information about the tracks and classes visit these links:

<http://www.thepublishinguniversity.com/Tracks/tracks.html>.

<http://www.thepublishinguniversity.com/Classes/classes.html>.

BOOK TRADE SHOWS AROUND THE GLOBE, *by Jessica Kennedy, Marketing Programs Manager*

PLA (Public Library Assoc.)

Dates: 03/25 - 03/29

Location: Minneapolis, Minnesota

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

Bologna Children's Book Fair

Dates: 03/29 - 03/30

Location: Bologna, Italy

Website: <http://www.bookfair.bolognafiore.it>

London Book Fair

Dates: 04/14 - 04/16

Location: Earls Court London

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

Texas Library Association

Dates: 04/15 - 04/18

Location: Dallas, TX

Website: <http://www.txla.org/conference/conf.html>

IRA (International Reading Association)

Dates: 5/4 – 5/8

Location: Atlanta, GA

Website: <http://www.reading.org/association/meetings/annual.html>

Book Expo America

Dates: 05/30 - 06/01

Location: Los Angeles, CA

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

Book Expo Canada

Dates: 06/15 - 06/16

Location: Toronto, Ontario

Website: <http://www.bookexpo.ca>

ALA Annual Conference

Dates: 06/28 - 07/01

Location: Anaheim, CA

Website: <http://www.ala.org/ala/eventsandconferencesb/annual/2008a/home.htm>

CBA - Intl Christian Retail Show

Dates: 07/13 - 07/17

Location: Orlando, FL

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

NEIBA

Dates: 09/18 - 09/20

Location: Boston, MA

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

MPBA

Dates: 09/24 - 09/27

Location: Colorado Springs, CO

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

SIBA

Dates: 09/26 - 09/28

Location: Mobile, AL

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

GLBA - Great Lakes Booksellers Annual

Dates: 10/03 - 10/05

Location: Dearborn, MI

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

NCIBA - North. CA Indep. Book Ass

Dates: 10/03 - 10/05

Location: Oakland, CA

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

Frankfurt Book Fair

Dates: 10/15 - 10/19

Location: Frankfurt

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

NBN CATALOG SCHEDULE AND PRODUCTION GUIDELINES

One of the things we are changing to help our publishers compete is our catalog schedule. Instead of the traditional 2-3 catalogs per year, we are now shifting 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 books set up and prepared and will also allow 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 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).

The deadlines for the Dec '08 / Jan '09 catalog are as follows:

Copy and Space Reservations: March 12, 2008

Tipsheets and Color Art: April 2, 2008

The deadlines for the Feb/ March '09 catalog are as follows:

Copy and Space Reservations: May 14, 2008

Tipsheets and Color Art: June 4, 2008

The deadlines for the April/ May '09 catalog are as follows:

Copy and Space Reservations: July 16, 2008

Tipsheets and Color Art: August 6, 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 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 began January 1, 2008.

Please feel free to contact me, [Karen Mattscheck](#), if you have any questions.

TRANSITION TO ISBN 13, by Karen Mattscheck, Publisher Services

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

Key points to remember:

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

--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 all-important industry information and for networking opportunities:

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

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

Join PMA: <https://pma-online.org/membappl.cfm>

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	Jessica Kennedy	3627	jkennedy@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	Cassie Copper	5525	ccopper@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	Jessica Kennedy	3627	jkennedy@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
Stock Receipts	Karen Mattscheck	3513	kmattscheck@nbnbooks.com
Stock Transfers	Karen Mattscheck	3513	kmattscheck@nbnbooks.com
Titles on the Web	Kathy Stine	3568	kstine@rowman.com
Trade Shows	Jessica Kennedy	3627	jkennedy@nbnbooks.com
Yearly Schedule Calendars	Ginger Miller	5510	gmiller@nbnbooks.com