

Though I'm already acquainted with some NBN publishers, I thought an introduction would be in order since you all will now be hearing from me on a regular basis. I've been with NBN's distribution group for nearly four years, primarily heading up Biblio our small press sister company. Prior to that, I worked as a writer, researcher and marketer for national non-profit. In addition, I've been actively involved in small press since 1994, and my own zines have received national recognition. I wrote a well-received book for a small press in 2001 (Vegan & Vegetarian FAQ), and have also spent time working the retail side of the book business.

Since joining NBN, I have worked closely with Marianne Bohr on a variety of sales and distribution initiatives. I'm currently a rep for the major wholesalers and also provide advice and feedback for publisher title development and marketing. Recently, I've written an article for PMA's *Independent* and I will be speaking at PMA-U, so I may meet some of you there or at BEA.

Feedback is always welcomed and if you have information to share or suggestions for columns, please email me, Davida Breier (dbreier@bibliodistribution.com).

NEW MARKETING INFORMATION ON THE NBN WEBSITE

Jessica Kennedy, Marketing Programs Manager, has been busy updating the **advertising** (<http://www.nbnbooks.com/Advertising/>) section of the NBN Website (<http://www.NBNbooks.com>). A new **2007 Advertising Rate Chart** (<http://www.nbnbooks.com/advertising/NBNAdRates2007.xls>) has been added to replace the 2006 rate chart.

Each advertising company has submitted an updated information document including:

Bookpage (<http://pdfs.nbnbooks.com/NB/NBo/NBNBookPage2007.pdf>),
ForeWord (<http://pdfs.nbnbooks.com/NB/NFo/NBNForeWord2007.pdf>),
Library Journal (<http://pdfs.nbnbooks.com/NB/NLi/NBNLibraryJournal2007.pdf>),
School Library Journal (<http://pdfs.nbnbooks.com/NB/NLi/NBNLibraryJournal2007.pdf>),
New Age Retailer (<http://pdfs.nbnbooks.com/NB/NNe/NBNNewAgeRetailersInfo2007.pdf>),
Publishers Weekly (<http://pdfs.nbnbooks.com/NB/NPW/NBNPWInformation2007.pdf>),
Radio-TV Interview Report (<http://pdfs.nbnbooks.com/NB/NRT/NBNRTIRInformation.pdf>),
and a new publication, **The Strand Magazine** (<http://pdfs.nbnbooks.com/NB/NSt/NBNStrandMagRates.pdf>), which is perfect for mystery titles. Most have an updated insertion order form where applicable.

New this year is **the Book Sense** (<http://www.nbnbooks.com/publishers/booksense.shtml>)
Insertion Order Forms. One for each Box:

White Box (<http://pdfs.nbnbooks.com/NB/NBo/NBNBookSenseWhiteBox.pdf>),
Children's White Box (<http://pdfs.nbnbooks.com/NB/NBo/NBNBookSenseChildWhiteBox.pdf>), and the **Red Box** (<http://pdfs.nbnbooks.com/NB/NBo/NBNBookSenseRed%20Box.pdf>). A **guidebook** (<http://pdfs.nbnbooks.com/NB/NBo/NBNBookSenseGuide.pdf>) and a **rate document**

(<http://pdfs.nbnbooks.com/NB/NBo/NBNBookSenseRates.pdf>) are also available. These must be filled out and faxed to Jessica so that she can submit your request to Book Sense.

Book Expo America 2007 is fast approaching! It will be held this year in New York, NY at the Jacob Javits Convention Center, June 1 – June 3. NBN still has some booth space available, but please reserve ASAP. If you reserve after February 28th, you are likely to miss several key BEA deadlines. **The space reservation form**

(<http://pdfs.nbnbooks.com/NB/NBE/NBNBEAreserve.pdf>) and all corresponding information can be found on the **BEA** (<http://www.nbnbooks.com/BEA/>) section of our website, including a summary of **deadline dates** (<http://pdfs.nbnbooks.com/NB/NBE/NBNBEAduedates.pdf>).

NEWS YOU CAN USE – PUBLISHING TRENDS

According to *Black Issues Book Review*, African-Americans spent \$300 million on books in 2005, double the spending trends seen in the early 1990s

(<http://news.shelf-awareness.com/nview.jsp?appid=411&j=146097#1142819>). How booksellers address race on store shelves varies greatly. For example, Borders and Waldenbooks have an African-American section within fiction, but Barnes and Noble incorporates all fiction together. There are interesting arguments for and against both methods and some of the issues surrounding race and publishing are covered in a recent *Wall Street Journal* article. If you have a login, you can access it on their site (http://online.wsj.com/article_email/SB116537479351441964-IMyQjAxMDE2NjA1ODMwNzg0Wj.html), but if not it was republished here (no login required): <http://www.post-gazette.com/pg/06340/744053-44.stm>

According to an article in *PW Daily* (12/11/06), 23% of readers have visited an author's website, and 18% the publisher's website. This is something to keep in mind when you market your books online. Make sure your author has a site!

Many of us forget what a great source of knowledge our local libraries can be. While searching for other information I came across a page on my local library's website (<http://www.bcplonline.org/centers/library/library.html>) that had an amazing array of links to book related sites, awards, and resources. Check your local library's website, you might be surprised at what you'll learn.

REP ROUNDTABLE: CHAIN BUY VS. NO BUY by Spencer Gale, VP Sales, B&N National Account Manager

WHAT TO DO IF THE CHAINS MAKE A BIG BUY:

- Make sure to monitor your online reports so you can check your inventory in case sales really start to take off.
- Update us regularly with your media plans that will generate demand at retail; we'll pass the news along to the account buyer.

- If your authors are comfortable doing store signings, work with them to begin setting up events with stores of the purchasing chain. (If they totally lack charisma, or aren't good with even a small crowd of people, tread carefully. Word can reach the Main Office if an author really bombs.)
- Let your author know!

WHAT TO DO IF THE CHAINS DO NOT MAKE A BUY:

- First, take a deep breath and do not take it personally. The chains buy for mainstream America and your book may not fit this mold.
- If a chain buy is your main goal, go to the bookstore and see what is represented in your category. Is your book priced appropriately for the genre? Is your cover appropriate? Is your book in the appropriate format (paperback vs. hardcover)?
- What makes your book special, compared to those on the shelves? Have you told this to us? Have you given us a comparison chart?
- Send us publicity updates as you confirm media. The buyer may reconsider their skip if they see demand. I've been known to sell a single title two, three and four times (until I get it right!).
- Please keep in mind that if the corporate chain buyer does not order your title, it doesn't mean that your book won't be carried in your local chain bookstore. You are still able to schedule signings or events. You can also ask the manager of the store to consider stocking the book due to local demand. Most stores have a "local authors" section.

WHAT A PUBLISHER SHOULD NOT DO IF THE CHAINS DO NOT MAKE A BUY:

- Do NOT contact a corporate buyer about your book. This can have the opposite effect of what you are trying to achieve; buyers do not want distributed publishers to contact them directly. Nor do buyers want to hear from your authors...
- Don't despair. Your title still has possibilities with your target audience and might very well succeed without the chains.
- Don't blame your author. Be extra supportive by encouraging him/her to continue to promote and if possible, do book signings at local branches of the chains.
- Please don't blame your rep – we're often as disappointed as you are. DO feel free to contact your Account Manager to ask for feedback. If you have changes you would like to make to a revised edition of your book, please consider asking your Account Manager to review those changes with you.

Here's what you need to remember: the single most frequently-heard reason why buyers skip a title isn't content. In so many cases, your book may be just as compelling (editorially) as a book published simultaneously, on the same subject, as one by Random House or Simon & Schuster or Farrar Straus. The question asked by buyers is: "Where's the Marketing Plan?" Buyers want to be assured that publicity will drive customers to their stores to ask for YOUR book. Unfortunately, buyers no longer order books for a store and pray for divine intervention...

THE INTERNET FORAGER: USEFUL WEBSITES FOR PUBLISHERS

How many of you have tried to create forms, publications, or organizational tools to use for your businesses, only to get stuck or frustrated, thinking there has to be an easier way? For those of you who use MS Office there likely is an easier way: **MS Office Templates**

<http://office.microsoft.com/en-us/templates/FX100595491033.aspx>.

I found the template site when I was trying to create a visual, one-page chart with all my 2007 catalog deadlines and found just the calendar to suit my needs. You'll find everything from bills of lading, marketing plans, and of particular interest to many of you, "an elevator pitch":

<http://office.microsoft.com/en-us/templates/TC100803391033.aspx?CategoryID=CT101481361033>

I'm not going to pretend to understand how the technology works, but there is now software that allows for "word clouds" and "author clouds" – which, to me, are like having a conversation with a fellow reader.

It goes something like this (figuratively):

"I really like the author Jasper Fforde"

"Oh really, then you might also like Douglas Adams, Robert Rankin, and Alexander McCall Smith."

See: <http://www.librarything.com/authorcloud.php>

For "word clouds" you can tell the database that you are in the mood for a book that is, for example, funny, unpredictable, and unusual, and the site suggests something along the lines of "Rock 'N' Roll Babes from Outer Space," "Fierce Invalids Home From Hot Climates," and "The Smiling School for Calvinists."

See: <http://www.whichbook.net/>

Why am I telling you this? Because if I never see John Grisham or Dan Brown listed as a comparative title again I will die a happy woman. Using the word or author clouds may help you find better comparative titles for your tip sheets, which are both closer in content and potential sales projections. Well, that and they are just cool tools to play with if you are a bibliophile.

SALES ADVICE – SALES HANDLES AND AUDIENCE

On your tip sheets we suggest you list "sales handles" and "audience." This section is often overlooked, but can provide helpful information for our salespeople. For example, if you have a book of bird photography, you will want to know a lot about your potential audience. And trust me, if you have an audience, some group or marketing research company has statistics. Back to our example – did you know?:

- In 2001 there were 46 million birdwatchers or birders, 16 years of age and older, in the United States — a little over one in five people.
- Eighty-eight percent (40 million) of birders are backyard birders.
- 18 million people travel to birdwatch.

- The majority of birders are ages 44-65.
- Montana, Vermont, and Wisconsin have the highest per capita rates of participation. (http://library.fws.gov/nat_survey2001_birding.pdf for the full report)

And why is that useful you say? Imagine a rep pitching your book and having a buyer say, “Who actually cares about this stuff?” And right there on the page, “Well, 1 in 5 people consider themselves birdwatchers and many of them live here in Vermont.”

This is your chance to explain with cold hard facts why your book is unique, who your readers might be, why your author is qualified and more. It is your opportunity to create an “elevator pitch” in print for your book (the 15 second pitch that will give a buyer an idea what your book is about and hopefully interest them in hearing more). Very often sales handles and audience can work well hand-in-hand – give statistics and facts as they pertain to your book for the sales handle, and then find solid demographics for your audience.

A WORD ABOUT SIGNED COPIES

Often if you hear something enough you treat it as fact – the urban myth syndrome. There seems to be a popular notion among authors that if they sign books at store events or stock at their local stores that the books can’t be returned. Unfortunately this is not true. While the books are not treated as damaged if they are returned, they are still considered acceptable returns. I think part of the myth began because books that are signed are often marketed as such in stores and may sell-though faster than unsigned copies. Regardless, signing extra copies at an event doesn’t guarantee the books will not be returned.

NBN CATALOG PRODUCTION GUIDELINES

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).

The deadline for Fall catalog copy and space reservations was January 19th. The deadline for tipsheets and color art is February 16th. The catalogs will be printed in time for NBN's Fall 2007 sales conference beginning April 23rd.

For those of you thinking ahead, the deadlines for the Winter 2008 catalog are as follows:

Copy and Space Reservations: June 11th

Tipsheets and Color Art: July 11th

BOOK SENSE

Book Sense is adding some new programs for 2007. In addition to the regular Red and White Box mailings, they will be starting a quarterly mailing geared towards children's booksellers. This will begin in February, with additional mailings in May, August, and November. Also, a 4th Children's Pick List has been added to the year.

As a reminder here's some information about **The Book Sense Advance Access Program:**

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

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

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

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

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

PLEASE NOTE: The \$100 fee is waived because NBN is a Book Sense Partner.

When you hear from the booksellers requesting a copy of your book, we highly recommend that you include a short note with each book sent out. Just a "thank you" and your name is fine, plus a reminder to 'email or write Dan Cullen (dan@booksense.com) if you like it.' You may include press material, but this is not necessary. You can also save the email addresses of the booksellers you sent books to, and after a month's time, follow-up with a short query as to whether the book has been read.

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.

Samples of each format are shown below.

Before January 1, 2007

Printing only the ISBN-10 above the bar code is recommended for titles published before January 1, 2007.

ISBN: 1-4028-9462-7



After January 1, 2007

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

ISBN: 978-1-4028-9462-6



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



WHAT HAPPENS TO BOOKS ALREADY IN THE WAREHOUSE COME JANUARY 2007?

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.

HOW TO READ YOUR ONLINE REPORTS *Courtesy of Karen Mattscheck, Publisher Services*

Reports supplied to NBN client publishers on-line show a wide range of information for the publishers' daily use. Information provided includes information on sales, inventory, receipts and low stock.

Reports are in two formats – Microsoft Excel for any calculations the publisher might need to do with the numbers, and Monarch, which is the information formatted in an easy to use report. Monarch can potentially be used on MACs using a couple of short cuts. If you have a MAC and are interested, please contact Karen Mattscheck at kmattscheck@nbnbooks.com.

We will be explaining a report in each issue of this newsletter.

ONLINE REPORTS: BACKORDERS REPORT (PROBKP)

The backorder report is always current as of the report run date. Backorder reports cannot be run for historical periods. The backorder report provides detail on transactions, which are pending due to inventory availability.

ISBN: ISBN without dashes

Fmt: Format of book (BTP = paperback, BTC = cloth, 000 = unknown, catalog)

It St: Current item status. Not a calculated field.

--AV = Active (i.e. IN PRINT; this does not reflect physical availability of product; Physical availability is determined by QAV)

--NF = Not yet published

--OP = Out of print

--IH = On inventory hold for research purposes

--DS = Out of stock indefinitely (unknown ready date)

--CX = Cancelled; never published

PD: Print on Demand Flag (not applicable for trade titles)

Bill-to Customer: Name of customer to be billed for this transaction

City: City of bill-to customer

St: State of bill-to customer

Order Number: NBN order number

Ord Sta: Status of this order (B = order is in backorder status)

Bko Qty: quantity of books on backorder

Unit Price: List price of book

Discount %: Percent of discount applied to list price, based on customer classification, and item product category

Net \$ Value: Dollar value of order that equals the quantity ordered multiplied by the discounted price

Cancel Bko Date: Date on which the order will be cancelled if inventory is not received

Please e-mail Karen Mattscheck at kmattscheck@nbnbooks.com if you have any questions.

YOUR MONTHLY ACCOUNTING STATEMENT

Each month our Accounting department generates and mails a statement of account activity to each publisher. While this statement can be very difficult to understand, it is an important document for you to use to run your business. You will receive an explanation along with your contract and W9, but we thought we would help breakdown some of the mystery behind your accounting report.

Here are some hints on understanding the different columns (left to right) on the “Aged AP-Until Due-Detail-Publishers” document:

Vendor Ref Nbr: Our vendor reference number. This is for NBN's purpose only.

Name Inv Nbr: This column under your publishing company name is a description of what transaction is being accounted for in that particular row, and what month/year the transaction occurred.

Returns: Since returns are always deducted in the month they occur, if it says “04/05 Returns” then the deduction will be taken by 4/30/05. (See “InvDate” below.)

A/R Stmt: This is the total of all miscellaneous charges, usually for marketing programs like Book Expo or advertising, and is always deducted in the month they occur. Individual invoices for these are printed and mailed throughout the month and should be received by the publisher to reconcile with the end-of-month statement. (These are the things you get that say “invoice” on top and “not an invoice” on the bottom. Do not pay them.)

Reserves: Per the contract, we hold a certain portion of your payments for one year as a reserve to cover returns. This money is paid back to the publisher on the invoice date. (See “InvDate” below.)

DocType: Positive amounts (VO) are amounts owed to the publisher. Negative amounts (DB) are amounts owed to NBN.

Vend Stat Doc Stat: “A” means it’s an active account. “H” means the account is on hold for some reason (usually the publisher has terminated with NBN).

InvDate: This is the date when the amount in that row will be in the current column.

-Days Until Due-

Current: Payments are due when the amount in this column is a positive number. This amount must be over \$500 and you have at least \$250 in your reserve account. Otherwise a partial check or no check will be issued. If you have less than \$250 in reserve the difference between what is in your reserve account and what you will be paid may be deducted from your current payment amount. That leaves us with a minimum of \$250 in reserve (per the contract). Checks due to the publisher, should reach you around the 15th of the following month. If your current amount is negative, there is NO need to make a payment to NBN, unless you are contacted directly. Negative amounts will be deducted from the payment NBN would owe the publisher.

30 Days: This is the approximate payment you can expect for the following month, less returns and/or any marketing or co-op charges due for that month. **Remember:** Returns are deducted immediately, so never think this “30 days” column is a sure thing.

60 Days/90 Days/120 Days or >: This is the approximate payment to expect in the following months, less returns and/or marketing charges due for that month. The higher the number of days at the top of the column, the further away the payment is due and the more likely it is to change.

Balance: This is the amount due to the publisher over a period of time as of the end of the current month. This is NOT the amount NBN owes the Publisher at this time, and it will change with every passing month.

INFORMATION THAT BEARS REPEATING

Tip Sheets: You should begin including your ISBN 13 on your tip sheets.

(*Tip:* When you are working on your tip sheets, don't forget to use your previous books as comparative titles. It helps the buyer look up your previous sales, potential audience and where books sold previously.)

Accounting questions:

If you have questions about your checks or any statements received, Thomas Hunt would be the best person to contact: thunt@nbnbooks.com.

Warehouse questions, shipping instructions, stock issues, and questions regarding your online reports:

These questions should go to Karen Mattscheck: kmattscheck@nbnbooks.com or 717-794-3800 x3513. Please remember that we can't receive shipments without a **packing list** or the **green "New Books Receiving" labels** if they are being shipped via UPS, FedEx, Postal, etc. **This includes any additional shipments of books you have already set up and sent in to us.** If the boxes are not labeled as such they often end up in the returns department. If the books are being shipped via freight, only 1 green label is needed per pallet.

ISBN 13:

All books **MUST** have the 10-digit ISBN on them until January 2007. Starting in January 2007, the 13-digit ISBN should be on the books. During the transition period, you may put **BOTH** ISBNs on the book, tip sheet, and title template. If you need to convert your 10 digit ISBN to 13 digits you will want to use this handy converter: <http://www.isbn.org/converterpub.asp>.

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	Kennetta Wainwright	5530	kwainwright@nbnbooks.com
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

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>