



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

WINTER 2008

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NOTES FROM THE EDITOR

Welcome to the Winter issue of News Breaking Now. It seems that no sooner are we through the rush of the holiday season than we are already at work on the fall lists and pushing the new spring titles. BEA space is quickly being reserved and hotel rooms are already in demand in LA for this year's event. Please let us know if you have any questions.

You should soon receive a welcome to 2008 letter from Neil Levin. 2007 wrapped up strong and we're excited by the challenges and opportunities 2008 will bring. I hope you enjoy this latest issue and as always, please feel free to drop me a line with comments and feedback (dbreier@nbnbooks.com).

DOES YOUR WEBSITE WORK OR IS IT AN ELECTRONIC KNITTED TOILET PAPER COZY? *by Davida Breier*

Much like the VCRs that many people never figured out how to program, many website owners don't know how to really use their websites to market books. Traditional advertising relies on the idea of interrupting something that you are currently doing to get you to divert your attention to information about a product (i.e. tv commercials, ads in magazines, billboards). Do you *really* watch TV for the commercials, drive for billboards, or buy a magazine to read the ads? However, with websites, someone is either going to your website specifically for a reason or a search lead them there. Once you have a consumer at your site, you are already leagues ahead of what is attempted by traditional interruptive advertising – an audience who is *actually* offering you their attention.

Mainstream, mass-consumer advertising is ideal for mega-books (you know, the ones where the author's name and the news that a new book is out is all that is needed to drive sales). On the other hand, the web can provide a roadmap to all sorts of niches and help readers locate books they never imagined existed. Websites are perfect for smaller and niche books that could otherwise be overlooked, don't have huge budgets, and/or are more difficult to find out about.

One area that all website owners should pay close attention to is how search engines work and if they are looking for a niche audience, make sure to put out the best bread crumbs possible to lead people. There are meta tags embedded into the code of each webpage, which help search engines know what the site will offer. There are also the keywords you will use as text within the pages of your website. Think about those words carefully, not just the obvious ones, but even common typos (i.e. Barnes & Noble redirects any visitors to barnesandnobel.com to their correctly spelled homepage).

Also, I've seen small publishers with spectacular websites, thus giving them a much better cyber-presence and large publishers who managed to look small with bad design or typos. Your homepage needs to offer a landing spot that will draw a reader inside.

Furthermore, the web can be the ultimate, educated impulse buy. For example, over the summer I was visiting a local park and became curious about unfamiliar bugs in a stream. Once home, I went through all my field guides and found them lacking. A quick search online turned up a book on freshwater insect larvae and I bought 2 copies (one for a likeminded friend) and sent the link to a third. (Oh, and as I learned, I had likely seen dragonfly or damselfly larvae.)

And that leads to my final point – searching vs. browsing. I had a question, so I went searching for information. The informative content your website provides is going to send a message to readers about the type of content your books contain. Many people are afraid of giving away too much on their

websites, but research shows that the more content a potential customer can view, the more likely they are to purchase a hard copy.

So, searching often leads to browsing and hopefully buying. I found a few books on aquatic insect life – some were academic, some were outside my budget, and that narrowed it down to a small number to browse between. I had already decided I wanted to fill a gap in my field guide library, it was just a matter of *which* book. Ideally a website will accommodate searchers, browsers, and ultimately consumers. Think about how all three will view your site and what you might do to meet their needs. And remember, no one *needs* a knitted toilet paper cozy.

REP ROUNDTABLE: SPECIAL MARKETS NEWS, *by Marie Hergenroeder*

Evolving from a one person department to a department of four may not immediately sound like a huge transition, but in reality the change is quite significant. Previously, Dina Fullerton was pulled in many different directions when trying to manage all of special sales on her own. There was little time to be anything but reactive. Linda Sinisi came on board, but still with two people there could be little focused effort.

Because Special Sales is such a targeted business, my first objective when I came to NBN was to assign sales responsibilities for accounts by market channel. Giving form and focus to the department has made it easier to identify opportunities. With the new structure in place there is a new energy in the department. Linda is reaching out to educational accounts and mail order catalogs we have not worked with before, and is having success placing titles in ongoing school programs and gift catalogs. Dina is getting deeper into wholesale accounts where we only touched upon the surface before.

There are wholesalers who sell into the craft market, office supply stores, and comic book and golf shops, wholesalers who supply zoos, aquariums, and nature centers and wholesalers who target the gift store market, just to name a few segments. For nearly every type of retailer, there is a wholesaler who covers the markets. With more time to devote to the development of these accounts, Dina is uncovering new possibilities with existing customers. The rise in internet commerce has brought new wholesalers selling into this channel and that is a growing area for us.

We are visiting accounts that represent the largest potential for books and will continue our account visits throughout the year. Following-up with buyers after the visit is essential to keep books in the forefront until sales come to fruition. For the larger accounts, finished samples are often required. The special sales rep must be aware of promotions and themes accounts are planning and try to tie books into those themes. Even color palettes influence buying decisions for some retailers who like to color coordinate their merchandise. Being aware of market trends is an important aspect of selling, and in creating products for the market. Keeping our publishers informed of trends as we spot them is another goal for us.

The next phase of our department restructure is to bring commission gift reps on board and to create our gift catalog. I have begun this process and will be spending most of January and part of February attending gift shows throughout the country, looking for the best fit for the books we represent. I plan to exhibit at the Atlanta gift show in July, and will have space in our rep showrooms in other geographic areas. The fourth member of our team, Sylvia Williams, will work closely with me and our gift reps in developing the business.

It's an exciting time to be at NBN and to affect positive changes through a focused effort on the part of the special markets sales team.

EVERYTHING PUBLISHERS NEED TO KNOW ABOUT DONATED BOOK PROGRAMS...BUT WERE AFRAID TO ASK, *by Jed Lyons*

The following was written by NBN's own Jed Lyons for an Association of American Publishers brochure several years ago. With remainder prices at historic lows, donating books in exchange a tax deduction may offer a much better solution.

What are donated book programs?

Donated book programs distribute books to needy institutions throughout the world at no cost to the recipients. Today there are dozens of organizations that operate long-standing donated book programs benefiting millions of disadvantaged people in the U.S. and abroad. These organizations act as intermediaries between American book publishers, whose charitable donations fuel the programs, and the domestic and overseas beneficiaries who ultimately receive the books.

Why should I donate books?

Donated book programs provide a unique opportunity to assist developing nations in the Third World and Eastern Europe and to seed the soil for future commercial endeavors. In the absence of adequate foreign exchange to purchase American books, developing nations must rely on donated book programs to introduce their citizens to American history, life and culture. With little hard currency, most poor countries depend almost entirely on the charitable contributions of American publishers to stock their school and library shelves with our books.

What kinds of books should I donate?

Organizations active in the area of book donation are skilled in identifying appropriate books for specific areas of the world. They are willing to work with you to ensure that your donations are appropriate and responsive to the recipients' needs. As a rule, textbooks for all educational levels, professional books in the areas of medicine, law, accounting and business, and scholarly and general non-fiction books in such fields as American history, literature, and the social sciences are the most popular categories.

What are the legal and tax ramifications?

Donating books is significantly more cost-effective than destroying them. The Federal tax code section 170 (e) (3) (A) on the "special rule" permits publishers to deduct up to twice the manufacturing cost of donated books. In other words, the tax code says that you can deduct up to \$5.00 per unit if your printing, and binding cost was \$2.50. Donated books must be part of a publisher's current inventory in order to be eligible.

Who will provide documentation for the I.R.S.?

The charitable organizations you give the books to will provide you with ample documentation to satisfy the requirements of the tax code.

Can I deduct transportation costs?

No, but all costs associated with transporting donated books from your warehouse to the recipient qualify

as legitimate business expenses. Many charitable organizations engaged in the delivery of donated books will arrange to pick up books at your loading dock at no expense to your company.

To whom should I donate my books?

The “special rule” identifies non-profit organizations incorporated as 501 (c) (3) under the Internal Revenue code as legitimate recipients of donated property. To ensure that the donee of your choice qualifies, consult IRS Publications no. 78, “Cumulative List of Non-Profit Tax-Exempt Organizations.

Olakunle Omolabi, our production assistant, also did an article on book donation programs when he was still an intern. It has information and links to a number of donation organizations. It should be on our website very shortly in the News Breaking Now section:

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

Also, we received information about With Wings & a Halo, a 501 (c)3 non-profit that is seeking donations children’s books for children in crisis situations. The books are distributed by local police and emergency medical professionals in emergency, crisis, natural disaster, and/or domestic disturbance situations. To learn more please go to <http://www.withwingsandahalo.org/> or contact paul@withwingsandahalo.org. Also, if there is a Frontier Airline terminal in your area, the airline is working with the group and will transport books for free, you just need to make arrangements and bring the books to the airport.

2008 NATIONAL CHILDREN’S BOOK AWARDS OPPORTUNITIES, *by Meghan Devine, Taylor Trade Marketing Director*

Listed below is a general overview of the 2008 national children’s awards submission outlets. Please visit the individual websites to review the submission guidelines, fees, and deadlines.

Association for Library Service to Children (ALSC), a division of the American Library Association (ALA)

All ALSC Book Awards are due by December 31st of 2008

Visit the following website for individual awards committee submission guidelines:

<http://www.ala.org/ala/alsc/awardsscholarships/awardsscholarships.htm>

ALSC Office
50 East Huron Street, Chicago, IL 60611
alsc@ala.org
800-545-2433

Robert F. Sibert Informational Book Award is awarded to the author(s) and illustrator(s) of the most distinguished informational book published in English.

Mildred L. Batchelder Award is awarded to an American publisher for a children's book considered to be the most outstanding of those books originally published in a foreign language in a foreign country, and subsequently translated into English and published in the United States.

John Newbery Medal is awarded to the author of the most distinguished contribution to American literature for children.

The Randolph Caldecott Medal is awarded to the artist of the most distinguished American picture book for children.

Pura Belpré Award is presented to a Latino/Latina writer and illustrator whose work best portrays, affirms, and celebrates the Latino cultural experience in an outstanding work of literature for children and youth.

Theodor Seuss Geisel Award is given annually to the author(s) and illustrator(s) of the most distinguished American book for beginning readers published in English in the United States during the preceding year.

ALA Notable Book Award is decided each year by a committee of the Association for Library Service to Children (ALSC) that identifies the best of the best in children's books. According to the Notables Criteria, "notable" is defined as: Worthy of note or notice, important, distinguished, outstanding.

The Children's Book Committee at Bank Street College
610 West 112th Street, New York, NY 10025
(212) 875-4540, bookcom@bankstreet.edu

DEADLINE: November 14, 2008

Josette Frank Award (Fiction) is given each year to honor a book or books of outstanding literary merit in which children or young people deal in a positive and realistic way with difficulties in their world and grow emotionally and morally.

Flora Stieglitz Straus Award (Nonfiction) This award is given for a nonfiction book that serves as an inspiration to young readers.

2008 National Book Awards

To receive a copy of the National Book Award Entry Form and Guidelines for 2008, please contact the Foundation at (212) 685-0261 or email nationalbook@nationalbook.org.

Guidelines for 2008 will be available in April. There is a \$125 fee for each submission.
<http://www.nationalbook.org/nbaentry.html>

ABA Pick of the List/Booksense Picks: <http://www.booksense.com/>

The Boston-Globe Horn Book Awards one of most prestigious honors in the field of children's and young adult literature. Categories: Picture Book, Fiction and Poetry, and Nonfiction.

Books must be published in the United States between June 1, 2007, and May 31, 2008.
DEADLINE: May 9, 2008

The Horn Book, Inc.
56 Roland Street, Suite 200, Boston, MA 02129

http://www.hbook.com/bghb/submissions_bghb.asp

For more information, contact Sarah Scriver at The Horn Book, Inc., 617-628-0225, ext. 221, or sscriver@hbook.com

Irma S. and James H. Black Award is given to a picture book for children in the first through third grades that best exemplifies excellence of text and illustration. Founded by Bank Street College of Education in New York.

The Irma Simonton Black and James H. Black Award
610 West 112th Street, New York, NY 10025
212-875-4540, bookcom@bankstreet.edu

For more information visit <http://streetcat.bankstreet.edu/html/isb.html>

Parent's Choice Award honors the best material for children: books, toys, music and storytelling, magazines, software, videogames, television and websites.

<http://www.parents-choice.org/entryforms/default.cfm>

For additional book awards, please visit:

<http://falcon.jmu.edu/~ramseyil/awards2.htm>

<http://falcon.jmu.edu/~ramseyil/awards.htm#B>

<http://www.ucalgary.ca/~dKbrown/awards.html>

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.

WHY BLOG? WHY NOT!, *by Davida Breier, Marketing Director*

So everyone and her mother's brother has a blog – do you? Or rather, does your publishing company or new frontlist title? If not, could a blog help? Blogs can be great, inexpensive ways to increase your web-presence and also connect with readers. A book or author-specific blog (or website) can offer readers additional information, links to buy the book, and the chance to interact with the author or fellow fans. Here are two author websites (not blogs) that are absolutely loaded with information and fun stuff for fans:

<http://www.minettewalters.co.uk/>

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

Sarah Kramer, author of several vegan cookbooks, has a blog she updates constantly with fun stories about her life, travels, and also occasionally mentions her cookbooks. It keeps fans connected with her and they can also provide helpful feedback:

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

Also, here's an example of a blog from a bookstore, showing links to books, author websites, and more: http://www.atomicbooks.com/43/public_html/blog/. Powell's has a blog that guest authors contribute to, which also helps drive sales: <http://www.powells.com/blog>.

Here's the best part of all this – you can get a basic blog up and running with an hour's investment in your time. NBN recently started a blog and I decided to use BlogSpot (<http://nbnbooks.blogspot.com/>). Typepad, LiveJournal, Wordpress, and even MySpace also offer blog services. (More details about blog services here:

http://en.wikipedia.org/wiki/Blog_hosting_service.)

BlogSpot is very user friendly. They offer design templates or you can build your own. From there you can make basic modifications or change/add your own HTML code if you are versed in such things. For the sake of simplicity, I used one of their templates, added our logo, and made minor adjustments. You should be able to get the blog up quickly and then refine it as you go along.

If you have a google account you can sign in, or just create a new profile for your blog: <https://www.blogger.com/start>. And it is free!

From there it is a matter of registering the name, titling it, and adding the basic content. Then just start posting. You can also add things like cover art and photos. The amount of linking and content you can add is boundless.

Here are a few basic tips:

- Give your readers information of value – something that will make the visit to the site worthwhile. You want them to bookmark you or add your site to their RSS feed. Or better yet, share your link with other readers.
- Post at least a couple times a month. Don't let the site look abandoned or people won't return.
- Allow for reader interaction. You can allow comments or post emails to the author (with permission of course).

Also, in case you see this as a one way street, books are being born of blogs constantly these days (<http://books.guardian.co.uk/news/articles/0,,1745535,00.html>).

THE INTERNET FORAGER: USEFUL WEBSITES FOR PUBLISHERS

Are you curious to see the most bookish cities according to Central CT State University? Go here: http://www.ccsu.edu/amlc07/Overall_Rankings/Top10.htm. Interestingly, New York, LA, and Chicago did not make the list.

What will life be like if people stop reading? (From New Yorker)

http://www.newyorker.com/arts/critics/atlarge/2007/12/24/071224crat_atlarge_crain?currentPage=all

This new poll from the National Book Critics Circle brings up some interesting questions about accepted nepotism, the fate of the self-published in the media, and whether or not books are actually read that are reviewed: <http://www.bookcritics.org/?go=ethicsInBookReviewing>

Abebooks has an interesting look at tattooed authors:
www.abebooks.com/docs/Community/Featured/author-tattoos.shtml

TIPS FOR WORKING WITH LIBRARIES FOR SPECIAL EVENTS

If you plan to work with a library for an event the tips below should help. Make sure you know the following before you approach the library about an event.

Plan the event – is the event at the library a stand or alone, or part of a series of events, which could include author signings at bookstores or speaking engagements at colleges or museums?

When and where – be concise about the when and where you desire the event to take place.

Audience – who is your audience and how many will attend?

Length – most speaking engagements last 45 minutes to one hour for a single speaker. Note if more than one author will be speaking.

Sales – do you anticipate or desire to sell books? The library may need to make arrangements for this.

Assistance – do you require assistance from the library? Sometimes libraries have programming money available, or can offer other compensation in exchange for your participation.

Timing – how much lead time can you provide the library? They usually need 6-8 weeks in advance to get everything set up and to publicize the event.

Coordination – who should the library talk with to work the details out? Make sure you include several methods of communication.

BEA REMINDER

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

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

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

APPL - National Parks Show

Dates: 02/24 - 02/28

Location: Denver, Colorado

Website: http://www.appl.org/Training_Conventions/conventions_tradeshow_general.html

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.bolognafiare.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>

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>

BOOK SENSE

“Book Sense is the marketing campaign launched in 1999 by the American Booksellers Association on behalf of its member bookstores with storefront operations. The goal of the Book Sense program is to increase visibility and raise consumer awareness of the unique qualities of independent bookstores.”
(<http://pdfs.nbnbooks.com/NB/NBo/NBNBookSenseGuide.pdf>)

They offer mailings to stores and also send email alerts about new books and free galleys. As a reminder, if you do decide to utilize the Red Box or White Box mailings, just fill out the corresponding Insertion Order (linked below) for either the White Box, Red Box, or the Children’s White Box and fax it to Jessica Kennedy, Marketing Programs Manager. She will reserve your space and rebill the invoice from Book Sense to your NBN account.

Read more: <http://www.nbnbooks.com/publishers/BookSense.shtml>

NBN REVISED CATALOG SCHEDULE

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.

This new schedule began with April/May 2008 pub months.

To read more about NBN’s Revised Catalog Schedule go to:

<http://pdfs.nbnbooks.com/NB/NAr/NBNArticlesCatalogSchedule.pdf>

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 bnart@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 deadlines for the Oct / Nov '08 catalog are as follows:

Copy and Space Reservations: January 9, 2008

Tipsheets and Color Art: January 30, 2008

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 full catalog schedule is here: <http://pdfs.nbnbooks.com/NB/NPP/NBNPPNewCatSchedule.pdf>

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

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

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

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

Below are highlighted points covered in the requirements.

(1) Bar Code: Only the EAN 13 bar code will be permitted on the back cover. The UPC bar code is not to be printed on the back cover/cover 4.

(2) EAN 13 Bar Code: The EAN 13 bar code must appear on the back of the book and include the isbn printed out in a consumer readable format above the bar code.

(3) EAN 13 Bar Code Price Extension & Price: You must now include the price in the EAN bar code price extension. Many publishers have not been including a price in the bar code extension. This is now a requirement of our major customers.

(4) Consumer Readable Price: There must be two US prices on the book. The first is in the bar code as mentioned above. The second is a price that is printed somewhere on the back of the book in consumer readable format in 9 point or larger font. If there is just one currency shown on the book, it could read, for example, \$12.99. If there is more than one currency it should read US \$12.99.

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

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

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

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

Enforcement of these standards will begin January 1, 2008.

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

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

Reports supplied to Biblio 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.

INFORMATION THAT BEARS REPEATING

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.

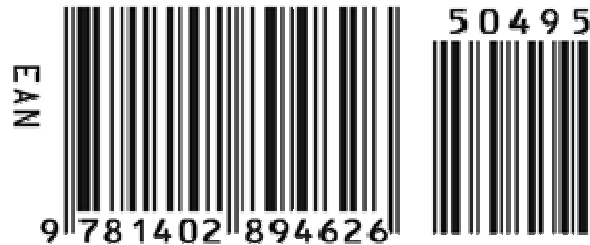
--You can put both the 10 and 13 digit isbns on top of your bar code and on the copyright page, effective immediately.

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

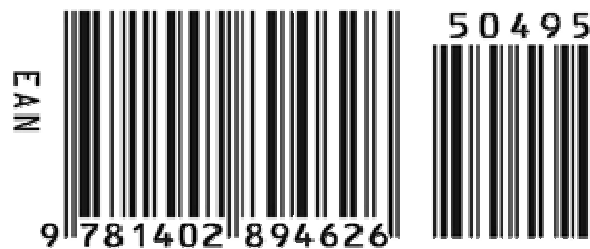
Printing only the ISBN-13 above the bar code is recommended for titles published after January 1, 2007.



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

ISBN-13: 978-1-4028-9462-6

ISBN-10: 1-4028-9462-7



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.

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 “InvcDate” 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 InvcDate” 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).

InvcDate: 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.

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