



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

SEPTEMBER-OCTOBER 2009

CONTENTS:

- **Notes from the Editor: Ramping Up for the Fall**
- **Important Reminders**
- **NBN Fusion**
- **NBN Brown Bag Webinars**
- *****Free Class***: The Secrets to Blogger Outreach**
- **Is It Ever Too Late to Send Review Copies?**
- **Price Change Policies**
- **Understanding Digital Publishing**
- **FiledBy**
- **Book Award Information**
- **US Customs Requirements Tightened**
- **CPSIA Update**
- **Book Trade Shows Around the Globe**
- **NBN Catalog Production Guidelines**
- **The Shelf Awareness Drop-in Database**
- **New Lower Ad Rates and Procedures**
- **Information that Bears Repeating**

NOTES FROM THE EDITOR: RAMPING UP FOR THE FALL

Welcome to the September-October issue of *News Breaking Now*. We've been very busy lately – we've launched a new program, NBN Fusion, which I'll explain further in this issue. Fusion's launch has been taking up much of my time, but the newsletter was bursting with information and couldn't wait any longer!

It was with great delight that we welcomed Liz Moffit back to NBN last month. She has resumed her duties within NBN's catalog production department. Welcome back, Liz! (She's also getting married this month.)

Several NBN staff members worked to start a series of educational webinars and we held our first session on BISAC codes on Sept. 30th. More details in this issue, but many of these types of programs and changes pertain to NBN's desire to help our publishers solve problems and keep up with an ever-changing industry.

Lastly, congratulations to NBN publisher, C&T Publishing, which was named one of the 2009 Best Book Publishing Companies to Work For by Book Business Magazine! The article is not online yet, but the Book Business Magazine is online at: <http://www.bookbusinessmag.com/>.

We hope the start of the fall season is exciting and prosperous for you!

IMPORTANT REMINDERS

1) Rep assignments and Labels:

Don't forget to download the most up-to-date information about **rep assignments** and also **mailing labels** from our website. Please use the labels to send sales materials directly to the reps. Sales materials should be sent to the reps to arrive right around the sales conference:

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

http://www.nbnbooks.com/publishers/NBN_Rep%205160_Labels_080709.doc

http://www.nbnbooks.com/publishers/Rep_Mailing_Quantities.092809.xls

<http://www.nbnbooks.com/publishers/salesreassignments06092009.xls>

2) Publicity updates

When you have **breaking publicity** the fastest way to disseminate this information to the NBN sales and marketing team is to use the publicity update form:

<http://www.nbnbooks.com/publishers/DataUpdate/Publicity.shtml>

3) Catalogs and deadlines

Also, remember that you can find the **catalog schedule online** at (<http://pdfs.nbnbooks.com/NB/NNe/NBNNewCaSchedule.pdf>), the **catalog copy** is at (http://www.nbnbooks.com/production/catalog_copy/index.shtml), and **tip sheet** form is at (<http://www.nbnbooks.com/production/tipsheets/TipSheetTemplate.shtml>). Fee information is also online: <http://pdfs.nbnbooks.com/NB/NW0/NBNW08CostsFees.pdf>

4) Enhancing Your Amazon Presence

For adding additional content to the product page, use Amazon's **Content Update Form**

<http://www.amazon.com/gp/content-form/?ie=utf8&product=books>

Amazon also offers **Amazon Connect** and **Author Central**, where authors can view and edit bibliographies, add a photo and biography to a personal profile, and use a blog to connect with readers. Learn more here:

<http://www.amazon.com/gp/help/customer/display.html?nodeId=15700651>

NBN FUSION

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

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

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

You can learn more on our website at:

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

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

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

PW and *Shelf-Awareness* also covered the news of this new program:

<http://www.publishersweekly.com/article/CA6695067.html>

http://news.shelf-awareness.com/ar/theshelf/2009-09-09/notes_nbns_new_fusion_bonnet_novels_make_hay.html

NBN BROWN BAG LUNCH WEBINARS

We're pleased to announce that we will be hosting regular and ongoing **NBN Brown Bag Lunch Webinars** for our clients. We'll be covering important subjects and will pass along information that is sure to make your job easier. Our first session covered: **Everything You Wanted to Know (or Not Know) about BISAC Codes and Shelving Categories**. Attendees learned why BISAC codes use is now mandatory, why they are critical to the selling process, how to pick the right codes, and also how shelving categories are used. We know that not everyone can join us or you may have new staff members you want to bring up to speed, so we'll soon be including all these sessions on our website, with a Q&A based on questions that come up during the sessions.

To view a PDF of the session go to:

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

To view the latest BISAC list go to:

<http://www.bisg.org/activities-programs/activity.php?n=d&i=44&cid=20>

Join us next time for **The Major Account Buying Schedules: The Selling Process & What is Required** (date and time forthcoming).

*****FREE CLASS***: THE SECRETS TO BLOGGER OUTREACH**



On Thursday, October 15, 2009 at 2:00PM Eastern (11:00AM Pacific) Author Marketing Experts will be presenting the next in her series of hour-long classes on **The Secrets to Blogger Outreach—How to Find and Pitch *any* Blogger for Your Book**. NBN has been working closely with Penny Sansevieri and her company, Author Marketing Experts, on web marketing efforts. Penny is a sought-after speaker and counselor and has put together a FREE one-hour seminar for our publishers.

Remember, the seminar is ***FREE*** and as many in your organization as you would like can participate. You can also have your authors join the seminar to help them with their marketing. It will be an info-packed, one-hour session and registration is simple. Just email authors@amarketingexpert.com with the subject line: **NBN Class**. You'll then be sent instructions for calling in and logging on.

IS IT EVER TOO LATE TO SEND REVIEW COPIES? *Courtesy of Penny Sansevieri, Author Marketing Experts, Inc.*

- Often when I teach my book review classes through AME-U I get a few authors on the call telling me they didn't know they needed to send their book out for review, or perhaps they did and sent it to the wrong reviewer, wrong publication, or to a market that didn't consider their genre. So how late is too late to get reviews? Well, honestly that depends on what your book is about. We're currently working with a book that's two years old and review copies are flying out the door, but guess what? It's an online campaign. Online tends to be a bit more "forgiving" of time.
- If you're looking for more "bounce" for your book and want to get reviews, try pitching to topic-focused blogs, web sites, and magazines. Often these places won't be as inundated with review requests as book bloggers and review publications will. Also, consider pitching the book as a story, rather than a review.
- So if you're feeling like you could do more for your older book, get creative. Go after the topic, rather than the glamour blogs and web sites and often you'll find they are not only very receptive but also when you target a web site, blog or publication that is 100% your audience you're more likely to make a sale and in the end, isn't that what all this promotion is all about?

<http://www.authormarketingexperts.com> and <http://twitter.com/AMEbookgal>

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

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

Price Changes:

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

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

New Orders Received after NBN Notification:

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

Backlist titles:

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

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

Price Update Process:

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

To update prices, simply go to the NBN website:

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

Electronic book readers poised to become this holiday's hot ticket

"Will digital books catch fire this holiday? According to an online survey, 1 in 5 shoppers said they planned to buy an electronic book reader such as a Sony Reader or Amazon Kindle this year..."

<http://latimesblogs.latimes.com/technology/2009/09/ebook-readers-kindle-sony.html>

Clever Visual of the EBook Industry:

http://assets.bizjournals.com/cms_media/pdf/ebookuniverse.pdf?site=techflash.com

AAP Sales for July Posted:

"E-books sales reached \$16.2 million, reflecting a 213.5 percent increase for July, and a 173.9 percent year to-date."

http://www.publishers.org/main/PressCenter/Archives/2009_September/PublishingSalesJuly09.htm

Sales by categories:

- E-books soared 213.5% to \$16.2 million.
- Audiobooks grew 3.5% to \$11.7 million.
- University press paperbacks dropped 3.2% to \$8.8 million.
- University press hardcovers fell 15.1% to \$5.2 million.

From Shelf Awareness for Thursday, September 24, 2009

Overdrive has new phone app:

<http://www.publishersweekly.com/article/CA6695292.html>

New Color eReader from Cool-er in Works:

<http://www.mirror.co.uk/news/technology/2009/09/11/cool-er-budget-colour-ebook-by-2010-115875-21666501/>

Kindle Title Count Almost 350,000:

<http://blog.kindle.com/2009/09/august-2009-summary/>

eBooks on CNN:

<http://www.cnn.com/2009/TECH/09/14/ebooks.ereaders/index.html>

Kindle Drops Price (again) and goes International:

<http://www.publishersweekly.com/article/CA6700696.html>

http://www.nytimes.com/2009/10/07/technology/companies/07amazon.html?_r=1&emc=eta1

Wireless Irex device available at Best Buy soon:

<http://www.publishersweekly.com/article/CA6698361.html>

More on Irex:

"Lynch emphasized that the BN.com e-book store will support more than 350 different devices..."

<http://www.publishersweekly.com/article/CA6698624.html>

TeleRead – good digital issues blog:

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

Dan Brown's Lost Symbol eBook sales:

“...around 5 percent, or 100,000 copies’ were sold as ebooks...That ebook estimate has sparked further chatter and analysis online, where some posters are overlooking the nuance. (As a percentage of US sales, it’s more like 7 to 7.5 percent, and if you leave out the strong-but-unquantified pre-orders accrued over months, the range could be up to 9 percent or more.)”

Publishers Lunch 9/23/09

Also:

<http://latimesblogs.latimes.com/jacketcopy/2009/09/even-dan-brown-cant-break-the-ebook-five-percent-rule.html>

Apple Tablet Update:

<http://www.wired.com/gadgetlab/2009/09/tablet-print>

eBook Reader Consumer Behaviors:

“Other statistics of interest: 45.5% of e-book reader owners are spending between \$9 and \$20 a month on e-book content, and 11% of total survey respondents said they planned to purchase an e-book over the next 12 months.” *Shelf Awareness 9/10/09*

Source: <http://www.reuters.com/article/pressRelease/idUS58530+09-Sep-2009+BW20090909>

Survey Finds Publishers In Search of New Business Models:

“Just over 72% of publishers taking part in a survey on the impact of digitization on book publishing said the development of new business models, new multimedia products and effective marketing strategies are the biggest challenges facing publishers as they make the transition from print to digital.”

<http://www.publishersweekly.com/article/CA6699117.html>

3 Millions Readers to be Sold in 2009

“Sarah Rotman Epps, a media analyst at Forrester Research, ‘says the firm is revising its outlook on e-book readers. They’re predicting stronger holiday sales than had been previously forecast and for that trend to carry over into 2010,’ according to [NPR](#), which noted that Epps said the company ‘expects 3 million such devices, like the Amazon Kindle and Sony’s line of e-book readers, to be sold in 2009. The previous estimate had been 2 million. Forrester expects sales to double in 2010, reaching 10 million cumulative e-reader sales by end the of next year.’”

Shelf Awareness for Friday, October 9, 2009

B&N Reader in Time for the Holidays:

<http://online.wsj.com/article/SB10001424052748703746604574461502390635462.html>

FILEDBY

File dBy (<http://filedby.com/>) is a bit like Facebook, IMDB, Goodreads, and Amazon all rolled into one and is JUST FOR AUTHORS. The site aims to connect readers and authors by providing authors with a platform for easily building online communities, promoting their titles, interacting with readers and selling books. Basically, every author (or editor, illustrator, or main contributor) tied to an existing ISBN has a page. FiledBy has already built 1.8 million webpages and is waiting for additional authors to claim their pages and enhance the content. Once a page is claimed, the author can then link to other sites, blog, add covers and photos, and use the page as a centralized spot for all the Facebook, Twitter, and blog sites the author is already using. I strongly encourage you to go to the FiledBy site and have your authors claim their pages. It's an easy way to get into or expand your online marketing efforts.

BOOK AWARD INFORMATION

BENJAMIN FRANKLIN AWARD CALL FOR ENTRIES

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

IBPA member - \$80 per title, per category

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

Entry deadline December 31, 2009

For more information go to:

<http://ibpabenjaminfranklinawards.com/>

Or contact:

IBPA (Independent Book Publishers Association)

627 Aviation Way, Manhattan Beach. CA 90266

Email: info@ibpa-online.org

THE 2010 ERIC HOFFER BOOK AWARD

The Eric Hoffer Book Award recognizes excellence in publishing. Awards are open to academic, independent, small press, and self-published books that were released or copyrighted in the last 2 years, including unique books with small print runs. Books over 2 years enter the legacy fiction or legacy non-fiction category. CATEGORIES: Art, Poetry, General Fiction, Commercial

Fiction, Children, Young Adult, Culture, Memoir, Business, Reference, Home, Health, Self-Help/Spiritual, Legacy (fiction or nonfiction).

\$1,500 Grand Prize

Entrance Fee of \$45

Entry deadline January 21st, 2010

For more information go to:

<http://www.HofferAward.com>

Or contact:

The Eric Hoffer Awards

PO Box 11, Titusville, NJ 08560

Fax: (609) 964-1718

Email: info@hofferaward.com

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

US Customs is stiffening their requirements for product coming from overseas ports. As of **January 26, 2010**, your product will not be loaded onto a ship if the product does not meet the requirements. The requirements are that the shipment must be electronically filed with US Customs well before the product is to be loaded onto the ship. This is to meet the 10+2 regulations for US Customs.

US Customs expects companies that plan to import cargo into the United States to start transmitting the necessary data to US customs well before the deadline of **January 26, 2010**. For those publishers that want to utilize the services of Gateway Logistics Services, Inc., they must decide and follow the new process of transmitting to US Customs starting July 31st, 2009. This will allow for the US Customs specified test phase (Jan. 26, 2010 legislation) to work out any data or process issues.

Data that needs to be provided to Customs includes:

ISF-10 importer security filing information. This includes the printer, the company invoicing the publisher, where the container is loaded, whoever is putting the container together, the publisher, NBN address, the importer of record (please remember that unless you are going through Gateway Logistics NBN is NOT the importer of record), the country of origin and the identifier of the product (i.e., art books, textbooks).

ISF-5 – information re. where the product is being transferred from. This includes booking party name and addresses, foreign port of unloading, place of delivery, ship to name & address, harmonized tariff schedule.

Other information – the sender file code, surety code, bill of lading #, bill of lading SCAC, container SCAC.

Please check with your shippers asap to make sure that they are going to be compliant with these new regulations for any product that will be shipped next year. If they are not completely compliant, it will prevent your stock from being shipped. Currently we have stepped in where paperwork has been incomplete when it arrives in the US – that will no longer happen as the product won't even get here.

If you are not sure whether your shipper/broker will be meeting these requirements and/or you want to be sure you will not have a problem, you can contact Gateway Logistics peter.oetker@gatewaylogistics.biz or 717-428-2507 or 888-800-1080.

CPSIA UPDATE

As you know, The Consumer Product Safety Commission imposed new regulations in children's books/production this winter. You can read the latest news about CPSIA here: <http://www.publishersweekly.com/article/CA6672574.html>

Despite the changes in the language of the regulations and effective dates, many major retail accounts and mass merchants are still requiring the testing information. Publishers who sell book products into non-trade markets should be aware that, "... not only are the leading mass-market retailers such as Target and Wal-mart (which buys books through Levy and Baker & Taylor) requiring testing, but so are catalogers, dollar stores such as Dollar Tree, specialty stores such as Marshall's and TJ Maxx, and specialty chains such as Learning Express. In some cases they have thick testing manuals for their vendors to follow, as well as blanket testing policies that cover all product categories equally, no matter what the relative likelihood of high lead content."

<http://www.publishersweekly.com/article/CA6648646.html?nid=2286&source=link&rid=>

Book Industry leaders and organizations are continuing their efforts to have the new head of CPSIA review the current requirements and hopefully get ordinary books excused from these regulations. However, in the meantime, we are bound to the current regulations and requests for information.

BOOK TRADE SHOWS AROUND THE GLOBE – 2009

Shelf-Awareness has a lengthy list of trade and consumer book shows: <http://www.shelf-awareness.com/news.html>

NBN CATALOG SCHEDULE AND PRODUCTION GUIDELINES

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

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

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

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

To view NBN's Catalog Schedule go to:

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

NBN's production department is now completely automated. Detailed instructions for providing catalog copy, space reservations, tipsheets and color art can be found at www.nbnbooks.com or specifically at this link:

http://www.nbnbooks.com/production/catalog_production/index.shtml

These instructions are a result of years of feedback from NBN Sales Reps and the Accounts.

In a nutshell we require the following:

1. A space reservation form that tells us how much space to allocate, per title, to your frontlist titles.
2. Catalog copy via online form. (see link above)
3. Tipsheets via online form. (see link above)
4. Color covers (e-mailed to nbnart@nbnbooks.com. Art should be saved at full size, at least 300 dpi, RGB.)

Again, complete instructions for providing information can be found at the website, however if you would like to speak to someone in person, please contact Liz Moffit (x 5515).

UPCOMING DEADLINES FOR THE AUG/NOV '10 CATALOG ARE AS FOLLOWS:

Books with pub dates of Aug/Sept 2010 –

Copy and Space Reservations: November 18, 2009

Tipsheets and Color Art: December 18, 2009

Books with pub dates of Oct/Nov 2010 –

Copy and Space Reservations: January 6, 2010

Tipsheets and Color Art: February 2, 2010

The full catalog schedule is here:

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

As a reminder, we've had to raise our catalog fees for the first time. A full page is now \$500, a half page is \$250, and a quarter page is \$125.

THE SHELF AWARENESS DROP-IN DATABASE

Drop-in titles (also known as crash or add-in titles) continue to grow and getting the word to booksellers and librarians about these sudden new books or titles with major last-minute changes is ever more problematic. This may be especially important this year as books reacting to the economy and election are published. NBN releases new title information to accounts via Nuts and Bolts, but not all territories are covered by this release of information. Markets such as libraries and independent booksellers may not have access to such information, thus causing your momentum to stall in those markets.

In an effort to make it easier and more effective for publishers, retailers and librarians to communicate and receive information about drop-in titles, *Shelf Awareness* in partnership with *Unshelved* (www.overduemedia.com) has launched a service for publishers to get the word out to the 16,000 people in the book trade who subscribe to *Shelf Awareness* and the 40,000 librarians and others who read *Unshelved*.

For a fee of \$150, announcements about drop-in titles will appear in the *Shelf Awareness* and *Unshelved* newsletters—and then reside in the Shelf Awareness drop-in title database web site. The web site is fully searchable and will archive all drop-in listings.

Publishers who want to learn more about the drop-in title database should go to:

<http://www.shelf-awareness.com/howto.html>. Please email dtd@shelf-awareness.com or call 206-274-8144 with any questions.

NEW LOWER AD RATES AND PROCEDURES

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

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

Instead of doing an insertion order via NBN, you will now work with the magazines directly. This is effective immediately.

The primary contact for *PW* is Cevin Bryerman, Associate Publisher.

Phone: 646-746-6654

Fax: 646-746-6598

Email: cbryerman@reedbusiness.com

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

The primary contact for *LJ*, *SLJ*, and *Criticas* is Roy Futterman, Advertising Director.

Phone: 646-746-6825

Fax: 303-265-2296

Email: r.futterman@reedbusiness.com

www.LibraryJournal.com, www.slj.com www.criticasmagazine.com

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

INFORMATION THAT BEARS REPEATING

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

The new reports are much more extensive than our old reporting system, so if you find yourself with questions, we have training documentation are available at: <http://pubreports.nbnbooks.com>.

There are detailed guides to walk you through the following reports:

- Backorder Report
- Gratis Report
- Gross>Returns-Net Report
- Orders in Progress Report
- Receiving Report

- Returns History
- Sales History
- Title List Report

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.

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

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

PW also has free eNewsletters: <https://www.publishersweekly.com/subscribe.asp?screen=pi10>

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

Join IBPA: <https://www.ibpa-online.org/membappl.aspx>

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

WHOM TO CONTACT AT NBN:

NBN Lanham Headquarters: 4501 Forbes Blvd., Lanham, MD 20706; (301) 459-3366
NBN BRS Warehouse: 15200 NBN Way, Blue Ridge Summit, PA 17214; (717) 794-3800

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