



CREATING USEFUL SALES MATERIALS

During the course of the catalog production cycle, the NBN reps identify the materials they would like to have to support the sale of your book. Materials such as the following are extremely helpful and should be sent if ready and available:

- Color Blads (if applicable)
- Tables of Contents
- Sample Chapter(s)
- Endorsements
- Sample Interiors (if applicable)
- Sample Recipes (if applicable)
- Excerpts
- Bulking Dummies (only if requested)

Your Account Manager will contact you with the details and give you the deadline for mailing material directly to the NBN sales reps.

NOTE: Each time you are going to send a mailing you should download a revised list of NBN Rep addresses from our website.
<http://www.nbnbooks.com/publishers/>

■ **EARLY BIRD MAILING**

-- should in reps hands 6 weeks prior to Sales Conference. This mailing includes materials for books with the first publication month of the season AND materials for books selected to be presented to the wholesale club accounts. Please note that more and more Big Box accounts are asking for attractive bulking dummies.

■ **POST SALES CONFERENCE MAILING**

-- should be in reps hands 2 weeks after Sales Conference or as soon after that as possible.

■ **GUIDELINES FOR PREPARING SUCCESSFUL MATERIALS:**

- Please do not bind or clip materials for more than one title together.
- Each piece must include the title, publisher, ISBN, and publication date.
- See www.nbnbooks.com for mailing instructions and quantities.

NOTE:

We understand that certain materials may not be available as outlined above. If you miss the **Early Bird** or **Post Sales Conference** mail dates, send your materials directly to the reps as soon as they are available.

*If you have any questions regarding sales materials, please contact
Carolyn Johnson at (301) 459 3366 x 5529.*