



June 26, 2007

To: NBN Publishers  
From: Tressa Helvey / [thelvey@nbnbooks.com](mailto:thelvey@nbnbooks.com) / x 5511  
Re: NBN ANNOUNCES NEW CATALOG DEADLINES

Neil Levin announced yesterday that NBN will be reinventing our catalog schedule to meet the demands of the accounts. I've enclosed his original letter in this packet in case you missed it. I won't reiterate the reasons for making the catalog schedule change, but I will say that we are here to work with you every step of the way to ensure as smooth a transition as possible.

Here is a chart of how this affects your preparation time for catalogs.

**PUB DATES**

April/May	..... previously due in September.....	now due in July (2 months earlier)
June/July.....	previously due in September.....	still due in September
Aug .....	previously due in September .....	now due in November (2 months later)
Sept .....	previously due in January .....	now due in November (2 months earlier)
Oct/Nov.....	previously due in January .....	still due in January
Dec .....	previously due in January .....	now due in March (2 months later)
Jan .....	previously due in June .....	now due in March (3 months earlier)
Feb/March.....	previously due in June .....	now due in May (one month earlier)

\*See attached schedule for new art and tipsheet deadlines.

I've attached a schedule for an entire year, beginning with April/May 2008 publication dates.

**The deadline for space reservations and catalog copy for our April/ May 2008 catalog is:  
July 18, 2007.**

**The deadline for April/May 2008 Tipsheets and Color art is:  
August 15, 2007.**

**NOTE for Children's Book Publishers:** We will now be creating three catalogs annually. See details on the attached chart.

- **Submitting copy:** Nothing has changed except a modified Space Reservation Form. Use the attached form to submit books for April/May 2008 and thereafter. You may continue to send copy via the online copy submission form.
- **Submitting tipsheets:** Besides due dates, nothing has changed.
- **Submitting artwork:** Besides due dates, nothing has changed.

All the information you need for providing materials can be found on the NBN website:

[http://www.nbnbooks.com/production/catalog\\_production/index.shtml](http://www.nbnbooks.com/production/catalog_production/index.shtml)

If you have any questions about this new schedule, please contact me or your account manager.

Thank you!