

BIBLIOPHILE

News for and about publishing for our publishers.

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Edited by Davida Breier, Sales & Marketing Director

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Notes from the Editor

During and after BEA, there seemed to be a lot of talk about “the death of trade.” It seems to me that we are in something akin to the Industrial Revolution, but instead the technology is affecting media and print. In the late 18th century, machines began doing the work of people and causing massive social and political change... including printing machines. Now there is a connectivity and media revolution. We have the ability to connect with people all over the world that we would never “meet” otherwise. People no longer just read printed books, magazines, and newspapers. Now we also have websites, digital audio files, podcasts, and blogs. We no longer are bound by mail and phone calls, we can use our computers, cell phones, Blackberrys, and iPhones to reach out and touch someone...every ten seconds in the case of the younger generations. What and how we read is undergoing a tremendous metamorphosis. The traditional commerce of bound words, what we Luddites like to call books, is changing.

Furthermore, new technologies and micro-presses springing up to try and connect with readers have lead to a *huge* boom in publishing. Bowker has revised their original new title output numbers from about 175,000 to nearly 300,000 new books published in 2005. It was close to the same for 2006. *300,000 per year!*

Does that mean the death of trade? I think it means that trade publishers and booksellers need to think long and hard about their place and how they intend to move forward within the new Technological Revolution. I think

that as people within a creative industry, we need to come up with new solutions to meet reader needs instead of hoping time will standstill.

Small and independent presses actually have some advantages, as do many independent bookstores. Both know their specific audiences and their niches. They know who their readers are and how they buy. They know that they may only sell 2000 copies of a given title, and that is fine by them. For huge corporations, concerned with numbers containing too many zeros and simply looking for ways to sell widgets (that happen to be books), 2000 copies aren't worth the effort. For a small bookstore and an independent press, 2000 is a success.

That said, most booksellers, especially the independents, are barely keeping afloat. The profit margins are thinner than a pop culture diva. Booksellers need books they can sell. And they need them from you. You keep each other alive.

Speaking of staying alive – publishers need to recognize that bookstores aren't the only place the action is these days. **Diversifying sales channels is crucial.** Many readers are buying books in specialty stores, online, while they pick up their prescriptions, socks, lattes, and even that evening's dinner. Publishers should be thinking of ways to connect with their readers in and out of the bookstore.

Which brings me to libraries...Libraries spotted trends and realized that their once shrinking audiences no longer just want books and are stocking multimedia and computers with Internet access. Librarians are now a savvy lot and have been addressing the loss of readers by giving the public what it wants – usually in multiple formats. Libraries are also buying books. Lots of them. It used to be that hardcovers dominated the library market, but they wised up and saw that two paper versions would circulate that much faster and you are seeing books on shelves that probably wouldn't have made it in the door a few years ago. Shelf turn over is higher and more new books are on shelves, even if for briefer periods. Libraries have continued to embrace new ideas and the smallest presses, and often are more willing to take a chance on a book than a store would if they feel *the information, not the marketing*, has merit. If you are not already selling to this market, you might want to consider if your books are right for libraries.

Books are an old media and many of us are drawn to them on a very emotional level. An argument could be made that recorded music and movies are actually comparably young, which may be why we in the book industry are so fearful of all this change. We want our books. We want the handfeel and smell that no digital image can replace. And hopefully we are not alone. Granted, the Internet makes information more accessible than could have been imagined, but there can be a place for both. After all, no matter how wired we become, I just can't see soaking in a hot tub or sitting under a tree with my PDA.

No, I don't see all the changes as the death of trade, but a gradual makeover, of an old system into the modern world.

Publishing Trends – New Title Numbers Increase Dramatically

Bowker originally estimated new title output at approximately 175,000 new titles for 2005. They changed their methodology and the new estimates put that number at close to 300,000 new books per year in 2005 and 2006!

The most prolific categories are (in order), fiction, children's, economics, and religion. For more information go to: <http://www.publishersweekly.com/article/CA6452640.html?q=title+output>.

Jan Nathan

In rather sad news, our good friend Jan Nathan, executive director of PMA since its founding, passed away on Sunday, June 17, 2007, after a year-long battle with cancer. She will be missed.

<http://www.publishersweekly.com/article/CA6455334.html>

<http://www.latimes.com/news/printedition/california/la-me-nathan2jul02,1,2932256.story?coll=la-headlines-pe-california>

<http://www.libraryjournal.com/article/CA6457013.html>

<http://news.shelf-awareness.com/nview.jsp?appid=411&j=236182#1629272>

ABC's of Going Green for Small Publishers, *By Diane Tinney, Keene Publishing and Moo Press*

I'm not sure how the conversation got started, but I was discussing "green publishing" with one of our publishers, Diane Tinney, a few months ago. Diane was knowledgeable and enthusiastic on the subject and I asked if she would be willing to write something for the newsletter.

I've always been a recycler at home, so a year or so ago, when the American Association of Publishers asked that I participate on their Paper Issues Committee, I signed right up. To be honest, I did not know where to start in taking our small publishing company green and was grateful for the opportunity to learn more.

What I've learned over the past year, from the committee work, from various articles and suppliers, is that going green is often as easy as asking the question, "do you have a recycled option?" It also helps to have a guide and to understand the terminology. What follows is a basic guide and terms, with links to websites where you can learn more as you need.

Going green may seem like the fad of today, but in a very real way, we as small independent publishers can make a significant positive contribution to our planet's health. With more than a hundred thousand of us publishing books each year, our impact on the environment is something to consider in your business plan. Going green does not always mean spending more money. Several of the suggestions below will save you money while caring for the planet too.

Green Press Initiative

A grass roots effort enlisting the support of publishers and authors to move the industry to a greener way of publishing. Their website is wonderful and explains details behind the terminology and science of recycling. www.greenpressinitiative.org

Take a moment to review their website, and then, if you are so moved, you can look at their To-Do list for publishers at www.greenpressinitiative.org/publishers.htm which includes a link for developing your own "green" policy and signing on as a supporter if you so wish. I am especially heartened to see so many authors take part.

Paper Task Force

Another great resource is on the Environmental Defense's website, part of the Paper Task Force findings at www.environmentaldefense.org/article.cfm?contentid=1689. Facts and figures galore, but the best part is the Paper Calculator. This is where you can estimate how switching to a recycled paper will positively impact the environment: www.PaperCalculator.org

For example, a small press might use a ton of paper in their first publishing effort. According to the Paper

Calculator, switching to a 30% or 100% recycled paper option would save the following (assumes uncoated freesheet):

30% Recycled	100% Recycled
Save 7 Mature Trees	Save 24 Mature Trees
Save 1 Million BTUS	Save energy used by a home in one year
Save 632 lbs of Greenhouse gases	Save greenhouse gases from one car driven for a year.

Pretty impressive, isn't it? Just from one publisher in one year. Imagine what we could all do over the next decade. Not sure of how much paper was used to print a book? Just ask your printer, they will be happy to estimate that for you.

Terminology

Don't let the terminology bog you down. You can see a complete glossary of terms at:

www.conservatree.org/learn/Papermaking/Glossary.shtml

Key concepts to take away from this list is that you want paper sources that are not from Ancient Forests, not full of chemicals like chlorine, and that "post-consumer" paper is recycled content. Note that currently the EPA does not define "post-consumer" to include fiber derived from printer's over-runs (currently being lobbied for re-consideration as our over-runs must be de-inked and processed same as any post-consumer fiber).

Suppliers

See the Green Press Initiative for a list of suppliers. And, ask your printer for options too. As more of us request recycled paper stock, the better chance we have of our printers stocking green papers at a reasonable cost. Economics will play in here, as demand rises, we will all have more paper choices and the price for recycled papers will fall. Until then, consider joining a paper coop with other small publishers in your area or at your printers. Or, if you have a relationship with a larger printer that has gone green, ask them to "adopt" you for paper supply needs.

Green Office Tips

Most of this article has focused on our largest expenditure, paper using in publishing our books. But, your efforts should not stop there. Taking your office green is easy too, and will save you money right away!

Here are some websites with information & guides:

- <http://www.environment.gov.au/settlements/publications/government/purchasing/green-office-guide/index.html> -- an older publication, and from Australia, but contains great information and metrics so you can see your savings at each change.
- <http://www.time.com/time/magazine/article/0,9171,1630552,00.html> – Going Green at the Office, good article.
- http://www.trumpuniversity.com/blog/index.cfm?blogpost_id=1032 – Trump's advice on a Green office
- http://www.treehugger.com/files/2006/12/how_to_green_your_work.php -- Ten Tips for a Greener office

And here are a few things we've done to get you started:

- Changed out all light bulbs for newer compact fluorescent (each 13w bulb is a 60w equivalent and saves \$37 a year, lasts for 7 years – average use).
- Moving to a paperless office via a scanner that has a feeder (20 sheets at a time). Saves storage space, easier to find what we need when we need it.

- Paying bills electronically, moving to paperless statements and billing whenever possible.
- Replacing all equipment without energy star sleep mode.
- Recycling of paper, cans, bottles, ink cartridges, toner, etc.
- Removing screen savers (uses full energy, and no longer needed with newer monitors)
- Stocking recycled paper for printing and copying (uses 90% less water and 50% less energy).
- Set all printers to print double-sided, immediately cutting paper costs in half.
- Replacing desktop computers with more efficient, greener, laptops.
- Editing at all levels is now only in Word with track changes feature. As opposed to printing a new version at every editing/proofing level.
- Starting in 2008, all manuscript submissions will be via PDF and replies via email, only.
- Starting in 2008, all galley/review efforts will be via PDF only.

I hope that this article helps you understand your choices better and if nothing else, gives you something to think about as you create your business plan for the next year, five years, and beyond. Any questions, please feel free to email me at dtinney@keenebooks.com.

News You Can Use – Publishing Trends and Changes

Wall Street Journal covers the manga craze:

http://online.wsj.com/article/SB118126827149628679.html?mod=yahoo_hs&ru=yahoo

Note: Bookstore sales of manga titles grew 22% in 2006 (over 9 million books) and dominate the sales of graphic novels.

The Greatest Mystery: Making a Best Seller (NYT)

<http://www.nytimes.com/2007/05/13/business/yourmoney/13book.html?ex=1336708800&en=fea24a30d4e2e175&ei=5088&partner=rssnyt&emc=rss>

Book Sales in 2006

Book sales dropped .3% in 2006. Sales of adult titles increased, while children's cloth and paper both fell. Mass market rose, but religion declined.

To read more: <http://news.shelf-awareness.com/nview.jsp?appid=411&j=218084#1579038>

The Small Press Center Has a New Name

The Small Press Center is now the New York Center for Independent Publishing.

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

How Consumers Buy

Almost 70% of consumers use the web to research products, but most people still prefer to make their purchases in stores.

To read more: <http://www.internetretailer.com/dailyNews.asp?id=22015>

<http://news.shelf-awareness.com/nview.jsp?nohead=1&appid=411&j=206100>

Book Awards

Books for a Better Life

"The Books for a Better Life Awards recognize and pay tribute to a category of books that has become a major force in American culture. Books labeled 'self-help,' 'motivational,' 'self-improvement' or 'advice' have ridden

high on bestseller lists for years, working their way into the fabric of our everyday being and influencing countless lives. Books for a Better Life honors these works.”

For more information go to:

http://nyn.nationalmssociety.org/site/PageServer?pagename=NYN_events_bookforabetterlife

Moonbeam Children’s Book Awards

“The Jenkins Group and Independent Publisher Online are launching the Moonbeam Children's Book Awards ‘to honor the year's best children's books, authors and illustrators.’ The awards will have 23 categories. The first awards program will be for books with 2006 or 2007 copyrights or were released in 2006 or 2007. The books should be written in English and intended for the North American market. Entries should be sent by August 1.” For more information, go to <http://moonbeamawards.com>

The Internet Forager: Useful Websites for Publishers

How do you pick a book? (PW Blog)

First impressions rule:

<http://www.publishersweekly.com/blog/880000288/post/1670010567.html>

BEA: Not Your Grandmother's Library

This is an *excellent* article on the changes to libraries. Budgets and circulation are up and they are reaching new readers.

<http://news.shelf-awareness.com/nview.jsp?appid=411&j=224831#1597622>

The Struggle for Independents

“The bankruptcy of a book distributor sent shock waves through the indie publishing world, leaving small presses like McSweeney's struggling to survive. Can the Internet help keep them afloat?”

http://www.salon.com/books/feature/2007/06/21/independent_press/print.html

National Poetry Map

The Academy of American Poets has expanded and redesigned the National Poetry Map. The map includes state pages with conferences, festivals, event listings, journals, presses, state-specific poets, poems, and poetic history as well as "poetry-friendly bookstores."

<http://www.poets.org/page.php/prmID/382>

My Publishing Pet Peeves (PW Blog)

<http://www.publishersweekly.com/blog/660000266/post/1700008170.html>

Book Events Around the Globe

2007 International Trade Shows

Beijing International Book Fair, Aug. 30-Sept. 3, 2007 (China)

<http://www.bibf.net/bibf/index.jsp>

Frankfurt Book Fair, Oct. 10-14, 2007 (Germany)

<http://www.book-fair.com>

2007 Regional Trade Shows:

Pacific Northwest Booksellers Association (PNBA), Sept. 19-21, 2007 (Bellevue, WA)
<http://www.pnba.org>

Southern Independent Booksellers Alliance (formerly SEBA), Sept. 28-30, 2007 (Atlanta, GA)
<http://www.sibaweb.com>

New England Independent Booksellers Association, Sept. 28-30, 2007, (Providence, RI)
<http://www.newenglandbooks.org>

Mountains & Plains Independent Booksellers Association, Sept. 28-30, 2007 (Denver, CO)
<http://www.mountainsplains.org>

Great Lakes Booksellers Association, Sept. 28-30, 2007 (Schaumburg, IL)
<http://www.books-glba.org>

Midwest Booksellers Association, Oct. 5-7, 2007 (Minneapolis, MN)
<http://www.abookaday.com>

Northern California Independent Booksellers Association, Oct. 5-7, 2007 (Oakland, CA)
<http://www.nciba.com/>

Southern California Booksellers Association, Oct. 20, 2007 (Los Angeles, CA)
<http://www.scbabooks.org/home.html>

Also view the **Shelf Awareness** website (<http://www.shelf-awareness.com/news.html>) for a long list of consumer book fairs.

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: Sales/Returns by Account/Title

This information is summary information only for each title. There are other reports which have detailed information on activity for your titles.

The report where you can look at this detailed information during the month is the Sales/Returns by Account/Title report. This report is updated on a daily basis during the month in the area noted as Daily. Year-to-date information for the entire calendar year EXCLUDING the month we are currently in is shown at the bottom of the online reports.

The report shows transactions to all retail and wholesale accounts. It does not include transactions to individuals and non-customer accounts. It also does not take into consideration any billing corrections. This means it will not tie into the Gross>Returns/Net report. You will need to wait until the end of the month to see all transactions tying into the Gross>Returns/Net report. The report is intended to serve as a guide to account activity only and cannot be used for accounting purposes.

The Sales>Returns by Account/Title report is an invaluable tool—answering your questions on what accounts have purchased your title or returned it. It summarizes information for each account.

The report begins by listing the Bill-To account number (BT NBR) and the account name (COMPANY).

The report also shows the customer type (CTM TYPE). This code indicates what type of customer this is. The customer type determines the % discount the customer gets, in tandem with the item category which is shown for each title on the Gross>Returns/Net report. The N designates the account as an NBN customer. The middle part of the code shows what type of account it is. RT is a retail account while WHL is a wholesale account. The last letter typically shows whether the account can return product or not. An R is a returnable account while NR is non-returnable.

All titles with activity during the report period are shown on a single line in summary fashion. You will see how many units were shipped or returned, but you will not see how many times that happened during the month.

The title of the book is shown in the field named TITLE.

Format of the book is shown in the field named FMT. Common format abbreviations include BTP for paper, BTC for cloth, PPK for prepack, BC for a book and CD, CAL for calendar and 000 for miscellaneous (not already defined in our codes).

Date of publication is shown under PUB DT. This date indicates when the title was first received in the NBN warehouse.

The current status of the item is shown in the field named ST. Common statuses of titles are AV (active in print), NF (not yet published), RP (out of print, in returns period), OP (out of print, no returns accepted), DS (indefinitely out of stock) and CX (cancelled, never published).

PRICE shows the retail list price of the book.

GROSS SALES indicate the total shipments of that title to that account in the report period. We show both units and dollars.

RETURNS indicate the total returns for the title from that account in the report period, shown in both units and dollars.

Again, this is provided so you can see who has been shipped your title during the month. It is geared to show activity for retailers and wholesalers only. Other month-end reports should be used for accounting purposes. (Courtesy of Karen Mattscheck at kmattscheck@nbnbooks.com)

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 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.

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 Biblio'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.

120 Day/150 Day: These rows show the money that will be coming due to you for book sales. For example, if it says “04/05 120 Day” then the payment would not be in the current column until 120 days from 04/05 sales, so it would be due 8/31/05, which is 120 days from 04/30/05. (See “InvDate” below.)

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 Biblio.

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 Biblio).

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 Biblio, unless you are contacted directly. Negative amounts will be deducted from the payment Biblio 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 Biblio owes the Publisher at this time, and it will change with every passing month.

Important Details

Tip Sheets:

Please send your tip sheets to **Theresa Thomas** (tthomas@bibliodistribution.com). The latest they should arrive is just as we receive stock. The earlier the better. **Also, you should both your ISBN 10 and 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.)

Title Templates:

These should be sent to **Karen Mattscheck** (kmattscheck@nbnbooks.com). Please begin using your ISBN 13 (for more information about this see below) and include it alongside your ISBN 10 in the required field on your title template. If you know you have a new book coming out it is best to submit your title template **at least a month prior to shipping stock to us.** The earlier you submit it, the earlier the accounts get basic information about your title and can get it listed in their respective databases. If you wait until the last minute, or worse, once we already have stock, you can delay your sales by 1-2 months because of how our accounts operate. Please submit the information early and make sure you proofread what you submit.

Publicity updates:

Please send these to **Theresa Thomas** (tthomas@bibliodistribution.com). These updates are the main way we let our reps and buyers know about your promotions and potential increases in demand. If you aren't sure what this form is, please go to: <http://pdfs.bibliodistribution.com/pu/bli/publicitysample.pdf>. You should start sending these updates in roughly a month before your pub date (we use your tip sheet prior to that) and thereafter when you have new information to report that will affect sales at book retailers and wholesalers. If you are busy promoting and marketing your books, but don't let us know there is no way for us to let our reps or accounts know.

Copies of your cover – both digital and paper:

Please send, or have your designer send a 300 dpi, RGB, preferably full-size copy of your cover to **David Breier** (dbreier@bibliodistribution.com). If possible, please send 40-50 paper copies of your cover to Biblio, Attn: Theresa Thomas, 4501 Forbes Blvd, Suite 200, Lanham, MD 20706.

To correct online retailer/database errors, report missing cover images, and to add reviews:

<http://www.bibliodistribution.com/publishers/passwordprotect/datacorrections.shtml>

(Username: bibliopublisher; Password: bigsales)

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**

(<http://bibliodistribution.com/publishers/passwordprotect/PackingListForm/PackingList.shtml>, Username: bibliopublisher ; Password: bigsales) 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>.

Timing Chart:

Title Info Set Up in Biblio Databases	Title Info to Account Databases	Books/ Sales Materials Received by Biblio*	Book Sold to Top 4 Accounts**	Book in Biblio Catalog	Catalog Deadline - Books Rec'd By	Catalog Mailed to Reps	Book Sold by Reps***	Official Pub Date****	Promotion Begins*****
November	December	January	Feb-March	Fall (Nov-Mar)	March 31	May	May-Sept	May 1	May
December	January	February	March-April	Fall (Nov-Mar)	March 31	May	May-Sept	June 1	June
January	February	March	April-May	Fall (Nov-Mar)	March 31	May	May-Sept	July 1	July
February	March	April	May-June	Winter (Apr-Jun)	June 30	August	Aug-Nov	August 1	August
March	April	May	June-July	Winter (Apr-Jun)	June 30	August	Aug-Nov	September 1	September
April	May	June	July-August	Winter (Apr-Jun)	June 30	August	Aug-Nov	October 1	October
May	June	July	Aug-Sept	Spring (Jul-Oct)	October 31	December	Dec-Apr	November 1	November
June	July	August	Sept-Oct	Spring (Jul-Oct)	October 31	December	Dec-Apr	December 1	December
July	August	September	Oct-Nov	Spring (Jul-Oct)	October 31	December	Dec-Apr	January 1	January
August	September	October	Nov-Dec	Spring (Jul-Oct)	October 31	December	Dec-Apr	February 1	February
September	October	November	Dec-Jan	Fall (Nov-Mar)	March 31	May	May-Sept	March 1	March
October	November	December	Jan-Feb	Fall (Nov-Mar)	March 31	May	May-Sept	April 1	April

Who's Who at Biblio:

- **David Breier** is the Sales and Marketing Director and editor of *Bibliophile*. She manages the day-to-day activities at Biblio and is the sales rep for several large wholesalers: dbreier@bibliodistribution.com.
- **Theresa Thomas** handles all general inquiries, and normally receives publicity updates, tip sheets, and

some of the paperwork concerning new publishers. She is the best person to ask when you're not sure whom to ask: tthomas@bibliodistribution.com.

- **Eliza Dyar** handles sales to B&N, Walden's, and Borders. She can be contacted with questions about these accounts or sales in general: edyar@bibliodistribution.com.
- **Karen Mattscheck** runs our inventory management department, which is responsible for setting up new titles and making changes in our databases, online reporting, and managing the flow of inventory. You would contact her for stock transfers, notification of new shipments, online report questions, database issues, and anything else having to do with your inventory. Karen can be reached at kmattscheck@nbnbooks.com.
- **Thomas Hunt** is the primary accounting contact for our publishers. If you have questions about your checks or any statements received, he would be the best person to contact: thunt@nbnbooks.com.

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

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