



PLANNING YOUR PROMOTION

In order to ensure our clients aren't spending valuable time and money promoting a book that's not yet available in bookstores, we have constructed this chart to give you the best idea of when you should begin promotion:

The best way to read this chart is to figure out when you will have finished books in the Biblio warehouse and then work out the rest of your timeline based on that month. **Sales activity begins the month after books are received by Biblio.**

Title Info Set Up in Biblio Databases	Title Info to Account Databases	Books 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

* Books are "available" from us as soon as they're received in our warehouse. Anyone may order them from us immediately.

**We will use the tip sheet and finished book to sell the title to Ingram, Borders, Barnes & Noble and Baker & Taylor. Once the books are physically received by Ingram (should be within 4-6 weeks of the book being sold to Ingram), they appear as "available" to retailers, incl. Amazon which will show 2-3 day availability to consumers. B&N and Borders may take much longer than Ingram to actually place their orders. B&T orders on demand.

***Many of the sales to independents, regional chains and regional wholesalers depend on the commission reps' selling cycle. The commission reps' use the catalog, tip sheets, color covers, and sample books to sell to their accounts.

****The "official pub month" should be the month you plan to start your promotion, not the month the book is printed.

*****This is when you should plan to CANCEL your Amazon Advantage account. Amazon will get books from Ingram after you do so.