

BIBLIOPHILE

News for and about publishing for our publishers.

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Notes from the Editor

I had hoped to have this issue in your in-boxes last month, but in my three and a half years at Biblio, I think this is the busiest fall season I've ever experienced. But busy is always better than slow when it comes to selling books.

Independent, PMA's monthly newsletter, recently published an article I wrote, "How to Date Your Distributor." If you are curious to read what I have to say on the matter, it is online at <http://pma-online.org/scripts/shownews.cfm?id=1390>. I read every issue of *Independent* cover-to-cover and always find it edifying. They do a great job addressing issues and topics related to publishing that concern small presses (and their distributors). If you're not already a member, you might want to consider joining.

As many of you are aware, ISBN-13 draws ever closer. If you already have stock in the warehouse you are not affected by the change. For any books coming into the warehouse after January 1, 2007, your books should have the ISBN13 on them, as well as the ISBN 10 be on the safe side. Please see below for more details. If you need the converter for your marketing materials it is online at <http://www.isbn.org/converterpub.asp>.

I've already had some inquiries about BEA 2007. We'll be announcing our plans in January. It is back in NYC at the Javitz Center for 2007.

This issue has a number of articles and resources we hope you find helpful. As always, we welcome feedback.

What To Do When You Get a Review

It has come to my attention recently that many publishers often don't know how to use good reviews once they receive them. Here are a few things you can do to turn a good review into sales.

1) **If you want an excerpt from your review posted to your book's webpage at the major online retailers**, you'll need to submit that information to our Content Services department via our data correction form.

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

(Username: bibliopublisher; Password: bigsales)

Please edit the review to 20 words or less. There are copyright rules when it comes to posting reviews and we abide by them by limiting the number of words. Some websites have separate arrangements with the source of the reviews to post the whole review. Also, the more respected the review source the better. While reader reviews are certainly gratifying, they don't carry the punch of say *Library Journal*, a major daily newspaper, or national magazine does.

2) If your review will help a wholesaler stock books in a certain area or give a rep additional information to help sell your book, you will want to send in a **Publicity Update**: <http://pdfs.bibliodistribution.com/pu/bli/publicitysample.pdf>.

Remember, you want the Publicity Update to only have fresh information so it can be limited to one page and is easy to read, so excerpt from the review with that in mind. The more information that is crammed on the update, the harder it becomes to separate the new from the old. If you are getting absolutely flooded with media, just send in the updates on a weekly basis since the floods seldom last beyond a month at that level. Always list the publication, date, and if you have it or can find out, the circulation of the publication. (Don't forget, Publicity Updates go to Theresa Thomas, tthomas@bibliodistribution.com).

3) **Start creating a sheet of your best reviews** that you can develop into something for your media kits or to accompany your tip sheet if you get a lot of pre-pub reviews.

4) **If at all possible, use a good review to get more media**. Here's an example: You get a great write-up in a regional magazine. You send a press release, mentioning the review/article to your local newspapers and tv stations. You are then interviewed for a short piece on the morning news. You create a second press release, using those two events to get booked on a national radio show. Use attention to get attention – the added credibility of a good review can help and always be ready to describe your book in 30 seconds to a journalist.

Places to Submit Your Title For Review, by Olakunle Omolabi, *Biblio Intern*

The following information was gathered by Olakunle Omolabi to assist you in submitting your titles for review.

Publisher's Weekly Adult Book Review

What to Submit: Books targeting adults. Two copies of each galley must always contain the title, subtitle, author's name, pub month, price, number of pages in the finished book and ISBN. This information must be consistent in all places. A separate cover letter or press release for each title should furnish a description of the book and the author's credentials and previous titles. Galleys or finished books (marked 'in lieu of galleys') are acceptable forms for submission. If neither is possible, materials must be bound in some way. Unbound F&Gs are not acceptable, except for heavily illustrated books. Xeroxed art is OK for texts in which the illustrations do not figure prominently.

Include a *separate* cover sheet or letter with every book submitted. Submissions should bear the name and number of a publicist who can be contacted for further information. Publishers not listed in Literary MarketPlace should include their complete address, telephone number and distribution arrangements. Self-published books will not be reviewed unless there is a first printing of at least 2,000 and an arrangement with a reputable distributor, in which case the book will be taken into consideration.

When to Submit: Three months prior to publication. There is latitude in the review of late-breaking or heavily illustrated materials but books cannot be accepted less than two months before the date of publication. A book will not be reviewed after publication.

How to Submit: Submit two copies of each galley. Do not resubmit. Address galleys to the appropriate Forecasts department. Do not address to specific editors unless submitting Adult Religion galleys. In this case, the galleys should be

addressed to Jana Riess at 3535 Waterworks Road, Winchester, KY 40391 (Phone: 859-744-5558/Email: pwrelrevs@earthlink.net). All other departments should be addressed to: 360 Park Avenue South, New York, NY 10010. **After Submission:** To contact Forecasts, email pwreviewstatus@reedbusiness.com. Include the book's title, pub month, publisher and category (fiction, nonfiction etc.). Alert Publisher's Weekly by email to inform of any change in publication date, price or late-breaking subsidiary rights sales. Address submission inquiries to "Forecasts." <http://www.publishersweekly.com/submissions#Adult%20Books%20for%20Review>

Publisher's Weekly Children's Book Review

What to Submit: Books aimed solely at children. No books targeting parents or teachers. Send *two copies* of the galleys or folded-and-gathered sheets, followed by two copies of the finished book, when it becomes available. No Xeroxes or manuscripts will be reviewed. Along with the books, include the following information: price, ISBN, age level of readers (in years, not in school grades), and publication month.

When to Submit: Two to three months before publication date.

How to Submit: Send submissions to the attention of Publisher's Weekly Children's Book Editor, Diane Roback, 360 Park Avenue South, New York, NY 10010. Books on cassette/book-and-cassette packages and any other audio/video materials should be sent to the attention of Shannon Maughan, Children's Audio/Video Editor, 360 Park Avenue South, New York, NY 10010.

After Submitting: If you would like to check on the arrival of review materials, fax (646-746-6738) a note containing your company's name, phone and fax numbers, and book title(s) that you submitted. If they have not been received, you will be contacted.

<http://www.publishersweekly.com/submissions#Children's%20Books%20for%20Review>

Library Journal Book Review

What to Submit: Books ranging from popular fiction to scholarly work. Books that are not accepted: technical books, children's books, textbooks, highly specialized books (such as those intended for a professional audience) and books in languages other than English. Bilingual editions are considered; Spanish-language texts are reviewed quarterly in *Criticas* (<http://www.criticismagazine.com/>). Galleys, page proofs and manuscripts are accepted. Include: author, title, name and address of publisher, date of publication, price, number of pages, and ISBN and LC numbers, if available. Note whether any illustrations, an index, or a bibliography will be included. Include a brief book description, its intended audience and information on the author's background.

For audio books, include promotional materials, title, publication date, number of cassettes/CDs, number of hours, narrator, category ISBN and price. A brief column entitled *Prepub Audio* alerts readers to forthcoming titles (at least four months away from publication). Email the following information: title, publication date, number of cassettes/CDs, number of hours, narrator, category ISBN and price to Ann Kim akim@reedbusiness.com. Note if the audio book is an exclusive.

When to Submit: Three to four months before the publication date. Books are generally not reviewed after publication but exceptions can be made for reference and heavily illustrated works.

Audio books should ideally be submitted as soon as possible. If seeking *Prepub Audio* consideration, submit four months prior to the publication date.

How to Submit: Address materials to Book Review Editor, *Library Journal*, 360 Park Avenue South, New York, New York 10010. Send *Criticas* submissions attention of Carmen Ospina at the same address. Audio books should be addressed to Ann Burns, Associate Editor, *Library Journal*, 360 Park Avenue South, New York, New York 10010. Email: burns@reedbusiness.com; Phone: 646-746-6800.

<http://www.libraryjournal.com/info/CA602796.html#1>

School Library Journal

What to Submit: New children's and young adult general trade books and original paperbacks from established publishers. Books must be of national interest and be readily available from national distributors at an institutional discount. Do not send books for parents or teachers, reissues, textbooks, books with blanks to be filled in by readers, direct submissions by authors or self-published books. To be reviewed, a publisher's catalogue, two copies of the book and the following bibliographic information must be included: author, title, prices publication month and year, ISBN(s) and the Library of Congress number (or notice that there will not be one) and whether Cataloging in Publication data will appear in the book. A third copy of the book may be requested.

Videos and audio recordings are eligible for review if they are released during the current year and are designed for preschool-12th grade audiences. Submit the program along with information on grade level, running time, copyright and release date, price and ordering address.

When to Submit: It takes at least 12 weeks from the time that a book is received for it to be reviewed.

How to Submit: Send materials to SLJ Book Review, School Library Journal, 360 Park Avenue South, New York, New York 10010.

Send audio/visual materials to Phyllis Levy Mandell, Multimedia Review Editor, School Library Journal, 360 Park Avenue South, New York, New York 10010.

<http://www.schoollibraryjournal.com/info/CA444296.html>

American Library Association Booklist

What to Submit: Materials that would be of interest to libraries representing a great variety of readerships, communities and resources. Vanity publications, highly-specialized/technical, sectarian, and free materials are not eligible for review. Two categories are accepted: Adult Books and Books for Youth.

Current fiction and nonfiction titles are evaluated in galley proofs or folded-and-gathered sheets or from finished books when no galleys are available. Revised editions of previously-published titles and newly-published editions of long-out-of-print titles are generally not considered but exceptions can be made based on individual merit.

Children's and Young Adult books considered for review include fiction, nonfiction and picture books. The decision to review is based on both literary quality and content suitable to the interests and needs of children and young adults from preschool through high school. In nonfiction, books of borderline quality but considerable usefulness may be reviewed. Materials are evaluated in galley proofs, folded-and-gathered sheets, paperback or hardcover. Review copies in all categories must include a publication slip specifying prices and ISBN's for all editions, publication date (month and year) and publisher/distributor.

Adult fiction and nonfiction galleys should be bound, if possible, paperback as well as hardcover. ISBN's should be clearly indicated. For Children's submissions, two copies of folded-and-gathered sheets for picture books, nonfiction and other titles primarily dependent on illustrations. Send bound galleys for other children's and YA books including original paperbacks.

When to Submit: At least 15 weeks before the book's publication.

How to Submit: Send Adult review materials to Brad Hooper, Adult Books Editor, Booklist, American Library Association, 50 E. Huron, Chicago IL 60611. Send Books for Youth (Children's and Young Adults) to Stephanie Zvirin, Books for Youth Editor at the same address.

http://www.booklistonline.com/default.aspx?page=general_info&id=65

Kirkus Reviews

What to Submit: New adult hardcover or trade-paperback fiction, general audience nonfiction and children's books. With two copies (galley) of the work, be sure to include the price, ISBN, publication date. Also include a brief description and some information on the author (i.e. previous works, academic affiliation, or any special qualifications etc.). It cannot be understated that two copies of the submission are required.

When to Submit: At least two to three months before publication date.

How to Submit: Send all adult titles to: Eric Liebetrau; Kirkus Reviews; VNU US Literary Group; 770 Broadway; New York, NY 10003.

Send all children's and young adult titles to: Karen Breen; VNU US Literary Group; 770 Broadway; New York, NY 10003.

http://www.kirkusreviews.com/kirkusreviews/about_us/submission.jsp

ForeWord Magazine

What to Submit: Books including Spanish/bilingual books, audio books, POD books, e-books from independent publishers and university presses to coincide with their publication dates. Submission information should include category, title, subtitle, author, publisher, number of illustrations, pages, prices, binding, number of cassettes (if applicable), hours/minutes, ISBN's of formats, and publication dates. Include any cover art if available. Press releases or fact sheets should summarize why the title is distinctive and different. Include the publisher's name, address, phone and fax.

When to Submit: Three to four months in advance of the publication date.

How to Submit: Send your galleys to: Alex Moore, Managing Editor; 129 ½ East Front Street; Traverse City, MI 49684.

<http://www.forewordmagazine.com/reviews/guidelines.aspx>

Independent Publisher.com

What to Submit: Books written by independent, university and self-publishers. Books in most categories will be accepted for review.

Submit one copy of a bound galley, finished book, audio book, or e-book. Include a cover sheet with the following information: title, author, publisher address, phone, website, distributor (if any), page count, cover style, price, ISBN, publication month and year. Unbound galleys, periodicals, or videotapes will not be accepted.

When to Submit: Send books prior to the publication date, if possible, or 90 days after the publication date, at the latest.

How to Submit: Send submissions to Independent Publisher Online; Highlighted Title Listings; 1129 Woodmere Ave. Suite B; Traverse City, MI 49686.

After Submission: Send a follow-up email to Kimber Bilby at kbilby@bookpublishing.com to confirm receipt of your title. Include a cover scan (72 dpi; 2" wide) and book synopsis (150-250 words) to make it easier to complete your listing.

Also consider sending your books to local and major daily newspapers, local and national magazines, as well as those with a specific focus that relates to your title. Publications from organizations can also offer good exposure to your target demographic.

News You Can Use – Updates to BISAC Codes

Know thy BISAC, know thyself. I can't stress again how important it is to carefully review the BISAC (Book Industry Standards and Communications) codes before you assign one to your new book. The latest version of the BISAC list is now online: http://www.bisg.org/standards/bisac_subject/index.html. Why is this so important? The website says it all, "The Subject Heading applied to a book can determine where the work is shelved in a brick and mortar store or the genres under which it can be searched for in an internal database."

Something else that is very important is the larger picture BISAC gives us of the industry. Subject codes change, indicating new categories that are selling well (new codes), as well as subjects that are dying out or changing (inactive or even just a societal change to the existing terminology).

Here are some new codes that should be useful for some of our publishers:

ARC018000 – Architecture / Environmentally Conscious (green)
BIO028000 – Biography & Autobiography / Native Americans
CGN007000 – Comic & Graphic Novels / Nonfiction*
CRA051000 – Crafts & Hobbies / Polymer Clay
CRA052000 – Crafts & Hobbies / Scrapbooking
FIC041000 – Fiction / Biographical**
FIC042000 – Fiction / Christian (there are several new Christian fiction categories)
FIC043000 – Fiction / Coming of Age
FIC044000 – Fiction / Contemporary Women
FIC046000 – Fiction / Jewish
FIC047000 – Fiction / Sea Stories
FIC048000 – Fiction / Urban Life

*expect to see the Comic & Graphic Novel category, which is a relatively new heading itself, change and expand over the next few years as comics and graphic novels spread into the traditional book market.

**I think we can thank James Frey and his *Million Little Pieces* for that one.

Rep Roundtable: Oh, Author, Where Art Thou?, by Eliza Dyar, Biblio Sales Rep

Top 5 Reasons why we need to have where your author lives on your tip sheet and on your title template.

- 1) When any author is starting promotion, they usually start in their hometowns. They call all of their friends for support and in turn, their friends call their friends and so on. This is the first place to stock copies.
- 2) If any buyer is unsure about a book or an author, they will usually consider placing a few test copies in the regional area where the author lives. If it is not on your tip sheet, that opportunity can slip by.

- 3) Many accounts want this information to put into their databases so buyers can access it in case printed materials are out of reach.
- 4) We need to place this information into the print catalog for the commission sales reps to use. They often want to know if there is an author in their area, especially if this information will help get a placement at a local store.
- 5) Copies placed in the author's regional area are less likely to be returned. It just makes sense!

News You Can Use: PMA Cover Story, Google Alerts, and Free Faxing

Rashi's Daughters, by Maggie Anton, has been one of Biblio's bestsellers this year and her success was a cover story for PMA's *Independent*: <http://www.pma-online.org/scripts/shownews.cfm?id=1368>. Related to the earlier mention of using reviews to push your book to media, learn how she ended up in *US News and World Report* from a *Library Journal* review.

The fax machine no longer dominates offices like it once did, especially with PDF files becoming easier to create and receive. That said, there are often times a fax is the only option, but what to do if there are no fax machines to be found? As with most everything else these days, the internet is offering a solution. Here's a site with information and links about how to fax over the internet: <http://www.savetz.com/fax/>. For example, this site <http://faxzero.com/> will send one for free, but there is some advertising on the cover sheet (but you can upgrade with no advertising for \$1.99).

It used to be clipping services were the only way to find out that your book had been mentioned in a small newspaper in Nebraska, but now you can search a number of places with a few keystrokes. (Oh how I wish Goggle and Lexis-Nexis had been in place when I was in school, but the dungeon, I mean newspaper archive taught me a lot about research and patience.) Anyhow, it takes a mighty focused (or obsessed) soul to search for news on a book on a daily basis, so why not have Google take care of that for you? If you go to <http://news.google.com/> and enter your search term, you should see results followed by a link to "create an email alert." For example, here's what happens when I search for Biblio Distribution: <http://news.google.com/news?hl=en&ned=us&q=biblio+distribution&btnG=Search+News>. If I want to know every time Biblio is mentioned in a news article, I just click the email alert button and set up the parameters. You may want to set up a few, including book titles, author names, and publishing company name.

One last tip – If what you are searching for has a lot of common words in the phrase, use quotes (i.e. Biblio Distribution vs. "Biblio Distribution"), it helps narrow down what you are looking for.

Sales Advice – Paper vs. Cloth

This is a dilemma many publishers face. Based on our experiences, unit sales tend to be higher for paperback editions within the trade market. This isn't always the case, but is a definite trend.

If you are counting on 40-50% of your sales to happen via book stores, give format serious consideration. Likewise, libraries often like the durability of cloth, so make your decisions based on where your book is most likely to experience sales.

This decision is not just about consumer price sensitivities or trying to leverage the market for an unknown writer, but also how much support (or budget) a store buyer is willing to give your title. It is a lot easier to take a risk on \$12.95 vs. \$23.95. We've even been told by a buyer that he would have skipped on a book originally conceived as cloth had it not been paperback. Instead he bought 600 copies.

A Few Helpful Publishing Terms

Mass Market – Smaller, usually about 4 1/4 x 6 3/4, printed on cheaper paper. These are usually stripped (covers torn off

and the bodies trashed) when they are returned by stores.

Trade Paperback – Larger than mass market, often 6 x 9, and printed on higher quality paper. Usually these come back as whole copy returns unless specified by the publisher/distributor.

New Edition – Commonly books should retain the same ISBN when reprinted unless previously declared out-of-print. Books should be considered new editions and assigned a new ISBN if the content of the book is changed 15-20% from the previous edition. Books that change year to year are commonly assigned new ISBNs. Also, if your book is annual, or tied to a particular year, you need to talk to us and set the title up at least 6 months in advance, *Tip: If you have a new edition, include which edition in the title or sub-title when you set the book up. For example, The ABC Book, 2nd Ed. is much easier to see as the new version for a store clerk using a basic database.*

Transition to ISBN 13, by Karen Mattscheck, Inventory Management

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.



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.

How to Read Your Online Reports *by Karen Mattscheck, Inventory Management*

Reports supplied to Biblio client publishers online show a wide range of information for the publishers' daily use. Information provided includes information on sales, inventory, receipts and low stock. We will be explaining a report in each issue of this newsletter.

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.

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/FaithWorks/Biblio 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 Biblio 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)

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.

Information That Bears Repeating

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 begin including your 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, only 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 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:

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

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

Join **PMA**: <https://pma-online.org/membappl.cfm>