

# BIBLIOPHILE

News for and about publishing for our publishers.

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Edited by Davida Breier, Sales & Marketing Director

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## Contents of This Issue:

- **Notes from the Editor**
- **BEA 2007**
- **New on the Biblio Website**
- **News You Can Use – Publishing Trends**
- **Rep Roundtable: Big Buy, No Buy**
- **The Internet Forager – Useful Websites for Publishers**
- **Sales Advice – Sales Handles and Audience**
- **A Word About Signed Copies**
- **Book Sense**
- **Biblio Publishers Reciprocal Website Link List**
- **The Transition to ISBN 13**
- **How to Read Your Online Reports**
- **Your Monthly Accounting Statement**
- **Information that Bears Repeating**

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## Notes from the Editor

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Welcome to Winter 2007 issue of *Bibliophile*. We're still waiting to see how the overall sales and trends for the industry will turn out for 2006, but I can tell you that Biblio had a good year. We easily met our overall sales goals and also improved the marketing opportunities we provide our publishers. Our two largest accounts, Ingram and Baker and Taylor, had the lowest returns rates since Biblio's inception. This is especially good news considering the high returns felt by Biblio and NBN this year from the chain stores. Our sales at independent stores are up 50-60%. Independent booksellers and independent publishers should be supporting each other, so I am heartened to see this jump in sales.

Publishing is never going to be an easy business and being an independent publisher makes it even tougher, but from where I sit you are succeeding against the odds. Congratulations and keep up the good work!

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## BEA 2007

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We announced our plans for BEA a few weeks ago. I just wanted to make sure everyone got that information:

Book Expo America 2007 is being held in New York, NY June 1-3, 2007. BEA is the book industry's largest trade show in the U.S and is held once a year. If you are able to attend, it is an excellent opportunity to sell rights, network with media, learn more about the publishing world, and possibly meet book buyers and readers. For questions about BEA and to learn more about the event please visit the website:

<http://www.bookexpoamerica.com>

Biblio has 200 square feet (booth # to be determined) within the NBN Pavilion (booth # to be determined, but we are positioned in a great spot in the front of the Javits Center this year) and we will be displaying Biblio represented titles for a \$100 fee. Space is limited and so please reserve your space as soon as possible.

Additionally, Biblio has an opportunity for our publishers who have authors attending in person. We will have in-booth book signings at a cost of \$300 per 45-minute session. The fee includes your book being displayed in the Biblio booth for the whole show, shipping and drayage charges for your books, promotional signage, and promotional efforts. Because there are a limited number of slots available, we will be considering many factors when selecting authors for these signings, however, "first come, first serve" will play a major role in our decision. **If you are registering for a signing**, you **should not** submit a form for book display.

As a Biblio publisher you are also able to register for a **free author badge** if you will be attending the show in person. If you are not an author, but would like to attend the show we are also offering discounted exhibitor badges for \$65 (normally \$90-185 if purchased via BEA), which are good for **all three days of the show**. Badges will need to be **picked up in person** at the exhibition registration center on site.

All three reservation forms are available on our website as both Word Docs and PDFs at:

<http://www.bibliodistribution.com/publishers/BEA/index.shtml>

This is a password protected section of the website: Username: bibliopublisher ; Password: bigsales

Due to problems with emails with attachments bouncing or being blocked I will be sending a separate email with the forms attached and photos of our booth from BEA 2006. If you do not receive this email or cannot utilize Word files, please download the forms from the website.

Please return your reservation form(s) and payment by February 19<sup>th</sup>, 2007 to participate. To make your reservations, please email ([tthomas@bibliodistribution.com](mailto:tthomas@bibliodistribution.com)) or fax (301-429-5745) your forms to Theresa Thomas. Mail payment to: Theresa Thomas, BEA 2007, Biblio Distribution, 4501 Forbes Blvd., Lanham, MD 20706. **Please note: we cannot process credit cards here at the Lanham offices.**

**You do not need to send books to us in Lanham.** We will take the display copies (2 for each title) or a pre-arranged amount for the signings from the warehouse. Your books must be in stock in our warehouse by April 20, 2007. If you **will not have stock in the warehouse** by April 20<sup>th</sup> **AND** you have **submitted your title data and tip sheet** by that date, you can send galleys or advanced copies to Lanham. They must arrive by May 14<sup>th</sup> to make it on the truck. Please send the books to my attention at the Lanham address. **If they will not make it here by May 14<sup>th</sup>**, you can hand-carry them to the show, but **you must make it clear on your application that you will be bringing the books yourself.**

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## New On the Biblio Website

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We've been working to update the information on our website. We now have a completely updated list of "Best Events Stores," booksellers who may be more receptive to holding events and signings, available:

<http://www.bibliodistribution.com/publishers/passwordprotect/EventStores.xls>

Don't forget we also have a page with booksigning advice:

<http://www.bibliodistribution.com/publishers/booksigning.shtml>

Need help with your tip sheets? We revamped our materials to help:

[http://pdfs.bibliodistribution.com/tip\\_s/tip\\_sample.pdf](http://pdfs.bibliodistribution.com/tip_s/tip_sample.pdf)

<http://pdfs.bibliodistribution.com/Create/TipSheet.pdf>

(also available as Word docs you can save: <http://www.bibliodistribution.com/publishers/marketing.shtml>)

We also created a "cheat sheet" of staff members when you aren't sure who to contract:

<http://www.bibliodistribution.com/ContactUs/WhosWho.shtml>

We want to make the site as user-friendly as possible, so if you have any feedback or suggestions, we welcome your thoughts.

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## News You Can Use - Publishing Trends

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According to *Black Issues Book Review*, African-Americans spent \$300 million on books in 2005, double the spending trends seen in the early 1990s

(<http://news.shelf-awareness.com/nview.jsp?appid=411&j=146097#1142819>). How booksellers address race on store shelves varies greatly. For example, Borders and Waldenbooks have an African-American section within fiction, but Barnes and Noble incorporates all fiction together. There are interesting arguments for and against both methods and some of the issues surrounding race and publishing in a recent *Wall Street Journal* article. If you have a login, you can access it on their site ([http://online.wsj.com/article\\_email/SB116537479351441964-1MyQjAxMDE2NjA1ODMwNzg0Wj.html](http://online.wsj.com/article_email/SB116537479351441964-1MyQjAxMDE2NjA1ODMwNzg0Wj.html)), but if not it was republished here (no login required): <http://www.post-gazette.com/pg/06340/744053-44.stm>

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According to an article in *PW Daily* (12/11/06), 23% of readers have visited an author's website, and 18% the publishers website. This is something to keep in mind when you market your books online.

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Many of us forget what a great source of knowledge our local libraries can be. While searching for other information I came across a page on my local library's website

(<http://www.bcplonline.org/centers/library/library.html>) that had an amazing array of links to book related sites, awards, and resources. Check your local library's website, you might be surprised at what you'll learn.

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## Rep Roundtable: Big Buy, No Buy by Eliza Dyar, Biblio Sales Rep

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TOP FIVE THINGS A PUBLISHER NEEDS TO FOCUS ON IF THE CHAINS MAKE A BIG BUY:

- 1) You need to make sure you have access to your online reports so you can monitor your stock, in case demand increases suddenly. Keep an eye on existing stock.

- 2) You need to make sure you have a copy of our publicity update form (<http://pdfs.bibliodistribution.com/pu/bli/publicitysample.pdf>). You should plan on updating us at least once a month by email with your media plans by using this form. Be detailed and bear in mind that we are most interested in publicity that will cause demand in a retail setting.
- 3) If you get national attention (i.e. a major magazine, tv show, radio), please send an email to Theresa, Davida and myself with as many details as you can provide. If you can provide a link to a website or scan of the article it is very helpful.
- 4) Depending on which chain (or if it is both) orders stock, your author should begin to set up signings/events with stores in every city that is part of the tour. (If there is no tour, regional signings should be considered.)
- 5) Make a 3-4 month mark on your calendar after stock has shipped to talk with me about sales. This can be crucial and if sell-through has not been as high as hoped, perhaps we can think up some new strategies.

#### TOP FIVE THINGS A PUBLISHER NEEDS TO FOCUS ON IF THE CHAINS DO **NOT** MAKE A BUY:

- 1) First, take a deep breath and realize that the world is not ending. Chain retailers have to buy for mainstream America. If your book is unusual, it may not fit into their mold. Try not to take this personally.
- 2) If these stores are your main goal, go to the bookstore and see what is on the shelves in your category. Is your price competitive? Does your cover stand out? Are most books there in paper format? Consider that you are probably not a known name and that you must be able to entice a consumer away from the big leaguers by having an edge. If the edge is there, are you making consumers aware of this?
- 3) Focus on your media and do not go over your budget when deciding on what to spend on marketing.
- 4) Send in publicity updates by email to Theresa at least once a month using our publicity update format. It is possible that the buyer may reconsider in future if they see demand.
- 5) Remember, if the corporate buyer does not stock your title, this does not mean that your book cannot be in your local chain bookstore. You are still able to schedule signings or events. You can also ask the general manager of the store to consider stocking the book due to local demand.

#### FIVE THINGS A PUBLISHER SHOULD NOT DO IF THE CHAINS DO **NOT** MAKE A BUY:

- 1) Do **NOT** ever contact a corporate buyer about your title. This usually has the opposite effect of what you are trying to achieve.
- 2) Do not spend double the money on marketing if you did not budget for it. There are no guarantees in advertising or publishing.
- 3) Drink **NOT** yourself to sleep. Your title still has possibilities with your target audience. A book can survive without the chains.
- 4) Do not blame your author. Please be extra supportive of your author and encourage him/her to promote and if possible do book signings.
- 5) Please don't blame me, I am often as disappointed as you are. **DO** send me an email asking about any feedback or concerns. If you have changes you would like to make to your book, consider asking us to review those changes with you.

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### The Internet Forager: Useful Websites for Publishers

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How many of you have tried to create forms, publications, or organizational tools to use for your businesses, only to get stuck or frustrated, thinking there has to be an easier way? For those of you who use MS Office there likely is an easier way: **MS Office Templates**

<http://office.microsoft.com/en-us/templates/FX100595491033.aspx>.

I found the template site when I was trying to create a visual, one-page chart with all my 2007 catalog deadlines and found just the calendar to suit my needs. You'll find everything from bills of lading, marketing plans, and of particular interest to many of you, "an elevator pitch":

<http://office.microsoft.com/en-us/templates/TC100803391033.aspx?CategoryID=CT101481361033>

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I'm not going to pretend to understand how the technology works, but there is now software that allows for "word clouds" and "author clouds" – which, to me, are like having a conversation with a fellow reader.

It goes something like this (figuratively):

"I really like the author Jasper Fforde"

"Oh really, then you might also like Douglas Adams, Robert Rankin, and Alexander McCall Smith."

See: <http://www.librarything.com/authorcloud.php>

For "word clouds" you can tell the database that you are in the mood for a book that is, for example, funny, unpredictable, and unusual, and the site suggests something along the lines of "Rock 'N' Roll Babes from Outer Space," "Fierce Invalids Home From Hot Climates," and "The Smiling School for Calvinists."

See: <http://www.whichbook.net/>

Why I am I tell you this? Because if I never see John Grisham or Dan Brown listed as a comparative title again I will die a happy woman. Using the word or author clouds may help you find better comparative titles for your tip sheets, which are both closer in content and potential sales projections. Well, that and they are just cool tools to play with if you are a bibliophile.

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## Sales Advice – Sales Handles and Audience

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On your tip sheets we suggest you list "sales handles" and "audience." This section is often overlooked, but can provide helpful information for our salespeople. For example, if you have a book of bird photography, you will want to know a lot about your potential audience. And trust me, if you have an audience, some group or marketing research company has statistics. Back to our example – did you know?:

- In 2001 there were 46 million birdwatchers or birders, 16 years of age and older, in the United States — a little over one in five people.
- Eighty-eight percent (40 million) of birders are backyard birders.
- 18 million people travel to birdwatch
- The majority of birders are ages 44-65
- Montana, Vermont, and Wisconsin have the highest per capita rates of participation

([http://library.fws.gov/nat\\_survey2001\\_birding.pdf](http://library.fws.gov/nat_survey2001_birding.pdf) for the full report)

And why is that useful you say? Imagine a rep pitching your book and having a buyer say, "Who actually cares about this stuff?" And right there on the page, "Well, 1 in 5 people consider themselves birdwatchers and many of them live here in Vermont."

This is your chance to explain with cold hard facts why your book is unique, who your readers might be, why your author is qualified and more. It is your opportunity to create an "elevator pitch" in print for your book (the 15 second pitch that will give a buyer an idea what your book is about and hopefully interest them in hearing more). Very often sales handles and audience can work well hand-in-hand – give statistics and facts as they pertain to your book for the sales handle, and then find solid demographics for your audience.

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## A Word About Signed Copies

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Often if you hear something enough you treat it as fact – the urban myth syndrome. There seems to be a popular notion among authors that if they sign books at store events or stock at their local stores that the books can't be returned. Unfortunately this is not true. While the books are not treated as damaged if they are returned, they are still considered acceptable returns. I think part of the myth began because books that are signed are often marketed as such in stores and may sell-though faster than unsigned copies. Regardless, signing extra copies at an event doesn't guarantee the books will not be returned.

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## Book Sense

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Book Sense is adding some new programs for 2007. In addition to the regular Red and White Box mailings, they will be starting a quarterly mailing geared towards children's booksellers. This will begin in February, with additional mailings in May, August, and November. Also, a 4<sup>th</sup> Children's Pick List has been added to the year.

As a reminder here's some information about **The Book Sense Advance Access Program**:

Several times each month, Book Sense emails over 1,000 independent booksellers with news of galleys, reading copies or finished books that publishers are offering for review. After receiving a free review copy from the publisher, stores will read and decide whether to carry the title, and hopefully even nominate it for the Book Sense List. Book Sense makes no promises, but the Advance Access program has proven to be a very effective way to get the word out about new titles. Stores will email the publisher directly, and generally, one can expect requests from 25-50 booksellers. The stores do know that it is "first come/first served," but the more booksellers you can provide copies for, the better, of course.

All book descriptions must be sent to Peter Reynolds via email at [peter@booksense.com](mailto:peter@booksense.com), with title, author, publisher, ISBN, subject category, publication date, the number of free copies you have to offer, a maximum two-sentence description, and an email address to which the booksellers can write to directly request a copy.

**Please put this all in one paragraph, without actually putting in the words 'Title, Author, etc.', and put the email address to which booksellers are to respond at the end of the paragraph without a period. This is all so the information can be easily cut and pasted into the larger email to the stores. An example follows:**

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TITLE XYZ by David Smith, (Publisher, ISBN: 0-000-00000-0, \$23.95, hardcover, September 2004, Mystery/Thriller). A two-sentence description of the title here. No more than 50 words, please. XX number of galleys available.  
mailto:yournamehere@emailaddress.com

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**(Please do NOT include website information or attach press releases or jacket jpegs.)** Due to high volume, it may take us 2-3 weeks from your first writing until word of your book offer gets emailed to the stores.

**PLEASE NOTE: The \$100 fee is waived if you are a Biblio/NBN publisher.**

When you hear from the booksellers requesting a copy of your book, we highly recommend that you include a short note with each book sent out. Just a "thank you" and your name is fine, plus a reminder to 'email or write Dan Cullen ([dan@booksense.com](mailto:dan@booksense.com)) if you like it.' You may include press material, but this is not necessary. You can also save the email addresses of the booksellers you sent books to, and after a month's time, follow-up with a short query as to whether the book has been read.

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## Biblio Publishers Reciprocal Website Link List

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*One of our publishers approached me with a suggestion about mutually beneficial online marketing for our publishers. Here's his proposition to help increase your online visibility:*

One inexpensive and effective way to promote your books online is through reciprocal website links. A reciprocal link occurs when you exchange website links with another publisher. Essentially, you add the publisher's website address on your site, and he/she adds your website address on his/her site. There are three main reasons to do this:

1. Search engines rank websites that are linked to much higher than a website with no links.
2. Having your link on another publisher's website gives you more exposure.
3. Having other publishers' links on your website adds content to your site.

I have created an author list on my website, which is listed on my links page (<http://benwoods.com/links#authors>). Currently, I have authors who are from my local region, but I would like to add Biblio publishers to the list. You'll notice that I've included each other's name, book genre and book link. I also have a random author appearing on my book's home page (<http://thedevelopersbook.com>), on the page's lefthand side.

There's no cost to participate, and if you don't have a site yet, I will just put a link to Amazon.com or the site of your choice. Once I collect the information from the publishers/authors interested, I can make it available to those participating.

Just email me at [ben@benwoods.com](mailto:ben@benwoods.com) if you have any questions or concerns with the Biblio publishers reciprocal website link list.

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## Transition to ISBN 13, by Karen Mattscheck, *Inventory Management*

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**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**



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.

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

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Reports supplied to Biblio 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](mailto:kmattscheck@nbnbooks.com).

We will be explaining a report in each issue of this newsletter.

## Online Reports: Backorders Report (PROBKP)

The backorder report is always current as of the report run date. Backorder reports cannot be run for historical periods. The backorder report provides detail on transactions, which are pending due to inventory availability.

**ISBN:** ISBN without dashes

**Fmt:** Format of book (BTP = paperback, BTC = cloth, 000 = unknown, catalog)

**It St:** Current item status. Not a calculated field.

--AV = Active (i.e. IN PRINT; this does not reflect physical availability of product; Physical availability is determined by QAV)

--NF = Not yet published

--OP = Out of print

--IH = On inventory hold for research purposes

--DS = Out of stock indefinitely (unknown ready date)

--CX = Cancelled; never published

**PD:** Print on Demand Flag (not applicable for trade titles)

**Bill-to Customer:** Name of customer to be billed for this transaction

**City:** City of bill-to customer

**St:** State of bill-to customer

**Order Number:** NBN order number

**Ord Sta:** Status of this order (B = order is in backorder status)

**Bko Qty:** quantity of books on backorder

**Unit Price:** List price of book

**Discount %:** Percent of discount applied to list price, based on customer classification, and item product category

**Net \$ Value:** Dollar value of order that equals the quantity ordered multiplied by the discounted price

**Cancel Bko Date:** Date on which the order will be cancelled if inventory is not received

Please e-mail Karen Mattscheck at [kmattscheck@nbnbooks.com](mailto:kmattscheck@nbnbooks.com) if you have any questions.

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## Your Monthly Accounting Statement

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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.

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## Information That Bears Repeating

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### **Tip Sheets:**

Please send your tip sheets to **Theresa Thomas** ([tthomas@bibliodistribution.com](mailto: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](mailto: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](mailto: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](mailto: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](mailto: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](mailto: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 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:

- **Davida 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](mailto: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](mailto: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](mailto: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](mailto: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](mailto:thunt@nbnbooks.com).

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

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