



2012 GUIDEBOOK

IndieBound, now in its fourth year, empowers readers to share the excitement of discovering and sharing a new book with everyone. By leveraging the enthusiasm of the most passionate members of our community, IndieBound is creating excitement about books—and bookselling—like never before. IndieBound appeals to booksellers and readers who care about their local bookstores because they care about books. Publishers are the fuel that can help make this indie machine run.

Publisher Partner Program

Publisher support helps get more books into the hands of the vital independent bookselling market, and in turn, helps get those books into the hands of the reading public. IndieBound partners with publishers as a means of underwriting the program.

The requirements of IndieBound Publisher Partnership:

- Partnership is available to any publisher with at least five titles currently in print and readily available for booksellers to order either direct or from wholesalers.
- IndieBound Publisher Partners must be Associate members of the American Booksellers Association. Membership dues are currently \$350 per year. An online application form is available at <http://www.bookweb.org/membership/join/supplemental.html>. Questions about membership may be directed to Member Relationship Manager Nathan Halter at nathan@bookweb.org or 914-373-6614.

The benefits and opportunities for IndieBound Publisher Partners:

- Monthly Red and White Box Mailings, Quarterly Children's White Box Mailings
These mailings offer publishers an easy and cost-effective means of communicating information to all IndieBound stores.
 - **The Red Box Mailing**, currently sent to 1100 ABA member stores, offers publishers a fast way to get time-sensitive materials into the hands of booksellers. Designed to serve as a monthly "In-Store Marketing Action Kit," the Red Box – actually a white box with a large red sticker – contains the stores' initial allotment of the latest Indie Next List flyers as well as any other timely news from ABA and IndieBound. Publishers include point-of-purchase materials such as shelftalkers, easelbacks, bookmarks, or posters to support Indie Next List reads or other upcoming new releases. Other enclosures may include seasonal catalogs, sell sheets and/or order forms for any off-the-list titles, special offers with specific deadlines, and other late-breaking news about titles, authors, tours, confirmed media appearances, etc. Red Boxes will land in all stores by the 15th of the month.
 - **The White Box Mailing** is sent to 750 stores that "earn" the mailing through their participation in various IndieBound and ABA initiatives each month – regular reporting to the Indie Bestseller List, nominating books to the Indie Next List, maintaining a permanent IndieBound in-store display, and participating in the ABA IndieCommerce Program. Included in the White Box are galleys, Advance Reading Copies (ARC's), and finished books that booksellers read and consider stocking, handselling, and nominating to the Indie Next Lists.

- **The Quarterly Children's Mailing** offers publishers the opportunity to participate in a mailing dedicated solely to materials of interest to children's-only stores, members of the ABC Group at ABA, as well as those general stores with active children's sections. Mailings are scheduled for mid-February, mid-May, mid-August, and mid-November, and carry galleys, ARC's, F&G's, finished books, and other materials that a publisher wishes to make available to this target audience (babies & toddlers through YA.) The mailing is sent to all 750 stores currently receiving the monthly White Box.

Details on the Red Box, White Box, and Quarterly Children's Mailings, including sample rates and schedules are found in Appendices A through F.

- **Advance Access** is a bimonthly mailing that aggregates publisher offerings of galleys, ARC's or finished books available for review by IndieBound stores. Bookseller responses and requests are sent directly to the publisher for fulfillment and follow-up. The standard fee for this service is waived for Publisher Partners. Publisher-exclusive Advance Access emails are also available for Publisher Partners only. For details about the Advance Access program contact Peter Reynolds at peter@bookweb.org or 914-373-6635.

Further details on Advance Access, including the format and submission directions, are contained in Appendix G.

- **The Indie Next List**
Each month in the Red Box mailing all IndieBound stores receive a quantity of the Indie Next List flyers, printed in four-color. Participating booksellers provide recommendations for books they have enjoyed reading and look forward to handselling in their stores. These recommendations are collected and tabulated, with the twenty titles receiving the most nominations designated as Indie Next List Great Reads and presented with jacket image and a bookseller quote.

An additional ten or more titles are included selected for the flyer to be featured as "Now in Paperback." These are titles that had been featured as Great Reads as hardcovers and continue to be handselling favorites in bookstores. A PDF with jacket image and bookseller quote as well as a sheltalker for each "Now in Paperback" is available for download at www.bookweb.org.

Once a book is chosen for an Indie Next List, the publisher will be asked to consider providing funds to support the printing and distribution of the flyers. Appendix H carries a suggested rate card.

- **Indies Choice Book Awards & E.B. White Awards**
All books that are featured in Indie Next Lists and Kids' Next Lists automatically are nominated for the Indies Choice Book Awards and the E.B. White Awards. The Indies Choice Book Awards are given in the categories of Fiction, Nonfiction, Debut, Young Adult, and Most Engaging Author. The E.B. White Awards are given to the best read-aloud books of the year in the category of Picture Book and Middle Grade. In addition, three picture books are added to the Picture Book Hall of Fame each year.

Gold and Silver medallions are available for purchase for E.B. White award-winning books. Please contact Industry Relations Assistant Carolyn Bennett at carolyn@bookweb.org or 914-373-6645 to place an order.

- **Electronic Advertising**
Publisher Partners receive discounted pricing for advertising in *Bookselling This Week*, the e-newsletter produced by ABA for the bookselling and publishing trades. Currently, *BTW* has a circulation of 13,000, comprised of booksellers, publishers, agents, writers, distributors, and wholesalers. *BTW*, found online at <http://news.bookweb.org>, is updated several times during the week. Each Thursday, subscribers receive and email, the *BTW Front Page*, with headlines and teasers for new articles. *BTW Front Page* offers advertising opportunities in both banner and skyscraper format.

For more details and rates for *BTW* advertising, including classifieds, contact Elizabeth Knapp at elizabethk@bookweb or 914-373-6620.

- **ABC Group at ABA**

In 2011, the Association of Booksellers for Children (ABC) and ABA merged to form the ABC Group at ABA. The ABC Group offers benefits to booksellers such as:

- **ABC Best Books for Children Catalog**
- **ABC New Voices for teen and middle grade readers**
- **Children's specific educational programming**
- **The ABC Toolbox**
- **An active List Serv community**

For more details about rates for subscribing to ABC programming, contact ABC Group Manager Shannon O'Connor at shannon@bookweb.org or 914-373-6651.

- **Additional Publisher Partner Benefits**

- **Free use of the ABA store mailing list (a \$475 value) up to four times per calendar year**
- **First look at the weekly National Indie Bestseller List**
- **First access to future ABA and IndieBound programs**

Thank you for your generous support of independent bookselling! Please feel free to contact me directly with any questions or needs.

Sincerely,



Mark Nichols
Development Officer
American Booksellers Association
200 White Plains Road
Tarrytown, NY 10591
mark@bookweb.org
914.373.6640



APPENDIX A

THE MONTHLY INDIEBOUND RED BOX MAILING PROGRAM

Designed to serve as a monthly “In-Store Marketing Action Kit”, the Red Box mailing (actually a white box with a large red sticker) contains the stores initial quantity of the latest Indie Next List flyers as well as other timely news and information from ABA and IndieBound.

For inclusion in the Red Box, ABA Publisher Partners are invited to provide marketing materials including but not limited to:

- Shelftalkers, easelbacks, bookmarks, posters, or other point-of-purchase items to promote those titles chosen as Indie Next List Great Reads or Notables, or other recent or upcoming releases
• Sell sheets and/or catalog copy for any “off-the-list” titles
• Seasonal catalogs and/or order forms
• Special offers, notice of backlist promotions, etc.
• Any other news about titles, authors, tours, confirmed media appearances, etc.

The Red Box mailing is shipped within the first 12 days of the month to approximately 1100 IndieBound stores. The mailing is prioritized, based on the level of a store’s participation in IndieBound and ABA programs. The minimum quantity for inclusion in any mailing is 450 pieces.

Effective with the January, 2012 mailing, standard pricing for inclusion in all 1100 Red Boxes is as follows:

- A sell sheet or flyer \$275; \$.27 per piece for quantities less than 1100.
• A standard (4” x 6”) postcard \$145; \$.15 per piece for quantities less than 1100
• A large-format postcard \$180; \$.18 per piece for quantities less than 1100
• Shelftalker \$145; \$.15 per piece for quantities less than 1100
• Easelback poster \$525 and up, dependent on size; \$.55 per piece for quantities less than 1100
• Standard poster, flat or folded \$425 and up, dependent on size; \$.45 per piece for quantities less than 1100
• Pack of 25 bookmarks \$695, other quantities custom quoted

No galleys, ARC’s or finished books are included in the Red Box mailing. Those items are exclusive to the monthly White Box mailing (please see Appendix B).

We are happy to custom quote on any item you may wish to include in this mailing. If you would like your materials to also be sent to other active ABA Publisher Partners as well as to the nine Regional Bookseller Association Executive Directors, please provide an additional 100 pieces (same pricing as above).

Please contact Carolyn Bennett (carolyn@bookweb.org) at least three weeks prior to the White Box materials due date of a given mailing (please see Appendix D for these dates) with information about the item(s) you wish to include.

All materials should be shipped to:

Transport Specialties International, Inc. (TSI)
Attn: Keith Gosselin
9 Joanna Court
East Brunswick, NJ 08816-2108
Phone: 732.698.0988, x 110

Please mark all cartons and/or packing slips: “FOR INDIEBOUND “month” RED BOX”

Early shipments are possible, but must be pre-approved.



A P P E N D I X B

THE MONTHLY INDIEBOUND WHITE BOX MAILING PROGRAM

Every month a box measuring 18.5" x 18.5" x 4" is sent to each of the approximately 750 actively participating IndieBound stores, filled with galleys, ARCs and finished books provided by ABA Publisher Partners. As with the Advance Access Program (see Appendix G), this is an excellent and cost effective way to reach the Independent Bookstore market with news of your titles. By collating, packing and shipping all these materials from one warehouse, we are able to offer publishers substantial savings in time, labor, and postage over individual mailings done on their own.

The cost of inclusion in the White Box is dependent on the size and weight of the galley, ARC, or finished book. Standard pricing typically ranges from \$1.35 to \$2.50 per piece. Upon receipt of the dimensions and number of pages, we are happy to custom quote for any proposed inclusion.

- **The White Box mailing is prioritized, based on the level of a store's participation in IndieBound and ABA programs. The minimum quantity for inclusion in any mailing is 450 copies.**
- **To reach all stores receiving the White Box mailing, please plan to provide 750 copies.**
- **If you would like your materials to also be sent to other active ABA Publisher Partners as well as to the nine Regional Bookseller Association Executive Directors, please provide an additional 100 copies.**

There is an additional charge for the insertion of any bounceback cards, letters, or any other collation done in our warehouse. Charges for collation will be custom quoted.

Please contact Carolyn Bennett (carolyn@bookweb.org) at least three weeks prior to the White Box materials due date of a given mailing (please see Appendix E for these dates) with information about the item(s) you wish to include.

All materials should be shipped to:

Transport Specialties International, Inc. (TSI)
Attn: Keith Gosselin
9 Joanna Court
East Brunswick, NJ 08816-2108
Phone: 732.698.0988, x 110

Please mark all cartons and/or packing slips: "FOR INDIEBOUND "month" WHITE BOX"

Early shipments are possible, but must be pre-approved.



A P P E N D I X C

THE QUARTERLY INDIEBOUND CHILDREN'S WHITE BOX MAILING PROGRAM

Four times each year a box measuring 18.5" x 18.5" x 4" is sent to each of the approximately 750 actively participating IndieBound stores, filled with a variety of materials provided by ABA Publisher Partners specifically for Children's book-sellers. As with the Advance Access Program (see Appendix G), this is an excellent and cost effective way to reach the Independent Bookstore market with news of your titles. By collating, packing and shipping all these materials from one warehouse, we are able to offer publishers substantial savings in time, labor, and postage over individual mailings done on their own.

Standard pricing for inclusion in all 750 boxes is as follows:

- A one-sheet or flyer \$190; \$.27 per piece for quantities less than 750
- A standard postcard \$100; \$.15 per piece for quantities less than 750
- A large format postcard \$125; \$.18 per piece for quantities less than 750
- A shelftalker \$100; \$.15 per piece for quantities less than 750
- A pack of 25 bookmarks \$475
- A pre-folded poster \$300 and up, dependent on size
- An easelback poster \$400 and up, dependent on size

For galleys, ARC's, F&G's and finished books, costs for inclusion usually range between \$1.35 and \$2.50 per piece, dependent on size and weight. **The minimum quantity for any galley, ARC, or finished book is 450 pieces.** There is an additional charge for the insertion of any bounceback cards, letters, or any other collation done in our warehouse.

We are happy to custom quote on any item you may wish to include in this mailing. If you would like your materials to also be sent to other Publisher Partners and to the nine Regional Bookseller Association Executive Directors, please provide 850 pieces (same price as above).

Please contact Carolyn Bennett (carolyn@bookweb.org) at least three weeks prior to the Children's White Box materials due date of a given mailing (please see Appendix F for these dates) with information about the item(s) you wish to include.

All materials should be shipped to:

Transport Specialties International (TSI)
Attn: Keith Gosselin
9 Joanna Court
East Brunswick, NJ 08816-2108
Phone: 732-698-0988, x 110

Please mark all cartons and/or packing slips: "INDIEBOUND "season" CHILDREN'S WHITE BOX"

Early shipments are possible, but must be pre-approved.



A P P E N D I X D

“RED” BOX MAILING DEADLINES FOR 2012

Month Of Box	Materials Deadline
December 2011	Friday, November 25, 2012
January 2012	Tuesday, December 27, 2012
February 2012	Friday, January 27, 2012
March 2012	Friday, February 24, 2012
April 2012	Tuesday, March 27, 2012
May 2012	Friday, April 27, 2012
June 2012	Tuesday, May 29, 2012
July 2012	Tuesday, June 26, 2012
August 2012	Friday, July 27, 2012
September 2012	Tuesday, August 28, 2012
October 2012	Tuesday, September 25, 2012
November 2012	Friday, October 26, 2012
December 2012	Tuesday, November 27, 2012

All materials should be shipped to:

Transport Specialties International (TSI)
Attn: Keith Gosselin
9 Joanna Court
East Brunswick, NJ 08816-2108
Phone: 732-698-0988, x 110

Please mark all carton and/or packing slips: “FOR INDIEBOUND “month” RED BOX MAILING”



A P P E N D I X E

WHITE BOX MAILING DEADLINES FOR 2011 - 2012

Month Of Box	Materials Deadline
December 2011	Tuesday, November 29, 2011
January 2012	Friday, December 30, 2011
February 2012	Tuesday, January 31, 2012
March 2012	Tuesday, February 28, 2012
April 2012	Friday, March 30, 2012
May 2012	Tuesday, May 1, 2012
June 2012	Friday, June 1, 2012
July 2012	Friday, June 29, 2012
August 2012	Tuesday, July 31, 2012
September 2012	Friday, August 31, 2012
October 2012	Friday, September 28, 2012
November 2012	Tuesday, October 30, 2012
December 2012	Friday, November 30, 2012

All materials should be shipped to:

Transport Specialties International (TSI)
Attn: Keith Gosselin
9 Joanna Court
East Brunswick, NJ 08816-2108
Phone: 732-698-0988, x 110

Please mark all carton and/or packing slips: "FOR INDIEBOUND "month" WHITE BOX MAILING"



A P P E N D I X F

CHILDREN'S WHITE BOX MAILING DEADLINES FOR 2012

Season of Mailing	Materials Deadline
Spring 2012	Friday, February 3, 2012 (Ships 3rd week of February)
Summer 2012	Friday, May 4, 2012 (Ships 3rd week of May)
Fall 2012	Friday, August 3, 2012 (Ships 3rd week of August)
Winter 2012	Friday, November 2, 2012 (Ships 3rd week of November)

All materials should be shipped to:

Transport Specialties International (TSI)
Attn: Keith Gosselin
9 Joanna Court
East Brunswick, NJ 08816-2108
Phone: 732-698-0988, x 110

Please mark all cartons and/or packing slips: "FOR INDIEBOUND "season" CHILDREN'S WHITE BOX"



APPENDIX H

INDIE NEXT LIST AND SHELF TALKER SUGGESTED RATE CARD 2012

INDIE NEXT LIST

Top 20 Listing, #1 Title \$ 3,500

Top 20 Listing, Other Titles \$ 2,500

This charge includes printing costs and postage for 450,000 fliers; store placement

“Now in Paperpack” (12 titles per month) \$ 1,000

A pdf with jacket image, bibliographic information and bookseller quote as well as a shelftalker for each title is available for download at www.bookweb.org.

INDIE KIDS’ NEXT LIST

INDIE READING GROUP SUGGESTIONS

Top 10 Listing, Frontlist \$ 1,700

Top 10 Listing, Backlist \$ 850

Regular Listing, Frontlist \$ 1,150

Regular Listing, Backlist \$ 575

This charge includes printing costs and postage for 450,000 fliers; store placement

TEAR-OFF SHELF TALKERS

Standard cost for regular Indie Next List titles, 1100 \$2,875

Standard cost for Kids’ Indie Next List titles, 750 \$2,175

Includes production and shipment, 5.5” x 7”, with four-color jacket image and bookseller quote, 50 tear-off sheets and printed backer.

Combined cost (to support an Indie Next List title) \$4,500

Kids’ combined Top Ten \$3,200

Kids’ combined Regular \$2,700

Combined cost includes suggested rate for Indie Next List placement and standard shelftalker production (see individual costs above).

Please contact Mark Nichols at mark@bookweb.org for further information



APPENDIX J

INDIE NEXT LISTS

BOOKSTORE NOMINATION DEADLINES FOR 2012

(Bookstores must submit nominations by the due date for titles to be considered for a given Indie Next List)

LIST	NOMINATION DUE DATE
JANUARY 2012 LIST	November 4, 2011
FEBRUARY 2012 LIST	December 2, 2011
MARCH 2012 LIST	January 6, 2012
SPRING 2012 KIDS' LIST	January 17, 2012
APRIL 2012 LIST	February 3, 2012
POETRY TOP TEN 2012	February 17, 2012
MAY 2012 LIST	March 2, 2012
SPRING/SUMMER 2012 READING GROUP LIST	March 13, 2012
JUNE 2012 LIST	April 6, 2012
SUMMER 2012 KIDS' LIST	April 17, 2012
JULY 2012 LIST	May 4, 2012
AUGUST 2012 LIST	June 5, 2012
SEPTEMBER 2012 LIST	July 6, 2012
BANNED BOOKS TOP TEN 2012	July 13, 2012
FALL 2012 KIDS' LIST	July 13, 2012
OCTOBER 2012 LIST	August 3, 2012
FALL/WINTER 2012-2013 READING GROUP LIST	August 14, 2012
NOVEMBER 2012 LIST	September 4, 2012
DECEMBER 2012 LIST	October 5, 2012
WINTER 2012/13 KIDS' LIST	October 12, 2012
JANUARY 2013 LIST	November 2, 2012
FEBRUARY 2013 LIST	December 4, 2012