



## 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](mailto: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](mailto: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](http://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](mailto: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](mailto: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](mailto: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](mailto:mark@bookweb.org)  
**914.373.6640**