

2009

IndieBound for Publisher Reps



From Relationships to Families.

Independent booksellers have always played a key role by providing the personal bridge between publisher and reader—sharing their own passion and wisdom, and talking to each customer to help discover the perfect book for them. Book Sense fortified this chain by spotlighting many of the best new books for both booksellers and customers. Now IndieBound seeks to forge a lifetime bond by uniting bookstores and their customers in a celebration of intelligence, insight, and independence.

Get in on the action.

As publishers, you are the fuel that can help make this indie machine run. IndieBound will be a badge that sells a book and assures the quality of the next book that bears the seal. So we ask for your help in expressing IndieBound in the promotional materials for your books. Downloadable art, including logos for IndieBound and the Indie Next List, are available to publisher partners through the [Online Identity Manager](#).

What are the new venues for booksellers' promotion of our books?

- * [The Indie Next List](#) (formerly Book Sense Picks)
- * [The Indie Bestsellers List](#) (formerly Book Sense Bestseller List)
- * [Indiessentials](#) (New! - Spotlighting the backlist titles readers can't live without)

The Indie Next List pamphlets will be continue to be distributed in ABA's monthly Red Box, and the *Indie Bestsellers List* will be available for [download display from BookWeb.org](#). The respective nomination and reporting processes will remain the same, as will the reservation process for materials publishers wish to include in the monthly Red or White Box mailings.

Indiessentials are monthly lists from ABA Publisher Partners of enduring titles that local indies love. One or two Indiessential titles per month will be produced by a Publisher Partner as a shelftalker, and sent to ABA member stores in the monthly Red Box mailing. The Indiessential suggestions will also be posted on the consumer website, [IndieBound.org](#). Great nominations from publishers are the foundation of the Indiessentials program. ABA Publisher Partners may [nominate titles for the program](#) on BookWeb.org.

I'd like to encourage our authors to offer independent bookstores as an option on their websites. What should I tell them?

ABA has created a [PDF document you can share](#) with your authors explaining how the IndieBound.org Affiliate Program works, with embedded links for quick sign-up. You can [learn more about the IndieBound.org Affiliate Program](#) here.

Will the Advance Access program continue?

Absolutely! Each month, we email 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 you, stores will read and decide whether to carry the title. Stores will email you directly, and generally, you can expect requests from 25-50 booksellers. ([Learn more about Advance Access.](#))

What about new opportunities for publisher support of indie bookstores?

To learn more about new opportunities for publisher partners under IndieBound, contact Mark Nichols (mark@bookweb.org).