

3-Month Bookseller Action List

December 2005 – February 2006



DECEMBER 2005

Register for ABA's First Annual Winter Institute


Register for the education event:
<http://www.bookweb.org/institute>. ***HOTEL ROOM RATE:
Thurs, Fri \$112/night; Wed night sold out at event rate.***


Hotel ABA Reservations Open and Going Fast!

Book your room at Hotel ABA now for May's BEA. Rooms are going fast, and we anticipate selling out very soon. For more info and to book a room, visit
<http://www.bookweb.org/aba/convention/8230.html>
HOTEL ROOM RATE: \$129/night.

The Yellow Hat Arrives!

Stores will receive materials in a separate "Yellow Box" mailing timed to arrive with their December Red Box for the Curious George promotion to tie into the movie release scheduled for February. A pamphlet detailing new books and tie-in editions will also be available in the box.

 **Watch for "Lincoln" promo materials** Stores will receive materials in their December Red Box for *The History Channel's* January 16 marquee event, "Lincoln." As a part of the promotion, booksellers will have the option to collect pennies to benefit their local mental health association.

 **Book Sense Best Children's Books Now Available** Order *Book Sense Best Children's Books: 240 Favorites for All Ages Recommended by Independent Booksellers* from Newmarket Press, distributed by W. W. Norton, ISBN: 1557046794, trade paperback, \$14.95. For more information please visit <http://www.newmarketpress.com/title.asp?id=785>

DECEMBER 2005 cont...


Nominate to the Picks List

Book Sense Picks online nomination form online at
www.bookweb.org/read/6305

- *December 2: February 2006 Picks
- *December 9: Valentine's Day 2006 Top Ten

Deadline Extended for Visa


Check/MasterMoney Claims Class members that received a claim form, which includes an estimated cash payment, now have until December 28, 2005, to submit the claim form or to challenge the estimated cash payment amount.
<http://news.bookweb.org/read/3941>

 **Special Bank of America Promotion** Bank of America is waiving the \$75 application fee for ABA member bookstores that sign up for its merchant services by December 31, 2005. For more info, contact Paul Deutz at Bank of America at (800) 955-8488 or Paula.R.Deutz@bankofamerica.com.

Special 2005 Book Sense Bestseller List

Watch BTW for announcements when this special downloadable PDF will be available on BookWeb.

 **Display the Winter 2005 - 2006 Children's Picks List and the 2005 Highlights** Stores are receiving flyers in December box. If you need extra copies of these or other Book Sense flyers, please contact mark@booksense.com.

 **Contact Local Media for the Holidays** Time to contact your local media for some free publicity. Offer them the Book Sense Bestseller List, info on special promotions, store events, etc. For templated press releases:
<http://www.bookweb.org/education/marketing/pubkit/>

JANUARY 2006

Nominate to the Picks List

Book Sense Picks online nomination form online at
www.bookweb.org/read/6305

- *January 6: March Picks



FEBRUARY 2006

Nominate to the Picks List

Book Sense Picks online nomination form online at
www.bookweb.org/read/6305

- *February 3: April Picks
- *February 10: Easter / Passover Top Ten
- *February 10: Poetry Top Ten

ONGOING & OTHER REMINDERS

Watch for Patriot Act Updates

Watch BTW for late-breaking news and special flashes with updates on the Patriot Act renewal. news.bookweb.org

Sign Up For Constant Contact

All ABA member bookstores can sign up for Constant Contact, a leading provider of services to manage e-mail marketing campaigns. For details, visit news.bookweb.org/read/3359

Are You Ready?

Contact your bookstore POS (inventory control system) vendor and ask about their 13-digit ISBN readiness plan. For a downloadable PDF, visit www.bisq.org/isbn-13/for-dummies.html

Display & Distribute

Put out this month's Book Sense Picks fliers and print and display the weekly Book Sense Bestseller List.

Report to Book Sense Bestseller List

Report each week from 3:00 p.m. EST on Saturday through 3:00 a.m. EST on Tuesday. Go to bestsellers.bookweb.org.

Sign-up for Book Sense Gift Cards

Visit www.BookWeb.org/read/6303 for details.

Update BookSense.com Co-op Affidavit

Each month at the announcement of that month's titles fill out the affidavit to participate in the BookSense.com co-op program. Online at www.booksense.com/coop-program.