



A P P E N D I X B

THE MONTHLY INDIEBOUND WHITE BOX MAILING PROGRAM

Every month a box 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 \$1.60 to \$2.75 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 please provide an additional 65 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 Linda Ford (lindaf@bookweb.org) to reserve a place in a White Box mailing. Materials due dates for the White Box are found in Appendix E.

All materials should be shipped to:

Transport Specialties International, Inc. (TSI)
Attn: Nancy Rodman
9 Joanna Court
East Brunswick, NJ 08816-2108
Phone: 732.698.0988, x 114

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

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