



A P P E N D I X C

THE QUARTERLY INDIEBOUND KIDS’ WHITE BOX MAILING PROGRAM

Four times each year a box 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 booksellers. 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 \$230; \$.35 per piece for quantities less than 750
- A standard postcard \$132; \$.21 per piece for quantities less than 750
- A large format postcard \$158; \$.25 per piece for quantities less than 750
- A shelftalker \$135; \$.22 per piece for quantities less than 750
- A pack of 25 bookmarks \$550 and up, dependent on size
- A pre-folded poster \$370 and up, dependent on size
- An easelback poster \$475 and up, dependent on size

For galleys, ARC’s, F&G’s and finished books, costs for inclusion usually range between \$1.60 and \$2.75 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 please provide 815 pieces (same price as above).

Please contact Linda Ford (lindaf@bookweb.org) to reserve a place in a Kids’ White Box mailing. Materials due dates for the quarterly Kids’ White Box are found in Appendix F.

All materials should be shipped to:

Transport Specialties International (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: “INDIEBOUND “season” KIDS’ WHITE BOX”.**

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