



A P P E N D I X G

THE INDIEBOUND ADVANCE ACCESS PROGRAM

On the first and third Monday of each month we email over 1,100 independent booksellers with news of galleys, reading copies, finished books, or other materials that you are offering for review. After receiving a free review copy from you, stores will read and decide whether to order the title and nominate it for the Indie Next List. The Advance Access program has proven to be a very effective way to get the word out about your titles. Stores will email you directly, and you can typically expect requests from 25-50 booksellers. The stores do know that it is “first come/first served”, but the more booksellers’ requests you can fulfill, the better.

SUBMISSIONS:

All book descriptions must be sent to Peter Reynolds via email at peter@bookweb.org, with title, author, publisher, ISBN, subject category, publication date, the number of free copies you have to offer, a maximum 50-60 word description, and an email address to which the booksellers can write to directly request a copy. **Please follow the format below to insure that your submission can be sent in the next AA email. Submissions not following this format will be returned to you for editing.**

TITLE XYZ by David Smith, (Publisher, ISBN: 0000000000000, \$23.95, hardcover, September 2010, Mystery/Thriller). A short description of the title here.
No more than 60 words please. XX number of galleys/finished books/other items available.
<mailto:yournamehere@emailaddress.com>

Jacket images are now included with all AA titles. Please include a high resolution PDF file with your submission.

FEES:

The cost is \$175 per title for inclusion in Advance Access. Please send your check for \$175 per title offered, payable to American Booksellers Association, to ABA, 333 Westchester Ave, Suite S202, White Plains, NY 10604 ATTN: Peter Reynolds. If you prefer to pay by credit card, please call Peter at 914-406-7535 or email him at peter@bookweb.org to make those payment arrangements. **Submissions will be included in the AA email only after payment is received.**

Publisher Partners: The \$175 is waived if you are a Publisher Partner directly or if you are one of the hundreds of smaller presses working with Consortium Book Sales & Distribution, Diamond Book Distributors, Greenleaf Book Group, Independent Publishers Group (IPG), Ingram Publisher Services (IPS), International Publishers Marketing (IPM), Midpoint Trade Books, National Book Network, Perseus Distribution, Publishers Group West (PGW), or SCB Distributors. If you are not distributed by any of the above but are a member of The Independent Book Publishers Association (IBPA, formerly PMA), Small Publishers Association of North America (SPAN) or the Community of Literary Magazines and Presses (CLMP), you can participate at the reduced rate of \$100 per title.

FOLLOW-UP:

When you hear from the booksellers requesting a copy of your book, we highly recommend that you include a short note with each book sent out, including information on how to order the title for store stock plus a reminder to consider submitting an Indie Next List nomination to indienextlist@bookweb.org. You may also include press material and/or your catalog. We also suggest that you save the email addresses of the booksellers to whom you send books, and after a month’s time, follow-up with a short query as to whether the book has been read and if so what the feedback was. **Questions? Contact Peter Reynolds, peter@bookweb.org , 914-406-7535.**

SPECIAL FOR PUBLISHER PARTNERS! Publisher-exclusive Advance Access emails are available for Publisher Partners only. These offerings must contain a minimum of 5 and a maximum of 20 titles. The cost is \$175, and the timing of the email will be determined between IndieBound and the Publisher Partner. Jacket images may be included. Please contact Peter Reynolds, peter@bookweb.org, 914-406-7535 for details.