



2017 GUIDEBOOK

IndieBound, now in its ninth year, empowers readers to share the excitement of discovering and sharing a new book with everyone. By leveraging the enthusiasm of the most passionate members of our community, IndieBound continues to create excitement about books—and bookselling—like never before. IndieBound appeals to booksellers and readers who care about their local bookstores because they care about books. Publishers are the fuel that can help make this indie machine run.

Publisher Partner Program

Publisher support helps get more books into the hands of the vital independent bookselling market, and in turn, helps get those books into the hands of the reading public. IndieBound partners with publishers as a means of underwriting the program.

The requirements of IndieBound Publisher Partnership:

- Partnership is available to any publisher with at least five titles currently in print and readily available for booksellers to order either direct or from wholesalers.
- IndieBound Publisher Partners must be Associate members of the American Booksellers Association. Membership dues are currently \$350 per year. An online application form is available at <http://www.bookweb.org/membership-join-aba.html>. Questions about membership may be directed to Member Relationship Manager Nathan Halter at nathan@bookweb.org or 914-406-7514.

The benefits and opportunities for IndieBound Publisher Partners:

- Monthly Red and White Box Mailings, Quarterly Kids' White Box Mailings
These mailings offer publishers an easy and cost-effective means of communicating information to all IndieBound stores.
 - **The Red Box Mailing**, currently sent to 1100 ABA member stores, offers publishers a fast way to get time-sensitive materials into the hands of booksellers. Designed to serve as a monthly "In-Store Marketing Action Kit," the Red Box – actually a white box with a large red sticker – contains the stores' initial allotment of the latest Indie Next List flyers as well as any other timely news from ABA and IndieBound. Publishers may include point-of-purchase materials such as shelftalkers, easelbacks, bookmarks, or posters to support Indie Next List Great Reads or other upcoming new releases. Other enclosures may include seasonal catalogs, sell sheets and/or order forms for any off-the-list titles, special offers with specific deadlines, and other late-breaking news about titles, authors, tours, confirmed media appearances, etc. Red Boxes are scheduled to land in all stores by the 15th of the month.
 - **The White Box Mailing** is sent to 750 stores that "earn" the mailing through their participation in various IndieBound and ABA initiatives each month – regular reporting to the Indie Bestseller List, nominating books to the various Indie Next Lists, maintaining a permanent IndieBound in-store display, and participating in the ABA IndieCommerce Program and/or the ABC Children's Group. Included in the White Box are galleys, Advance Reading Copies (ARC's), and finished books that booksellers read and consider stocking, handselling, and nominating to the Indie Next Lists.

- **The Quarterly Kids' Mailing** offers publishers the opportunity to participate in a mailing dedicated solely to materials of interest to children's-only stores, members of the ABC Children's Group, as well as those general stores with active children's sections. Mailings are scheduled for mid-February, mid-May, mid-August, and mid-November, and carry galleys, ARC's, F&G's, finished books, and other materials that a publisher wishes to make available to this target audience (babies & toddlers through YA.) The mailing is sent to currently 750. stores

Details on the Red Box, White Box, and Quarterly Kids' Mailings, including sample rates and schedules are found in Appendices A through F.

- **Advance Access** is a bimonthly mailing that aggregates publisher offerings of galleys, ARC's or finished books available for review by IndieBound stores. Bookseller responses and requests are sent directly to the publisher for fulfillment and follow-up. The standard fee for this service is waived for Publisher Partners. Publisher-exclusive Advance Access emails are also available for Publisher Partners only. For details about the Advance Access program contact Peter Reynolds at peter@bookweb.org or 914-406-7535.

Further details on Advance Access, including the format and submission directions, are contained in Appendix G.

- **The Indie Next List**

Each month in the Red Box mailing all IndieBound stores receive a quantity of the Indie Next List flyers printed in four-color. Participating booksellers provide recommendations for books they have enjoyed reading and look forward to handselling in their stores. These recommendations are collected and tabulated, with the twenty titles receiving the most nominations designated as "Indie Next List Great Reads" and presented with jacket image and a bookseller quote.

An additional twelve titles are selected for the flyer to be featured as "Now in Paperback." These are titles that had been featured as Great Reads as hardcovers and continue to be handselling favorites in bookstores. A PDF with jacket image and bookseller quote as well as a sheltalker for each "Now in Paperback" title is available for download at www.bookweb.org.

Once a book is chosen for an Indie Next List, the publisher will be asked to consider providing funds to support the printing and distribution of the flyers. Appendix H carries the current suggested rate card.

- **Indies Choice Book Awards & E.B. White Read-Aloud Awards**

All books that are featured in Indie Next Lists and Kids' Next Lists automatically are nominated for the Indies Choice Book Awards and the E.B. White Read-Aloud Awards. The Indies Choice Book Awards are given in the categories of Fiction, Nonfiction, Debut, Young Adult, and Indie Champion. The E.B. White Read-Aloud Awards are given to the best read-aloud books of the year in the categories of Picture Book and Middle Grade. In addition, three picture books are added to the Picture Book Hall of Fame each year.

Gold and Silver medallions are available for purchase for E.B. White award-winning books. Please contact ABC Children's Group Manager Matt Zoni at matthew@bookweb.org or 914-406-7551 to place an order.

- **Electronic Advertising**

Publisher Partners receive discounted pricing for advertising in **Bookselling This Week**, the e-newsletter produced by ABA for the bookselling and publishing trades. Currently, **BTW** has a circulation of 13,000, comprised of booksellers, publishers, agents, writers, distributors, and wholesalers. **BTW**, found online at <http://news.bookweb.org>, is updated several times during the week. Each Wednesday, subscribers receive and email, the **BTW Front Page**, with headlines and teasers for new articles. **BTW Front Page** offers advertising opportunities in both banner and skyscraper format.

For more details and rates for BTW advertising, including classifieds, contact Liz Button at liz@bookweb or 914-406-7520.

- **ABC Children's Group**

In 2011, the Association of Booksellers for Children (ABC) and ABA merged to form the ABC Children's Group. The ABC Children's Group offers benefits to booksellers such as:

- **ABC Best Books for Children Catalog**
- **Indies Introduce New Voices for teen and middle grade readers**
- **Children's specific educational programming, including the Children's Institute**
- **An active List Serv community**

For more details about rates for subscribing to ABC programming, contact ABC Children's Group Manager Matt Zoni at matthew@bookweb.org or 914-406-7551.

- **Additional Publisher Partner Benefits**

- **Free use of the ABA store mailing list (a \$475 value) up to four times per calendar year**
- **First look at the weekly National Indie Bestseller List**
- **First access to future ABA and IndieBound programs**

Thank you for your generous support of independent bookselling! Please feel free to contact me directly with any questions or needs.

Sincerely,



Mark Nichols
Development Officer
American Booksellers Association
333 Westchester Avenue, Suite S202
White Plains, NY 10604
mark@bookweb.org
914.406.7540



APPENDIX A

THE MONTHLY INDIEBOUND RED BOX MAILING PROGRAM

Designed to serve as a monthly “In-Store Marketing Action Kit,” the Red Box mailing (actually a white box with a large red sticker) contains the stores initial quantity of the latest Indie Next List flyers as well as other timely news and information from ABA and IndieBound.

For inclusion in the Red Box, ABA Publisher Partners are invited to provide marketing materials including but not limited to:

- Shelftalkers, easelbacks, bookmarks, posters, or other point-of-purchase items to promote those titles chosen as Indie Next List Great Reads or other recent or upcoming releases
• Sell sheets and/or catalog copy for any “off-the-list” titles
• Seasonal catalogs and/or order forms
• Special offers, notice of backlist promotions, etc.
• Any other news about titles, authors, tours, confirmed media appearances, etc.

The Red Box mailing is shipped within the first 12 days of the month to approximately 1100 IndieBound stores. The 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 pieces.

Effective with the January, 2017 mailing, standard pricing for inclusion in all 1100 Red Boxes is as follows:

- A sell sheet or flyer \$335; \$.35 per piece for quantities less than 1100.
• A standard (4” x 6”) postcard \$185; \$.21 per piece for quantities less than 1100
• A large-format postcard \$220; \$.25 per piece for quantities less than 1100
• Shelftalker \$190; \$.22 per piece for quantities less than 1100
• Easelback poster \$650 and up, dependent on size; minimum \$.70 per piece for quantities less than 1100
• Standard poster, flat or folded \$515 and up, dependent on size; minimum \$.60 per piece for quantities less than 1100
• Pack of 25 bookmarks \$800, other quantities custom quoted

No galleys, ARC’s or finished books are included in the Red Box mailing. Those items are exclusive to the monthly White Box mailing (please see Appendix B).

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 active ABA Publisher Partners please provide an additional 65 pieces (same pricing as above).

Please contact Linda Ford (lindaf@bookweb.org) to reserve a place in a Red Box mailing. Materials due dates for the Red Box are found in Appendix D.

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” RED BOX”.

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



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.



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.



A P P E N D I X D

“RED” BOX MAILING DEADLINES FOR 2017

Month Of Box	Materials Deadline
December 2016	Friday, November 25, 2016
January 2017	Friday, December 30, 2016
February 2017	Friday, January 27, 2017
March 2017	Friday, February 24, 2017
April 2017	Tuesday, March 28, 2017
May 2017	Tuesday, April 25, 2017
June 2017	Friday, May 26, 2017
July 2017	Tuesday, June 27, 2017
August 2017	Tuesday, July 25, 2017
September 2017	Friday, August 25, 2017
October 2017	Tuesday, September 26, 2017
November 2017	Friday, October 27, 2017
December 2017	Friday, November 24, 2017

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 carton and/or packing slips: “FOR INDIEBOUND “month” RED BOX MAILING”.



A P P E N D I X E

WHITE BOX MAILING DEADLINES FOR 2017

Month Of Box	Materials Deadline
December 2016	Tuesday, November 29, 2016
January 2017	Tuesday, January 3, 2017
February 2017	Tuesday, January 31, 2017
March 2017	Tuesday, February 28, 2017
April 2017	Friday, March 31, 2017
May 2017	Friday, April 28, 2017
June 2017	Tuesday, May 30, 2017
July 2017	Friday, June 30, 2017
August 2017	Friday, July 28, 2017
September 2017	Tuesday, August 29, 2017
October 2017	Friday, September 29, 2017
November 2017	Tuesday, October 31, 2017
December 2017	Tuesday, November 28, 2017

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 carton and/or packing slips: “FOR INDIEBOUND “month” WHITE BOX MAILING”.



A P P E N D I X F

KIDS' WHITE BOX MAILING DEADLINES FOR 2017

Season of Mailing	Materials Deadline
Spring 2017	Tuesday, February 7, 2017 (Ships 3rd week of February)
Summer 2017	Tuesday, May 9, 2017 (Ships 3rd week of May)
Autumn 2017	Tuesday, August 8, 2017 (Ships 3rd week of August)
Winter 2017	Tuesday, November 7, 2017 (Ships 3rd week of November)

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: “FOR INDIEBOUND “season” KIDS’ WHITE BOX”.



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.



APPENDIX H

INDIE NEXT LIST AND SHELF TALKER SUGGESTED RATE CARD 2016-2017

INDIE NEXT LIST

Top 20 Listing, #1 Title	\$ 4,250
Top 20 Listing, Other Titles	\$ 3,000
This charge includes printing costs and postage for fliers and the production costs and distribution of the electronic version.	
“Now in Paperpack” (12 titles per month)	\$ 1,250
A pdf with jacket image, bibliographic information and bookseller quote as well as a shelftalker for each title is available for download at www.bookweb.org .	

INDIE KIDS’ NEXT LIST

INDIE READING GROUP SUGGESTIONS

Top 10 Listing, Frontlist	\$ 1,700
Top 10 Listing, Backlist	\$ 850
Regular Listing, Frontlist	\$ 1,150
Regular Listing, Backlist, including “Revisit and Rediscover” (9 titles per quarter)	\$ 575
This charge includes printing costs and postage for fliers.	

TEAR-OFF SHELF TALKERS

Standard cost for regular Indie Next List titles, 1100	\$3,200
Standard cost for regular Indie Next List titles, 450	\$1,750
Standard cost for Kids’ Indie Next List titles, 750	\$2,350

Includes production and shipment, 5.5” x 7”, with four-color jacket image and bookseller quote, 50 tear-off sheets and printed backer.

Please contact Mark Nichols at mark@bookweb.org for further information.



APPENDIX I

INDIE NEXT LISTS

BOOKSTORE NOMINATION DEADLINES FOR 2017

(Bookstores must submit nominations by the due date for titles to be considered for a given Indie Next List)

LIST	NOMINATION DUE DATE
JANUARY 2017 LIST	November 4, 2016
FEBRUARY 2017 LIST.....	December 2, 2016
MARCH 2017 LIST	January 3, 2017
SPRING 2017 KIDS' LIST	January 13, 2017
APRIL 2017 LIST.....	February 3, 2017
MAY 2017 LIST	March 3, 2017
SUMMER 2017 READING GROUP LIST.....	March 17, 2017
JUNE 2017 LIST	April 4, 2017
SUMMER 2017 KIDS' LIST	April 14, 2017
JULY 2017 LIST	May 5, 2017
AUGUST 2017 LIST.....	June 2, 2017
SEPTEMBER 2017 LIST	July 5, 2017
AUTUMN 2017 KIDS' LIST	July 14, 2017
OCTOBER 2017 LIST.....	August 4, 2017
WINTER 2017-2018 READING GROUP LIST	August 15, 2017
NOVEMBER 2017 LIST	September 5, 2017
DECEMBER 2017 LIST.....	October 3, 2017
WINTER 2017-2018 KIDS' LIST.....	October 13, 2017
JANUARY 2018 LIST	November 3, 2017
FEBRUARY 2018 LIST.....	December 5, 2017