

# Independent Bookstore Day Publisher Information

Independent Bookstore Day is the last Saturday in April

## 2021 INDEPENDENT BOOKSTORE DAY STATS AT A GLANCE:

- 767 participating stores
- 50 states
- About 10 exclusive items + free items
- 375,000 IBD bookmarks distributed

## SALES STATS:

82% of participating stores saw a significant sales increase over a typical Saturday in April.

## TRADITIONAL & SOCIAL MEDIA:

- [Each year IBD generates more than 250 stories in local and national media](#), including print, radio, TV, and digital coverage from outlets like *Oprah Magazine*, *Forbes*, and newspapers from the *Washington Post* to the *Winston-Salem Journal*, *Orlando Weekly*, and many others.
- Our official hashtag, #IndieBookstoreDay trends the week leading up to IBD.
- Over 8 billion total impressions across 105 media outlets

## CALL FOR PUBLISHER SUBMISSIONS

[Deadline: September 15](#)

We are always looking for very **limited, exclusive, word-based items and books** that will help drive readers to brick-and-mortar, pop-up, and mobile bookstores on Independent Bookstore Day. All items are NON-RETURNABLE.

**Print runs:** 500-5,000

**Price points:** FREE-\$50

**Delivery to Ingram:** April 1, 2022

Independent Bookstore Day staff, along with an advisory committee of booksellers, will select the final exclusive items. The [form submission deadline](#) is **September 15**, but we are more than happy to get them earlier or discuss ideas informally at any time. **We are looking for BIG, NEW DOORBUSTERS.**

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## IDEAS FOR BOOKSTORE DAY EXCLUSIVES

**Big-name authors with a great social media presence are ideal.** See past items by Neil Gaiman, Stephen King, Allie Brosh, etc.

1. **A new, SIGNED release with a special jacket just for Independent Bookstore Day.** Can you get a designer or artist to create a book jacket for a BIG spring release? Signed by the author but with no new content required. Print run dictated by the author's willingness to sign.
2. **Repurposed work by a big-name author in an exclusive, signed package.** Samantha Irby, Ocean Vuong, V.E. Schwab, David Sedaris, Cory Doctoro, Julia Quinn, Adam Silvera, Jacqueline Woodson. This is all about name recognition, packaging, and exclusivity.
3. **Kids' stuff.** There is a high demand for these items. A plush and book package with a favorite character? An original story from a popular series or character? An original comic book from a popular graphic novelist?
4. **Broadsides and prints** only work well if they are **signed** by popular authors. The Allie Brosh *Hyperbole and a Half* print (\$15) and Anthony Bourdain's "Perfect Burger" print (\$20) were both very popular.
5. **Free items.** Everyone LOVES these. They need to be exclusive, cool, and have value. Hardcover "mini-books" by Rainbow Rowell and Brandon Sanderson were standouts.

**A few things that haven't worked in the past:** Boxed sets, t-shirts, baseball caps, tote bags, blank books/journals, stickers, bookmarks, trinkets. Ceramic or glass won't work for shipping reasons.

To see full catalogs of exclusive items from each year, please visit our archives at [www.indiebookstoreday.com/archives](http://www.indiebookstoreday.com/archives).

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## GENERAL SCHEDULE FOR PUBLISHERS

**September 15:** All IBD proposals due

**October 31:** Final IBD items confirmed

**December 1:** All bibliographic information and cover art due to IBD

**January 14:** IBD catalog goes live and orders begin

**January 31:** Sponsorship Opportunities due

**February 4:** Ordering closes

**February 10:** All IBD bookstore orders finalized

**February 22:** Ingram will place formal orders with publishers

**March 15:** Bookstore Day Bookmarks arrive at 767 bookstores

**April 1-15:** All social media collateral from authors and publishers to IBD

**April 1:** All exclusives must arrive at Ingram's Tennessee warehouse

**April 30 (last Saturday in April):** Independent Bookstore Day (tweet, post, repost, like, share)

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## EXCLUSIVES FAQs

**Q: How many bookstores participate?**

**A:** In 2015, we had 365 stores. By 2021, we had 730+ stores. We expect those numbers to continue to grow.

**Q: Do publishers donate these items to IBD?**

**A:** It depends. Publishers set the retail prices as usual (after initial discussion with IBD) and distribute them via Ingram at their usual discounts. All items are non-returnable.

**Q: What kind of prices are we looking at?**

**A:** Between \$0 and \$50. We have found that \$12-\$25 seems to be the sweet spot.

**Q: How are print runs set?**

**A:** Ideally, publishers print according to bookstore orders. But publishers can also set limited print runs beforehand. There are no reprints or overruns.

**Q: How are the items distributed?**

**A:** Ingram is our distribution sponsor. Each participating publisher will need to provide standard bibliographic information for each title.

**Q: Can we reissue an IBD item later?**

**A:** The idea is that each item is exclusive for IBD, doesn't already exist, and will not be produced in the future. However, there are exceptions. In those cases, we ask for a minimum six-month lead.

**Q: Can we use IBD to promote an upcoming title?**

**A:** Yes, but the item created for IBD still needs to be unique and special and not feel like a promotional giveaway.

**Q: What about giveaways?**

**A:** We love giveaways, but they should be pretty cool. Finished books are great. A beautiful broadside could be wonderful. We can distribute free items via Ingram or a publisher can distribute them directly.

**Q: What are the other publisher commitments?**

**A:** Just to meet the deadlines and work with your authors and staff to help promote IBD.

**Q: We can't make an exclusive. Are there other ways we can participate?**

**A:** Ask your authors to set up events at local stores on IBD (they don't have to be IBD authors). Use your social media channels and newsletters to help us get the word out. Make a video about indie bookstores! Get creative! We love unique partnerships and opportunities.

**Q: What about sponsorship opportunities?**

**A:** Yes! Honestly, anything helps. Penguin Random House became our first publisher sponsor in 2015 with a gift of \$15,000. In 2019, Chronicle Books sponsored our tote bags, enabling us to print and distribute five times the number we produced in 2018. We are also sponsored financially by Ingram. There are bookmark sponsorships available each year for \$5,000 (for 75,000 bookmarks distributed to every participating store).

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## **SPONSORSHIP OPPORTUNITIES**

### **Sponsor an Independent Bookstore Day BOOKMARK!**

Independent Bookstore Day has sponsorship opportunities detailed below. Publishers unable to commit at these levels can still make a contribution to a general fund at any level. All contributors will be publicly acknowledged.

#### **2022 Tote Bag Sponsorship, \$20,000 (one sponsor)**

This level of contribution funds the creation and distribution of 6,000+ IBD tote bags, which are important for both bookstore sales and publicity. Bags are distributed to participating stores nationally in March. We will work with you on design and acknowledgment.

#### **Bookmark Sponsorships, \$5,000 each (6 sponsors)**

Reach readers where they shop by sponsoring 75,000 full-color IBD bookmarks (approximately \$0.06 each). This is a great opportunity to promote indie-friendly title(s)

coming out around Independent Bookstore Day. We distribute 450,000 bookmarks to participating Independent Bookstore Day stores for free via ABA's box mailing. Stores agree to hand them out instead of, or in addition to, their regular bookmarks for the entire month of April. One side promotes Independent Bookstore Day, the other side is yours to design.

**“I Supported an Indie Today” stickers, \$3,000 (one sponsor)**

Fund 175,000 of these stickers, modeled after the “I voted” sticker. *Each* bookstore will receive a roll of 250 to hand out to customers who show up to celebrate on Independent Bookstore Day.

**IBD General Fund, any amount (unlimited sponsors)**

Contributions in **any amount** will help fund printed marketing materials for each store, underwrite the cost of our national publicity efforts and national gift certificate giveaway, and allow us to give stores deep discounts on all exclusive items. Every \$100 sponsors two stores.

- \$1,000 = literary scholar
- \$750 = bibliophile
- \$500 = bookworm
- \$250 = avid reader

If you'd like to become an IBD sponsor or you have questions about Independent Bookstore Day, please contact me at [ibd@bookweb.org](mailto:ibd@bookweb.org). To pledge immediately, [submit your sponsorship through our online form](#).

All sponsorships are negotiable and publishers can be involved in design and distribution decisions or leave them up to us. **We are accepting sponsorships through January 31, 2022.**