

# BARNES & NOBLE

## BOOKSELLERS

122 5<sup>th</sup> Avenue, New York, NY 10011  
Phone (212) 633-3388 Fax (212) 463-5677

Dear Publisher/Vendor,

We hope the attached form and instructions will answer any questions you may have regarding your request to sell your books through either the **Barnes & Noble Retail Stores**, or through the **Barnes & Noble Extended Title Base (ETB) Program**. The ETB program provides titles featured for sale on Barnes & Noble's website, [www.bn.com](http://www.bn.com). Please read carefully the criteria and instructions. In order for our staff to review your request, you must submit the following: (*Mailing address provided on page 6.*)

- A completed, signed copy of pages 4 through 6 of the attached Barnes & Noble Distribution Center Confirmation of Publisher Information form. **Please retain a copy of the application for your records.**
- A finished sample of your title(s) – Please see attached list of Acceptable and Unacceptable Products. No manuscripts please.
- A title list presented in the format outlined in the “Title Information” section on a copy of your company’s letterhead.
- A list of wholesalers/distributors you currently utilize.
- Trade Reviews.
- Marketing/Promotional plans.
- A note describing how your book meets the competition (what makes it unique.)

After a review of your title list, should we decide to purchase your title(s), we will place an initial stocking order for [www.bn.com](http://www.bn.com) for each *eligible* title that you carry. Customer demand will be used to determine the proper stocking level and quantities for subsequent orders. For a title to be eligible, it must meet the following criteria:

- It must have an assigned ISBN-13 printed on the cover along with the Bookland EAN barcode featuring the price-encoding add-on portion, and a human-readable price.
- The retail price must be greater than \$1.00.
- It must have a hardcover or paperback binding.
  - Cannot be ring-bound, staple-bound, spiral-bound.
  - Must have title printed on spine.

Fill out as many of the fields on the form as possible. If you have questions, please indicate them on the form, return it to us, and we will contact you. Our review process takes approximately 2-4 months. We ask for your patience as we are working with a large number of publishers. All submissions are reviewed in the order in which they are received. Please do not expect an immediate response confirming receipt of your submission. If your company is established as a vendor of record, you will receive a letter confirming that your account has been established along with other pertinent information.

Yours truly,  
Merchandising Department  
Barnes & Noble Distribution Center

## Barnes & Noble Distribution Extended Title Base Program Acceptance Criteria

All books will be considered for the Extended Title Base Program based on subject matter and salability. Please consider the following points when publishing and presenting your book.

### 1. Does your book have an ISBN - 13 (International Standard Book Number)?

We use the ISBN to track inventory and sales information. An ISBN is a thirteen-digit number that specifically identifies your title. ISBNs are furnished by:

ISBN Agency  
630 Chanlon Road  
New Providence, New Jersey 07974  
877-310-7333  
[www.isbn.org](http://www.isbn.org)

If your book has already been printed with the ISBN 10, or has no ISBN, you can sticker your books with the ISBN -13 once it is assigned. The ISBN and price should appear on the back cover of the book.

Please visit <http://www.bisq.org/isbn-13/index.html> for information regarding the conversion to ISBN-13. Effective January 1, 2007, the length of the ISBN (International Standard Book Number) has changed from 10 to 13 digits.

### 2. Does your book have a bar code?

Bar codes help our stores handle books more efficiently. The bar code, which incorporates your ISBN, is scanned at the time of purchase, thus accurately recording the sale of your book. The book industry uses the Bookland EAN bar code, not the UPC. Your Printer can incorporate bar codes into a cover, or if your book is already printed, you can have pressure sensitive labels produced for placement on the back cover. For more commercial bar code suppliers, visit BISG website <http://www.bisq.org/what-we-do-12-74-barcode-suppliers.php>. See sample barcode below:



If the barcode printed on your title(s) does not match the format and size of the barcode sample here, it **will not be accepted**. Please work with your printer to supply a barcode that meets industry standards as indicated in this image.

### 3. What sort of binding (saddle stitch, staple, perfect, plastic comb, ring) does your book have?

Perfect binding has the potential for a longer shelf life and better sales, since the name of the book can be printed on the spine. Since most of the titles in our stores are placed on the shelves spine out, stapled or saddle stitched books essentially disappear. If your book is plastic comb-bound or perfect bound, the title and other pertinent information should be printed on the spine. Otabind is another type of perfect binding, which allows a paperback to lie flat.

## **Acceptable & Unacceptable Product Types**

Unapproved product types ordered by Barnes & Noble Distribution Center from a publisher's title list will be returned to the publisher at the publisher's expense.

### **Products carried at this time:**

#### **Trade Products**

**Books** - With a retail price of at least \$1.00 per copy, if the same title comes in multiple versions/editions, each version/edition MUST have a unique ISBN number assigned.

**Books on Compact Disc (CD)** - Product must have been published as a stand-alone book with its own ISBN. Books on CD must have an ISBN and standard packaging.

**EBooks** – Please sign up at [www.nookpress.com](http://www.nookpress.com) to make your eBooks available for sale on [www.bn.com](http://www.bn.com)

**EPeriodicals** - Email [NookNewsstand@book.com](mailto:NookNewsstand@book.com)

**Magazines** - Email [Mthomas@bn.com](mailto:Mthomas@bn.com) for more information.

**Music CDs and DVDs** – Are supplied to Barnes & Noble through Alliance Entertainment, or Baker & Taylor Entertainment. To contact Alliance Entertainment, email [artistsolicitation@aent.com](mailto:artistsolicitation@aent.com)

**Volume Sets** - Will not be accepted unless each volume has a unique ISBN assigned. There must also be a unique ISBN for the set. Sets must be Shrink-wrapped or Slip-cased

#### **Specialty Products**

**Gift Product** - Includes blank journals, logbooks, diaries, photo albums, scrapbooks, post cards, note cards, sticker books, stationary, etc. Please contact (212) 727-4809 for more information

**Games** - Games or combination of games and books.

**Calendars** – Please contact (212) 633-3219 for more information

### **Products NOT carried at this time include (but are not limited to):**

**Audio CDs** - Stand-alone CDs will not be purchased (includes music or self-help with no published book counterpart). This does not include Books on CD product with standard packaging.

**Card Files or Systems** - Whether in combination with binders or books.

**CD-ROM Product**

**Folded Maps or Charts**

**Journals with Subscriptions or Inserts** - Journals requiring subscription or inserts for updating purposes, regardless of an ISBN being assigned.

**Pamphlets/Newsletters/Catalogs/Booklets**

**Posters**

**Pre-Packed ISBNs** (An ISBN assigned to multiple copies of books packaged together.)

**Three-ring Binders**

**BARNES & NOBLE DISTRIBUTION CENTER**  
**CONFIRMATION OF PUBLISHER INFORMATION**

**PLEASE PRINT CLEARLY**

**ACCOUNT INFORMATION: ACCOUNT NAME MUST MATCH IRS RECORDS FOR TAX ID NUMBER**

|                         |  |
|-------------------------|--|
| ACCOUNT NAME:           |  |
| Primary Contact Person: |  |
| Phone #                 |  |
| Email Address           |  |
| Website Address:        |  |

**CHECK REMITTANCE : CHECK REMITTANCE NAME MUST MATCH ACCOUNT NAME**

|                            |  |
|----------------------------|--|
| Check Must be made out to: |  |
| Accounting Contact Person: |  |
| Phone # / Email address    |  |
| Mailing Address            |  |

**PURCHASE ORDER INFORMATION: EMAIL ADDRESS PROVIDED MUST BE ABLE TO ACCEPT AND OPEN PDF IMAGES**

|                                   |  |
|-----------------------------------|--|
| Purchase Order Contact Person:    |  |
| Phone/Fax #                       |  |
| Email address for Purchase Orders |  |
| Mailing Address                   |  |

**RETURNS INFORMATION (Required): THIS ADDRESS CANNOT BE A PO BOX, IT MUST BE STREET ADDRESS**

|                         |  |
|-------------------------|--|
| Returns Contact Person: |  |
| Phone # / Email address |  |
| Mailing Address         |  |

**WHOLESALE/DISTRIBUTOR INFORMATION:**

List Wholesalers/Distributors you currently have terms with below. Please indicate if these are Exclusive Terms.

**PURCHASING TERMS (Please specify Returnable or Non-Returnable)**

Barnes & Noble offers standard Payment Day Terms of 90 Days from Invoice  
 The minimum acceptable Trade discount is 47% FOB (Barnes & Noble pays). Trade Publishers, please provide publicly announced terms if available. Professional/Academic publishers must provide publicly announced terms.

DISCOUNT (% off List Price) \_\_\_\_\_ %

STATE BOOKS SHIP FROM: \_\_\_\_\_

NUMBER OF TITLES PUBLISHED: \_\_\_\_\_

**SHIPPING & ROUTING INFORMATION:** Barnes & Noble's preferred carrier is UPS.

For more details, please see Page 6

## **TITLE INFORMATION:**

If you are submitting **more than one title**, you will be contacted to provide this electronically. We must receive this information in a Microsoft Excel IBM or ASCII Delimited IBM formatted file. The file must contain all required fields in discrete columns.

If you are submitting **one title**, this information may be submitted on company letterhead, along with this document. The list must contain all required fields.

We expect to receive all data changes on a timely basis to ensure the most accurate information is available to our customers. Therefore, we ask publishers to provide monthly updates (price, discount, status, carton quantity, etc.) as well as a full title review twice a year.

Barnes & Noble requires New Title Data 180 days pre-publication and acknowledges all data is subject to change. All data supplied to Barnes & Noble must also be submitted to R.R. Bowker. If you are not currently submitting data to Bowker please visit [www.booksinprint.com/bip/](http://www.booksinprint.com/bip/).

All data elements in **bold** are mandatory fields.

**ISBN-10** (non-hyphenated)

**ISBN-13** (non-hyphenated)

**Title**

**Author-** (last name, first name; one column per contributor. If there is more than one contributor, extra columns can be added)

**Series**

**Format/Binding** (TP = paperback, TC = hardcover, CD, etc.)

**Pages**

**Price**

**Publisher Discount or Discount Code**

**Publisher**

**Imprint**

**Status** (ACT = Active, PC = Publication Cancelled, OP = Out of Print, OSI = Out of Stock Indefinitely,)

**Status Date** (availability date if Out Of Stock)

**Publication Date** (date available for sale *to the consumer*)

**Bisac Subject Codes** (available from [www.bisg.org](http://www.bisg.org))

**BISAC Audience Code** (JUV = Juvenile, TRA = General Trade)

**Casepack Quantity**

The following are to be expressed as decimal values (i.e. 8.5):

**Length:** measurement of the spine (inches)

**Width:** measurement perpendicular to the spine (inches)

**Depth:** measurement of thickness of a book (inches)

**Weight:** measurement of the weight of a book (pounds)

### **Bn.com content for 5 titles or less:**

**Cover Images:** Send a JPEG or TIFF file for each cover image, attached to an email, to [imagesinquiry@book.com](mailto:imagesinquiry@book.com). Name each file by the ISBN of the book, leaving the dashes out of the ISBN.

**Title Overviews:** Send a title overview (which can include a brief author bio) for each title to [titles@bn.com](mailto:titles@bn.com). Be sure to reference the ISBN of the book, leaving out the dashes from the ISBN.

For more detailed information on how to provide content to bn.com: [www.bn.com/content](http://www.bn.com/content)

**Condition of Books:** Barnes & Noble Distribution will only accept books for Purchase Order fulfillment that are in saleable condition. Books determined not fit for sale will be returned at the publisher's expense.

**SHIPPING & ROUTING DETAILS:**

**FOB (Barnes & Noble pays) Freight Terms for ALL Shipments 250 lbs. or Less:**

Our primary small-parcel carrier is United Parcel Service. We ask that you use the UPS 3<sup>rd</sup> Party Billing Program. This shipping method enables a vendor, with a valid UPS account number, to bill to a 3<sup>rd</sup> party -- in this case Barnes & Noble Distribution Center. Please call UPS at 800-742-5877 and request an "occasional pick-up account number". This is a 6 digit account number for your location and will not have a weekly service charge.

**Free Freight (Publisher pays) Freight Terms for ALL Shipments 250 lbs. Or Less:**

Our preferred carrier is United Parcel Service. If you use a service other than UPS for shipping, you must use a traceable method, such as USPS Delivery Confirmation, FedEx, etc.

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After review of this document, Barnes & Noble, Inc. may choose to purchase your titles in accordance with the terms outlined here. Any and all divisions of Barnes & Noble, Inc. may cancel this agreement at any time for any reason without notice. This agreement in no way constitutes a purchasing obligation on any division of Barnes & Noble, Inc.'s part.

Your signature below indicates to us that you are in agreement with all of the terms outlined in this document, including but not limited to: Purchasing Terms, Shipping & Routing Information, Wholesaler/Distributor Information, Title Information, Acceptable & Unacceptable Product Types and Condition of Books.

**Publisher/Vendor's  
Authorized Signature** \_\_\_\_\_

**Date** \_\_\_\_\_

**In order for Barnes & Noble Distribution Center to review your request for inclusion in the Extended Title Base Program, you must submit via mail:**

- ✓ **The completed pages 4 and 6 of the application.**
- ✓ **A copy of your company letterhead. If submitting only one title, the bibliographic data should be printed here.**
- ✓ **A finished sample of your title.**
- ✓ **A list of wholesalers/distributors you currently utilize.**
- ✓ **Retain a completed copy of this document for your records.**

**The items listed above must be mailed to the address listed below.**

**Mailing address:**  
Barnes and Noble, Inc.  
Attn: Small Press Department  
122 5<sup>th</sup> Avenue, 8<sup>th</sup> Floor  
New York, NY 10011