



STERLING



The Taunton Press  
Inspiration for hands-on living®



ications, Inc.

ABD  
Publishing Company

**QBI**

**Quality Books Inc.**



Lobster Press™



Teach Me...™  
LEARNING LANGUAGE THROUGH SONGS AND STORIES



TUTTLE




Sourcebooks, Inc.

**BLACK  
RABBIT  
BOOKS**



microcinema international dvd

NORWOOD HOUSE  PRESS



**HUMAN KINETICS**

Mackinac Island Press



for the love of reading

## GETTING YOUR SHARE OF LIBRARY SALES

**IN A PERFECT WORLD...**All libraries would select new materials based solely on merit.

North American libraries spend billions of dollars for new books and videos every year. Unfortunately, with tens of thousands of new titles being published annually, librarians are inundated with hundreds of solicitations every week, far more than they have time to peruse. For the small publisher, getting noticed, cost-effectively, by the appropriate librarian can present an overwhelming challenge.

In addition, libraries have special requirements. They may need Library of Congress Cataloging, MARC Records, or annotation cards. They may request special binding or book processing. Or, they may simply prefer to place large orders, for a variety of titles from several publishers, all from a single source. Any or all of these demands may be impossible for even large publishers to fulfill.

- ❖ **Quality Books Inc.** provides you with the opportunity to reach thousands of public, school, academic, corporate, and special libraries with a variety of marketing and distribution programs.

- ❖ Each year, **QBI's** professional sales reps make thousands of face to face sales visits to libraries.
- ❖ **QBI** has distribution agreements, for our annotations and approvals programs, with many of America's largest libraries.
- ❖ **QBI** mails more than 1,000,000 small press book annotations to subscribing libraries every year.
- ❖ Annually, thousands of librarians visit **QBI's** exhibits at state, regional and national library conferences.
- ❖ **QBI's** electronic data base of thousands of small press titles is used by our reps when they place their library orders via modem with their state-of-the-art laptop computers.

### ALL YOU NEED

Everything you need to get your library marketing effort underway is contained in this package.

Take a closer look: we think you'll agree that Quality Books Inc. provides an aggressive, efficient and economical way to get your title(s) on library shelves.

Quality Books Inc.  
1003 W. Pines Road  
Oregon, IL 61061  
[www.quality-books.com](http://www.quality-books.com)



Phone: 815/732-4450  
Fax: 815/732-4499  
Toll Free: 800/323-4241

"Best of America's Independent Presses"

## MARKETING AND DISTRIBUTING TO LIBRARIES

### WHAT IT MEANS TO YOU!

Your products will be presented by our experienced sales people. These highly motivated sales professionals specialize in knowing their libraries' needs and matching your materials to the appropriate acquisitions person within each library.

Your titles are included in our exclusive *Q-Books*, *SmallPress Select*, website databases and supported by laptop computers, which our reps use to instantly search for titles by subject or any other criteria requested.

Quality Books Inc. also offers targeted cooperative advertising opportunities to gain additional exposure for your products (please see separate materials).

You will be paid promptly and supplied regularly with accurate and timely sales information.

Your new titles, if qualified, will be hand-carried to the review offices of *Booklist* at the American Library Association, where they can be considered for review by this distinguished publication.

Your materials are insured by us, and we absorb any loss due to inventory shrinkage.

Quality Books Inc. has served the library market since 1964 and has the expertise and resources necessary to provide you with full service marketing and distribution.

## QBI OFFERS A VARIETY OF VALUABLE ADD-ON SERVICES

How often have libraries turned down titles simply because the publisher or distributor could not provide "processing"? Or, because they consider it "too expensive" to purchase single titles from small publishers?

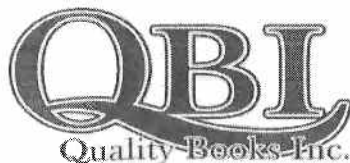
QBI's profile of small publishers enables libraries to select from thousands of products that are not readily available to them from any other single source and to consolidate their shipping and billing so they can handle their receiving and accounting just as though they were dealing with their largest suppliers.

QBI also has the capability to provide specialized binding and fulfill book processing requirements.

We provide Library of Congress Cataloging, MARC records, and special collection development services for libraries, including traditional annotation programs, approval plans, and electronic annotations. We also have the ability to interface with many automated library systems to help facilitate ordering.

When it comes to meeting the special requirements of libraries, QBI will make you look like a professional library distributor.

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## DICTIONARY OF TERMS USED

### **Consignment**

Products are delivered to Quality Books Inc. warehouse ready for distribution to our customers and remain the property of the vendor until sold and shipped. Payment for consigned products is made E.O.M. (end of month), 30, 60 or 90 days (your choice) after the month of sale to the library.

### **Producer**

Is the company who has supervised the making of the DVD.

### **Publisher**

Company or individual who has issued the printed work. Should be consistent with the company listed as publisher for ISBN records.

### **Vendor**

Is the seller or distributor of the completed product. This may or may not be the same as publisher / producer.

## **TERMS**

You will find that our **DISTRIBUTION AGREEMENT** is clearly defined and easy to use. Please read this agreement carefully before signing. All titles stocked by us are on a **consignment** basis. Should you have any questions, please call the Publisher Relations department. Our direct sales efforts on your behalf **will not** interfere with your normal channels of trade distribution.

## **FORMS**

This material contains the two forms needed for you to submit a title to Quality Books Inc. Use the Information Form as a copy master. Always keep a few "blanks" for future use. The Distribution Agreement must also be submitted.

## **NON-STOCK**

We want to make all your titles available to our customers, even if we don't stock every one of them. By signing the distribution agreement, you agree to provide non-stocked titles at the same discount, freight F.O.B. destination, for which you will receive payment promptly.

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## THE IDEAL PRODUCT – (WHAT WE ARE LOOKING FOR?)

Listed below are some of the selection criteria which we use. (While we often select titles that don't include all of these elements, this list provides some basic guidelines.)

1. Adult non-fiction and *selected* children's & young adult book titles and non-theatrical DVD titles. (*We do not* stock poetry titles or novels.)
2. Timely subject matter.
3. Newer copyright date. (A must for most of our large customers.) Ideally, we like to hear about a new title 120 days before it comes off the press. However, final copies are always welcome too.
4. Well organized
  - A. Includes an index and table of contents
  - B. Title: for books, should be the same on cover, spine, and title page. For DVD or CD-ROM should be the same on sleeve and disk.
  - C. Information is readily accessible.
  - D. No "fill in the blanks" or tear out page workbooks
5. We receive a sample copy or galley proofs prior to official publication date.
6. Product has not been exposed to the library market.
7. Vendor/ Publisher/ Producer's primary market is outside of the library market.
8. Subject coverage "fills a gap"; title is clearly differentiated from others in the field.
9. The cover and title effectively and clearly convey the product's purpose at a glance. The product may have a cover that is black and white or four-color and draws the end user's attention.
10. Book is bound functionally and durably. DVD or CD-ROM is in a case or sleeve that cannot be easily damaged.
11. Product is freestanding – not including or necessitating accompanying material, i.e., booklet, DVD, etc.
12. Producer must be able to grant public performance rights for the U.S. and Canada on all DVD products carried or represented by QBI.

*Note: When we decline to stock a title, we are not saying it is unsuitable for libraries, only that the title doesn't fit our line or selling methods. Sometimes we say no to a very good title simply because we already have a considerable amount of material on the same subject. If we say no, persevere. Keep sending us future titles.*

### HOW TO SUBMIT YOUR PRODUCT

1. Submit a review copy along with our INFORMATION FORM. (If prepublication, we will accept galley proofs.) Send to the attention of the TITLE SELECTION COMMITTEE.  
**Note for DVDs only:** The DISTRIBUTION AGREEMENT FORM contains PUBLIC PERFORMANCE RIGHTS AGREEMENT which must be executed.

2. Include a signed copy of the DISTRIBUTION AGREEMENT. No titles will be accepted without a signed distribution agreement.
3. Make copies of the INFORMATION FORM for future use. (Please keep us informed of all new and future titles.)

### WHAT HAPPENS NEXT?

1. If our title selection committee selects your title for stocking, we will call you or send you a consignment order for the initial stock quantity.
2. At that time we will request cover images and annotations for use by our sales professionals. Do not send images and annotations until we have given you an order!
3. Titles we stock usually have a shelf life of 12 to 18 months. However, there are exceptions to this.

## **HOW QUALITY BOOKS INC. PROCESSES YOUR TITLES FOR LIBRARIES**

Once Quality Books Inc. has accepted your title, what does it take to get the title to the librarian?

The first thing that happens, of course, is that we place a purchase order with you to have copies sent to us. With that purchase order we ask that you also provide us with a cover image and annotation for the title so that our sales reps can make a personal presentation to the librarian.

Once the copies have arrived in our warehouse, one copy of the title goes to the catalogers on staff. These are professional librarians who put the bibliographic information about the title into a format required by librarians. This is the same information that you see on a catalog card in your electronic online catalog in your library.

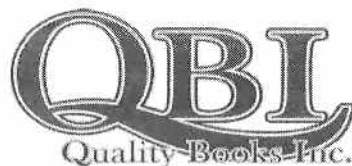
Once the title is catalogued, we have a quality control process to make sure that there are no typos, misspellings, or cataloging errors.

The title is then forwarded to the sales department for distribution to the sales reps. (Please remember that until we have the cover image and annotation from you, the title will not be shown). A barcode and data-slip is created and printed with the cover image. The barcode is used to create orders at library presentations. It is a number that is unique to us and has no relation to the barcode found in the libraries' books. The data slip contains much of the information that the catalogers and other staff have provided along with the annotation.

Why catalog and annotate? There are several reasons. First we are providing information to enable the sales force to sell your title better. We are also giving the librarian more information up front so that they can make an intelligent buying decision.

Please let us know if you have any questions regarding this process by contacting the Publisher Relations Department.

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**COPY MASTER – INFORMATION FORM**

**COMPLETE AND SUBMIT WITH  
ONE REVIEW COPY TO:  
Title Selection Committee**

Title: \_\_\_\_\_

Author: \_\_\_\_\_

Series Title: \_\_\_\_\_

ISBN: \_\_\_\_\_

LCCN: \_\_\_\_\_

Copyright year: \_\_\_\_\_ # of Pages: \_\_\_\_\_

Case Quantities: \_\_\_\_\_ List Price: \_\_\_\_\_

Edition: \_\_\_\_\_

Is review copy?  Final product  Galley

Publication / Street date: \_\_\_\_\_

Type of Binding:  
 Hardcover  Paper Back  
 Other: \_\_\_\_\_

Producer: \_\_\_\_\_

Original copyright date: \_\_\_\_\_

Running Time: \_\_\_\_\_

Color  Black-and-White

Audience Level: \_\_\_\_\_

Juvenile  Jr. /Sr. High  Adult  Family

Closed Captioning available?  Yes  No

Is the DVD available in other languages? (Specify)  
 \_\_\_\_\_

Type of Production (live action, animation, etc.):  
 \_\_\_\_\_

Type of packaging (box, slipcase, plastic, etc.):  
 \_\_\_\_\_

Author's hometown: \_\_\_\_\_

Author's credentials (On what authority is this work produced?):  
 \_\_\_\_\_  
 \_\_\_\_\_

**Description of content (IMPORTANT)**

Include a concise, brief one-sentence summary:

\_\_\_\_\_

Review (Please list publication(s) & date(s)):

\_\_\_\_\_

**Publisher or Production Company:**

\_\_\_\_\_

Vendor (if different than publisher)  
 \_\_\_\_\_

Phone: (\_\_\_\_\_) \_\_\_\_\_

Fax: (\_\_\_\_\_) \_\_\_\_\_

E-Mail: \_\_\_\_\_

Web Site: \_\_\_\_\_

Contact: \_\_\_\_\_

Address for checks & correspondence:  
 \_\_\_\_\_

City, State, Zip  
 \_\_\_\_\_

Address for shipping returns (if different than address for checks & correspondence).  
 \_\_\_\_\_

Contact: \_\_\_\_\_

**STREET ADDRESS ONLY NO P.O. BOXES**

\_\_\_\_\_

City, State, Zip  
 \_\_\_\_\_

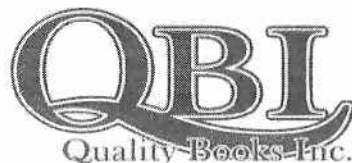
**FOR OFFICE USE ONLY**

Date: \_\_\_\_\_ Vnd. # \_\_\_\_\_

Qty: \_\_\_\_\_ Pub. # \_\_\_\_\_

P.O. # \_\_\_\_\_ Stock # \_\_\_\_\_

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