



PUBLISHER ADVOCATE FOR BOOKSELLERS

The New Atlantic Independent Booksellers Association is proud to unveil a new program that will help booksellers in the seasonal order process.

Publisher Advocate will give booksellers who don't see reps or speak with phone sales, access to marked-up Edelweiss catalogs. A rep's knowledge of the new season's list can be passed along to booksellers who currently don't see a field rep or speak with a telephone rep.

The response from publishers has been tremendous. When told about this new program, every publishing house jumped at the chance to do this for the booksellers in the NAIBA region. The reps in our region are wonderful, hardworking people who want to see all our bookstores succeed.

Steps:

- Create an Edelweiss account if you don't already have one. (See Edelweiss tips below)
- Email NAIBA (readingent@aol.com) and let Eileen know which catalogs you want to receive. (See below for the list of publishers participating.)
- Deadline to be part of this program for spring catalogs: January 18th.
- Sit back and wait for them to arrive in your email box.
- Review the marked-up catalogs when they arrive, and make buying decisions based on the experience and knowledge provided by the house rep.
- Place your order through your normal channels, whether direct or through a wholesaler.

Catalogs available:

(* to make life a little easier, you can check off the catalogs you need and fax [516-333-0689] or scan/email [readingent@aol.com] back to NAIBA)

If faxing, please provide store name & email: _____

- Hachette (all lines)
- HarperCollins (all lines)
- HarperCollins (Mystery/Sci Fi collection)
- Harvard / MIT / Yale
- Ingram Publisher Services
- Macmillan (all lines)
- Penguin & DK (kids)
- Penguin Adult
- Perseus Books / PGW
- Random House Kids
- Random House Adult
- Simon & Schuster (all lines)
- Workman / Algonquin / Artisan / Storey / Timber / Black Dog & Leventhal / The Experiment / HighBridge

New Atlantic Independent Booksellers Association
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www.naiba.com info@naiba.com



Are there any catalogs you would like to receive that aren't on this list? We'll be happy to contact the publisher on your behalf. Email your request to NAIBA at readingent@aol.com.

Caveat:

- Only sign-up for marked-up catalogs that you *don't* receive from a house rep or inside sales.
- Orders must be placed through your normal channel. The reps providing the marked-up catalogs will not be placing the order.

(Fine Print: This program is open to any bookstore in the NAIBA region, but you have to be a NAIBA member. Well worth the small price of admission to have a group like NAIBA dedicated to bringing you programs like this one.)

Sign up before January 18th by emailing readingent@aol.com

Edelweiss Instructions & Links

To open an Edelweiss account and gain access to all the publishers' catalogs you'll want to go here: <http://edelweiss.abovethetreeline.com/Register.aspx?g=4400> and fill out the form.

More details can be found here: <http://www.abovethetreeline.com/readers-retailers-v2/getting-started/registering-and-logging-in.html>

Once registered, you'll be able to log in, at which point you'll have access to all of the features in Edelweiss, including creating orders, requesting digital galleys, writing reviews, creating your own custom catalogs, creating lists of titles using tags, and importing your orders to your POS system, or sending your orders to an Excel document if you do not have a POS system with these capabilities. You can find our Help documents that explain all of these features here:

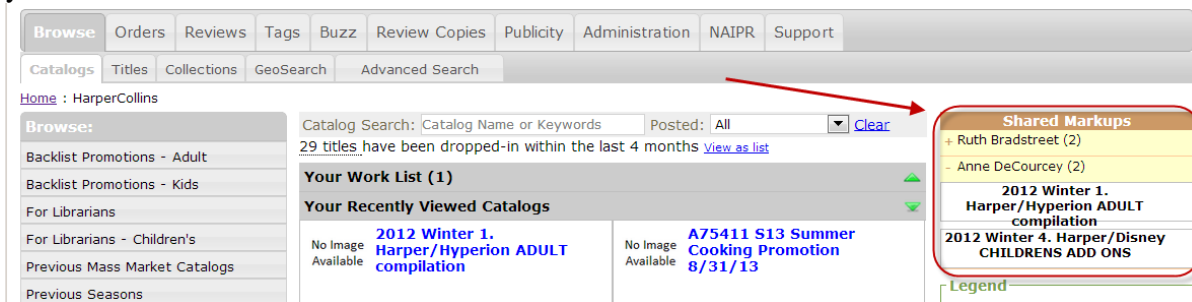


Or this link will take there as well: <http://www.abovethetreeline.com/readers-retailers-v2>

The left side of the Edelweiss homepage lists the publishers that post catalogs to Edelweiss. When a rep marks up a catalog with their notes and shares it with you, you'll receive an email but you'll also see that publisher listed in bold with a little red flag to let you know a markup is available:



When you click through to that publisher you'll see this Shared Markups box, letting you know which reps have markups for you. Clicking the + sign next to their name will show you which catalogs they've marked up for you.



Worth noting: A Markup simply adds elements to an existing catalog, such as title-specific rep notes, comparable titles, priority, and a suggested order. Each title may contain all or none of these elements, depending on the sales rep.

Here's a quick introduction to creating an order in Edelweiss:

<http://www.abovethetree.com/visual-help-guides/for-retailers/a-visual-guide-to-creating-an-order.html>

This presentation explains how to create publisher orders, but to create a wholesale order to which you can add any titles from any publisher, you'll want to be sure that you do not bind an order to any publisher or catalog, as shown below. This will make more sense once you view the Creating an Order presentation listed above, of course.



Create Order

Order Name: * PO Number:

Vendor Code: Order Discount: %

Use as vendor code in export

Appointment Date: Appointment Time:

Comments:

Order Visibility

Make order visible to publisher reps

Bind to Vendor:
ABRAMS
American Girl Publishing
Andrews McMeel Publishing
AZ BOOKS, LLC
Brilliance Audio
Cambridge University Press
Candlewick Press
(Order will only be available when viewing catalogs from the selected vendor)

Bind to Catalog(s) / Collection(s):

*Random House Adult Green Omni, Su11
2012- 2013 Specialty Catalog Supplement
2012 Classroom Resources Catalog
2012 New Series Catalog
2012 Pocket Chart Catalog
(Order will only be available when viewing the selected catalog(s))

Once you've finished creating your order you can then export it to your POS system and send it using your usual means. You can also send that order to an Excel document so you can email it or fax it in, or however you may send your orders.

All that said, you can also skip the order creation steps and simply write down which titles you want on a piece of paper and do with it what you will.

Should you have questions, you can always contact Edelweiss Support at support@abovethereeline.com.