

Barnes & Noble Acceptance Criteria

VENDOR AND PRODUCT COMPLIANCE

As many of you are aware, in August 2008, the Consumer Product Safety Improvement Act (CPSIA), along with other directives and amendments, enacted new requirements related to lead paint, lead content, phthalates and tracking labels for products designed or intended primarily for children twelve years old or younger. (For more details on the CPSIA go to: <http://www.cpsc.gov/about/cpsia/cpsia.html>.)

It is important to note that certain non-children's products also require compliance to standards specific to that product and we depend on you to maintain knowledge of and comply with all safety standards for your products.

To that extent, we have developed a new Vendor and Product Compliance program (the "Barnes & Noble Compliance Program") to ensure that we continue to provide high quality, safe products to our customers. A new Vendor Compliance Certification supersedes the previous CPSIA Certification form.

Please go to www.barnesandnobleinc.com, click on "For Publishers", click on "Vendor Guidelines". Then click on "View our Vendor and Product Compliance Requirements".

All books will be considered for store placement based on subject matter and salability. Please consider the following points when publishing and presenting your book.

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

We use the ISBN to track inventory and sales information. An ISBN is a ten-digit number that specifically identifies your title. **NOTE: On January 1, 2007, the book industry will begin using 13 digit ISBNs to identify books in global trade.** For further information, please go to www.bisg.org/isbn-13/index.html.

ISBNs are furnished by:

ISBN Agency
630 Central Avenue
New Providence, New Jersey 07974
877-310-7333
908-219-0188 (fax)
The website for the ISBN agency is www.ISBN.org

Processing takes 10 working days. An extra fee brings 72 hour priority handling. If your book has already been printed, you can sticker your books with the ISBN once it is assigned. The ISBN and price should appear on the back cover of the book.

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 recording accurately the sale of your book. The book industry uses the Bookland EAN bar code, not the UPC. The barcode must have the US retail price of the book embedded in it and printed on it. If your book is already printed, you can have pressure sensitive labels produced for placement on the back cover. For a list of commercial Bar code suppliers, visit the BISG website: www.bisg.org/barcoding/bc_suppliers.html

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

Perfect binding is more expensive, but perfect bound books have 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.

4. Is your book available through a wholesaler?

Your willingness to place your book with a book wholesaler may determine whether or not we carry it. Wholesalers normally expect 50-55% discount, pay in 60-90 days, and expect books to be returnable. Some expect free freight. Placing your book with a wholesaler will simplify your billing (one invoice to one location). It also allows B&N to consider placing larger orders, and putting the book on automatic replenishment.

Wholesalers are used by many segments of the book industry: publishers, libraries, and booksellers. Other bookstores order from the same wholesalers Barnes & Noble uses. We can help put you in touch with an appropriate wholesaler.

5. Is your book priced competitively with other titles of a similar topic and quality?

Customers care about cost. Price can be a determining factor for a customer when looking at books similar in content, presentation and format. Look at the pricing of similar books in the category, and try to price yours competitively.

6. Why should Barnes & Noble place your title on its shelves?

Tell us what makes your book unique or special. What is your marketing plan? Send us your publicity and promotional plans, along with any reviews or articles that may have been written about your book(s).

7. Where can you find more information on the topic of book writing, publishing, and marketing?

The reference shelf in your favorite bookstore or local library features a wide variety of titles about writing books and the business of publishing.

8. If you would like your title to be considered for store placement, please submit a finished copy (no manuscripts please) of the book along with marketing and promotion plans, trade reviews, and a note describing how the book meets the competition (what makes it unique) to:

The Small Press Department
Barnes & Noble, Inc
122 Fifth Ave
New York, NY 10011
212-633-3388 general information
212-463-5677 fax

The information must include the ISBN and the suggested retail price. The review process takes about 6 weeks, the Small Press Department responds to all submissions in writing. Part of the process includes having your title entered in Bowker Books in Print. Use www.bowkerlink.com to submit information.

9. If the information about your title(s) is not complete on the Barnes & Noble website, barnesandnoble.com, use www.bowkerlink.com to submit corrected information.

10. For more information about featuring your titles on Barnes&Noble.com, scroll to the Services area on the site's home page (www.bn.com) and click on Publisher and Author Guidelines.

11. See also the For Author Connection on barnesandnobleinc.com for more information about working with Barnes & Noble.