

SPD

Small Press  
Distribution  
**Publisher  
Handbook**

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# Introduction

## **WHO WE ARE**

Small Press Distribution (SPD), a nonprofit arts organization founded in Berkeley, CA in 1969, connects readers with writers by providing access to independently published literature. SPD allows essential but underrepresented literary communities to participate fully in the marketplace and in the culture at large through book distribution, information services and public advocacy programs. SPD nurtures an environment in which the literary arts are valued and sustained.

## **WHAT WE DO**

SPD distributes independently published literary titles to all of the channels normally served by a distributor. SPD also sells books directly to individuals through [spdbooks.org](http://spdbooks.org), by phone, and from our warehouse in Berkeley. We furnish marketing support to publishers through our new titles catalogs, listings on our website, supplementary book checklists and a variety of updates to the trade and libraries. We regularly attend tradeshow and other events, conduct phone and fax sales with select bookstores and bookstore chains, and supply new titles on standing order to select university library collections.

SPD warehouses limited quantities of more than 10,000 titles from approximately 500 publishers. We offer a toll-free 800 number for live orders (800-896-7553), accepting and processing them Monday through Friday. Links are also available from [spdbooks.org](http://spdbooks.org), to client publishers' own sites. Currently our highly respected twice-yearly new titles catalog reaches more than 10,000 bookstore buyers, librarians, and individual writers, teachers and readers, both in print and through digital download.

## **WHAT WE CARRY**

Our emphasis is on contemporary poetry, innovative fiction, literary translations, literary or arts-oriented criticism and cultural writing. We do not carry genre publishers—thrillers, sci-fi, romance; self-help or inspirational books; technical or academic specialty publications; or monthly or weekly ad-driven glossy magazines. As a rule we also do not carry children's books, self-published books or single author presses.

We distribute a limited number of literary magazines/journals published in perfect bound book format. We generally do not carry staple-bound or newspaper format periodicals.

Typically we do not work with publishers whose sole publications are magazines and journals.

## WHO OUR PUBLISHERS ARE

SPD publishers share a commitment to publishing works of poetry, innovative fiction and cultural writing that are important to the communities they serve. They come from all over the U.S and from Latin America, Europe, Asia and Australia. Ideally, publishers distributed by SPD publish at least two (or more) books per year by a variety of authors, though we may pick up a press on the basis of an exceptionally strong first publication. SPD is committed to carrying independent publishers of high-quality literary writing, whose publications are well-produced and supported by the publisher through promotional and marketing efforts.

# How to Use This Handbook

This handbook is intended for prospective SPD publishers, new SPD publishers, and publishers who have been with SPD for many years. We encourage all SPD publishers to read through the handbook as procedures and structures are updated as we find better ways to do things.

Basic information about who to contact with any questions can be found in the SPD Directory on the following page.

*Note on Pricing:* We draw your attention especially to the **Pricing section** on page 12. Given the realities of the current book business, books carried by SPD should be sold at market prices. Publishers are strongly encouraged to look through the levels in the chart provided in this section and price their titles accordingly.

This handbook also contains recommendations about how best to get information to SPD concerning new titles. See **How To Get Your New Books to SPD** on page 5. You will also find advice about marketing, inventory management, accounting and keeping in touch with SPD. A **Frequently Asked Questions** section can be found at the end of this guide on page 15.

## SPD Directory

SPD/Small Press Distribution  
1341 Seventh Street  
Berkeley, CA 94710-1409  
Business hours: 9am-5pm (PST), M-F  
Phone: 510-524-1668  
Fax: 510-524-0852  
Toll-free: 800-869-7553  
EDI orders via PUBNET.org  
(SAN #106-6617)  
E-mail: [orders@spdbooks.org](mailto:orders@spdbooks.org)  
Website: [www.spdbooks.org](http://www.spdbooks.org)

*Executive Director*  
Jeffrey Lependorf  
212-741-9110 ex 14  
[jlependorf@clmp.org](mailto:jlependorf@clmp.org)

*Deputy Director*  
Laura Moriarty  
510-524-1668 ex 306  
[laura@spdbooks.org](mailto:laura@spdbooks.org)

*Operations Director*  
Brent Cunningham  
510-524-1668 ex 308  
[brent@spdbooks.org](mailto:brent@spdbooks.org)

*Business Manager*  
Andrew Pai  
510-524-1668 ex 302  
[andrew@spdbooks.org](mailto:andrew@spdbooks.org)

*Sales & Marketing Manager*  
Clay Banes  
510-524-1668 X304  
[clay@spdbooks.org](mailto:clay@spdbooks.org)

*Customer Service & Development Associate*  
Zack Tuck  
510-524-1668 X300  
[zack@spdbooks.org](mailto:zack@spdbooks.org)

*Warehouse Manager*  
John Sakkis  
510-524-1668 X305  
[john@spdbooks.org](mailto:john@spdbooks.org)

*Warehouse Assistant*  
Julia Jackson  
510-524-1668

### **SPD BOARD OF DIRECTORS**

Joshua Cohen, *President*  
David Rothenberg, *Treasurer*  
Alan Bernheimer, *Secretary*

Elise Cannon  
Ani Chamichian  
David Martinson  
Michael Morgan  
Rena Rosenwasser  
Mary Shapiro  
Juliana Spahr

## SPD Calendar/Deadlines

**JANUARY/FEBRUARY:** Sign-ups for Associated Writing Programs conference. *SPD Recommends* emails go out every two weeks throughout the year.

**MARCH:** Small Press Month! Get your new title info to us for the Fall catalog by entering it into the Publisher Form in the Publishers section of [spdbooks.org](http://spdbooks.org). **Fall catalog deadline for new titles and ad reservations is mid March.**

**APRIL:** Poetry Month! SPD Open House.

**MAY:** Spring/Summer catalog comes out. SPD BEE-IN, A Spelling Bee To Benefit SPD midmonth.

**JUNE/JULY:** Check your stock as orders will be coming in for fall classes in August.

**AUGUST: Spring catalog deadline for new titles and ad reservations is mid August.**

**SEPTEMBER:** Sign-ups for NCIBA in Oakland and other regional tradeshow.

**OCTOBER:** Northern California Independent Book Association meeting and trade show in Oakland. Currently, in a collaborative project with the American Book Association's IndieBound, we also attend two to three other regional shows (watch for announcements).

**NOVEMBER:** SPD Spring catalog mails. Sign-ups for representation at the Modern Language Association meeting in December.

**DECEMBER:** SPD holiday Open House! Modern Language Association meeting at the end of the month.

# SPD Services to Publishers

SPD provides warehousing and distribution services to nearly 500 publishers who together produce approximately 1,000 new books per year. We provide a range of marketing and financial services, as well. See below for details.

- How To Get Your New Books To SPD
- Inventory Management
- Marketing Your Books
- Accounting
- Communication

## I. HOW TO GET YOUR NEW BOOKS TO SPD:

SPD publishers should let us know about your new titles as soon as you have all the information about the title and a firm publication date! Do this by entering book information online through the **Publisher Title Form** at [spdbooks.org](http://spdbooks.org) (see below).

Note that only books from publishers carried by SPD appear in the catalog. If you are not an SPD publisher, see **Becoming an SPD Publisher** in the Publishers section on our site.

### **PUBLISHER TITLE FORM**

Use the **Publisher Title Form** in the Publishers section of [spdbooks.org](http://spdbooks.org) to send us the information we will need about your new title. **Again, the Publisher Title Form is not only the best way to supply us with the info—it's required!** Find the **Publisher Title Form** here: <http://www.spdbooks.org/PublisherForm/Default.aspx>.

**Catalog copy** should include a brief description of the book, quotes from reviewers or blurbs and brief information about the author. We list books in appropriate categories in the catalog and on our site for use of librarians, teachers and others interested in this information. It is good, also, to let us know information about the ethnicity and/or nationality of the author and subject matter. **Catalog copy for journals** should consist of the theme or subtitle, if any, and list of contributors. If the list is long please make a selection of the contributors you would like to appear in the catalog.

**Back List / Changes to Title Info:** The **Publisher Title Form** can also be used to augment or change information connected to books that are already in the SPD database. Find the Publish Title Form here: <http://www.spdbooks.org/PublisherForm/Default.aspx>

### **ADDITIONAL ITEMS TO SEND SPD**

**Cover image:** Please send a color tif, 300 dpi, not stuffed, to Clay Banes, Sales & Marketing Manager, at [clay@spdbooks.org](mailto:clay@spdbooks.org).

### **PURCHASE ORDERS**

Once we receive information about your book, a book record will be created and we will send an order for a specific quantity of books with a purchase order number. This is a suggested quantity which you can modify slightly to fit your own case quantity as needed. If you think our suggestion is significantly off base please let us know why you think there should be an order for more or less. We are usually flexible and will respond to your input.

Send books to:

Small Press Distribution  
Attn: RECEIVING  
1341 7th Street  
Berkeley, CA 94710

The PO (purchase order) number and book title(s) must appear on the outside of the box of shipped books, as well as on the packing list. Please do not send books to SPD at any time without contacting us first and providing the information mentioned above. Note that seasonal catalogs only include titles already in stock at SPD and titles due no later than the catalog publication date.

## **II. INVENTORY MANAGEMENT**

### **RECEIVING**

Shipments are received directly into our inventory. Publishers should supply an itemized packing slip with each shipment, retaining a copy for their own records. The packing list must include a price for each title in the shipment. Foreign publishers are required to provide US prices. SPD will send notification of discrepancies between the packing slip and the actual receipt. Note that acknowledgment of receipt will not be made unless a request is made on the packing list.

Once a book arrives at SPD, it can take up to a few weeks for it to appear on online. If there is a time-sensitive situation please let us know. You will soon see the book online with a quantity attached to it. It greatly helps us if you can monitor the quantities of your own books and send an email when the stock of the book is getting low.

If no quantity shows up online beyond a couple of weeks after you know it has arrived your contact is John Sakkis, who can be reached at [john@spdbooks.org](mailto:john@spdbooks.org).

### SHIPPING BOOKS TO SPD

**SPD's Initial Purchase Order:** Publishers should ship new titles according to SPD's initial purchase order in a timely manner upon publication, to assure timely distribution. SPD's Purchase Order number should be on the box and packing slip.

**Carriers:** Domestic shipments may be made via freight companies, the U.S. Postal Service, or United Parcel Service. All shipments must be prepaid.

**Packing:** Books received in unsaleable condition due to insufficient packaging will not be accepted. Therefore, small parcels should be packed in several layers of cardboard. Larger cartons should be padded and reinforced. It is recommended that books be wrapped (no newsprint) to minimize the possibility of damage in transit.

**Warehousing:** Publishers are provided with insured warehouse space for stock held on consignment by SPD. There are no warehousing fees.

**Drop Shipping:** Currently, SPD does not fulfill book orders without the books physically passing through SPD's warehouse (i.e. no drop-shipping).

**Publisher Returns:** For return shipments of stock made at the request of the publisher, the publisher will be billed for postage plus 50 cents per pound handling. Should books be returned by SPD due to low sales, postage will be paid by SPD, except in the case of the termination of the Distribution Agreement.

### RESTOCKING

SPD runs regular reports to identify books that are low in stock. However, given the size of our inventory, we need our publishers' help in monitoring inventory levels (see Checking Inventory, below, for how to do this). For restocking issues, your contact is John Sakkis [john@spdbooks.org](mailto:john@spdbooks.org).

### CHECKING INVENTORY

SPD publisher can check their inventory at [spdbooks.org](http://spdbooks.org) by going to Advanced Search, entering the publisher name into the publisher search field, and looking at the "Add to Cart" column. Please contact us if you have any difficulty determining inventory in this way. If you think a book should be restocked, your contact is John Sakkis at [john@spdbooks.org](mailto:john@spdbooks.org).

### INVENTORY REDUCTION

SPD reserves the right to reduce inventory levels deemed excessive. SPD does not warehouse books in excess of the quantity that SPD has requested.

### III. MARKETING

You the publisher have primary responsibility for marketing your books; however, SPD offers various supplemental marketing services and opportunities. See below for the range of marketing activities SPD offers for each new title.

**The SPD New Titles Catalog:** Two new titles catalogs are distributed each year. SPD has produced its venerable New Titles Catalog since its inception in 1969. It boasts a circulation of approximately 12,000, printed on newsprint in an 8 x 11½" stapled format with a color cover, and is also available as a PDF download through [spdbooks.org](http://spdbooks.org).

New titles appear with a short description and cover image in the New Titles Catalog. **Note that a book appears in the printed SPD catalog (not counting ads) only one time.** It then becomes part of the complete SPD Catalog that can be searched online at [spdbooks.org](http://spdbooks.org), which also features secure online ordering.

**Catalog Advertising:** SPD accepts publisher advertising in its catalogs. Ads are a great way to reinforce new title listings. Ads also provide the one way in which backlist titles can be seen within the pages of the New Titles Catalog. Current rates and specifications are available on our site in Publisher's Resources. Note that the address of the publisher, as well as titles not handled by SPD, should not be included in catalog ads.

**Complete Catalog:** The SPD Web site functions as the complete catalog. Titles will be included on the site until out of print or until the publisher is no longer carried by SPD.

**SPD's Marketing Material:** Updates in various media supplement the seasonal catalogs and include brief descriptions of new titles arriving between catalogs. Faxes and emails with this information, such as *SPD Recommends*, are sent to a large list of bookstores, libraries and individuals on a bi-weekly basis.

**Trade Shows:** SPD exhibits at the Modern Language Association, the Associated Writing Program conference, the Northern California Independent Booksellers Association and at other trade shows and conventions. Contact Brent Cunningham at [brent@spdbooks.org](mailto:brent@spdbooks.org) for information about these shows.

**SPD Website:** SPD maintains an extensive website to help market your books. The site—[spdbooks.org](http://spdbooks.org)—includes a complete catalog of new and backlist titles and secure online ordering. Note: when you submit your new title information through the Publisher Title Form, your book will automatically appear online and can be immediately pre-ordered by many of our customers. As long as there is inventory, the book can be purchased in a secure environment online. Some key features of the site include:

- *Book Details:* Catalog descriptions, author bios, links to reviews, cover scans, and much more gets added to the book detail page as such information becomes available.
- *Search Features:* Our site features a robust search tool which allows users to search and cross-search for books by Title, Keyword, Author, ISBN, Publisher, Pub Date, Price Range, and even by the author's state or city.
- *Your Secure E-commerce Solution:* SPD publishers are allowed and encouraged to link directly to SPD's site from their own site to take advantage of our secure e-commerce shopping cart system. Publishers can choose to link either to the book detail page (featuring the book's description, cover scan, reviews, etc.) or directly into the SPD's shopping cart with a copy of a specific book already in the cart. The link to the detail page can be found by looking up the publisher's book on SPD's website and clicking More Details. Click on ADD TO CART to get the URL to send users directly to SPD's site with a copy of that particular book already in their cart.
- *Linking:* Any SPD publisher with a website can be linked from SPD's site in our links section. Simply contact Brent Cunningham at [brent@spdbooks.org](mailto:brent@spdbooks.org) and let him know your site's URL.
- *Other Online Resources:* Information for publishers, librarians and booksellers is available in special sections on the site.

**New Media:** SPD's blog includes brand new books, news of events, contests etc. We also maintain Facebook, Myspace and Twitter pages and use them to market and promote our titles, publishers, events and mission.

**Contacting Stores:** Mailing lists of up to 600 bookstores are available to SPD publishers for a modest fee. Where possible we will customize these lists to publisher needs. Contact Brent Cunningham at [brent@spdbooks.org](mailto:brent@spdbooks.org) for more information.

**Co-op Advertising:** SPD offers co-operative advertising to publishers when possible. Journals included in the past have been *Library Journal*, *Poets & Writers*, *Art Forum*, *Black Issues Book Review*, *Publishers Weekly*, the *New Yorker* and others.

**Promotional Copies:** Publishers supply SPD with up to 10 copies of each new title as free promotional copies. Included in this category are display, desk, review and catalog copies. SPD provides desk copies to teachers who have ordered books through their local or college bookstore. Instructors must request desk copies by fax on school letterhead, providing the name and enrollment of the class.

#### IV. ACCOUNTING

**Service fees:** An annual \$160 service fee per publisher and a one-time \$25 fee per new title will be charged. These fees will be deducted from payment to the publisher. If a press does not earn enough to pay the publisher fee an invoice will be issued at the end of the calendar year.

**Statements:** Payment is accompanied by a Sales Report itemizing the number of books sold during the quarter for which the publisher is being paid, and by a current inventory. These statements should be retained for the publisher's cumulative inventory and sales records.

**Discount:** SPD books are sold at varying discounts depending on the circumstances and the number of books purchased. Publishers are paid 50% of the NET price received for each book regardless of discount. The average discount at which books are sold is currently 28%, so the average percent of list price publishers receive is 36%.

**Paid Returns:** Returns to SPD of books for which the publisher has already been paid will be deducted from the next payment.

**Agreement Termination:** The SPD Distribution Agreement may be terminated by either party with a notice period of 30 days. SPD publishers should check their SPD Distribution Agreement for more information about agreement termination.

**General Questions:** Brent Cunningham is a good contact when it comes to financial questions, sales reports and other general questions about sales or the publisher-SPD relationship and other issues. Laura Moriarty can also answer questions about the publisher-distributor relationship and other issues. Andrew Pai, the business manager, is also available for financial matters at [andrew@spdbooks.org](mailto:andrew@spdbooks.org). Clay Banes is the catalog editor and the best person to go to with question about new books. Jeffrey Lependorf welcomes comments or suggestions about SPD in general and how it might best serve its constituents.

## V. COMMUNICATION

**Contact information:** *Make sure SPD has your email.* Publishers should be receiving email newsletters; if you do not receive these newsletters, we may not have your current email. Please make sure that we are updated with your current email, phone, fax and address. Contact info for SPD staff is in the Directory on page 3 above.

**Publisher newsletter:** SPD sends publishers an occasional newsletter with news about publishers, deadlines, marketing opportunities and other information.

**Opportunities:** SPD lets publishers know of marketing opportunities, such as trade show representation, co-op advertising and other projects, through email. Again, publishers should make sure that we have the best email contact for them.

**Feedback:** We would very much appreciate your contacting us with any feedback. We will be happy to hear from you and will try to address any issues as soon as possible.

# Book Basics

- Pricing
- Book Covers
- ISBNs

## I. PRICING

Publishers are encouraged to price books at market levels. Frequent price changing is discouraged. Price changes will be made at the beginning of the month following notification date. For books bearing printed price information, stickers must be provided along with notification of price changes, and all subsequent shipments of the title should be pre-stickered before delivery.

Use the chart below to help determine market price for specific titles:

	<b>Consortium Publishers (BOA, Copper Canyon, Coffee House, etc.)</b>	<b>New Directions</b>	<b>Wesleyan</b>	<b>U of Illinois</b>	<b>U of Iowa</b>	<b>Graywolf</b>
Poetry, under 85 pages	\$15.50	\$14.00	\$15.00	\$14.50	\$16.00	\$14.00
Poetry, 85-125 pages	\$16.00	\$14.00	\$15.50	\$16.00	\$16.00	\$14.50
Poetry 126-250	\$17.00	\$17.00	\$19.00	\$19.00	\$19.00	\$15.50
Fiction 126-250	\$15.50	\$14.50	\$18.00	\$18.50	\$18.00	\$14.50

Certain items must be included on the book cover—including an ISBN number and bar code—to ensure ease in sales, maintenance of the SPD electronic inventory and warehousing. Note that books without bar codes may be charged fees.

## II. BOOK COVER / JACKET

- **Front Cover:** Display the title, the author's name, the translator's name (if applicable) and any artwork/design being used.
- **Spine:** From top to bottom, display the author's last name, translator's name (if applicable), the title, and publisher name.
- **Back Cover:** It is best to include a brief synopsis of the book, pertinent reviewers' blurbs, and a brief bio of the author. In the lower left corner of the back, the price should be indicated, and in the lower right corner, the book should display the ISBN number and bar code. Please see below to note the difference between the following: ISBN, ISSN, bar codes.

## III. OBTAINING AN ISBN NUMBER AND BAR CODE

**ISBN Numbers:** As you probably know, one of the most important ways books get classified is through the numbers R.R. Bowker assigns to them: International Standard Book Numbers (ISBNs). These numbers are used for Books in Print, as well as any bookstore database inventory. Some entities (chain bookstores, jobbers and other) require that information be presented in a standardized format. An ISBN is central to this information.

Most of SPD's customers refuse to consider books that don't have ISBNs. We strongly suggest that you assign ISBNs to all of your titles. To order an ISBN, go to R.R. Bowker at [www.isbn.org](http://www.isbn.org).

**Bar Codes:** Along with ISBNs, many chain and large independent bookstores are increasingly refusing to carry books without bar codes. For online information regarding bar codes, we recommend beginning with the Book Industry Study Group at [www.bisg.org](http://www.bisg.org)

**ISSN numbers (International Standard Serial Number):** ISSN are assigned to serials published in the United States by the National Serials Data Program (NSDP), of the Library of Congress.

## SPD Customers

SPD sells to all the main channels traditionally served by book wholesalers and distributors. These include independent stores, chain stores, college stores, libraries, jobbers and other wholesalers. We also sell to individuals by phone, from our Web site and directly from our location in Berkeley. In general, SPD takes orders by phone, fax, email, the Web and by EDI through PubNet. SPD books are available nationwide and overseas.

**Independent bookstores:** Independent bookstore owners were the founders of SPD and currently represent over 25% of SPD's customer base.

**Chain bookstores:** SPD serves all of the chain bookstores including Barnes & Noble and Borders.

**Online Retailers:** ABE (Advance Book Exchange) and Amazon are among our on-line customers. SPD books are searchable on ABEbooks.com.

**Textbook stores:** Textbook sales (or course adoptions) are the most rapidly growing area of book sales at SPD. The Teachers' Page on the Web site, carefully researched email marketing, attendance at the Modern Language Association and Associated Writing Program meetings and other efforts have resulted in consistent sales increases in this area.

**Libraries:** SPD currently has many approval plans—a plan in which a library selects a criteria that we apply to all new titles. Books fitting the criteria are then sent automatically each month. Libraries then return unwanted texts. Approval plan sales, and sales direct to libraries and to library jobbers (wholesalers who serve libraries), represent 25% of SPD's total sales.

**Individuals:** SPD sells direct to individuals, mostly from our secure Web site, and from the print catalog through phone and fax contacts. Individuals can sign up for our bi-weekly emails (SPD Recommends) on our site. We also sell to individuals from our location in Berkeley, especially during our April and December Open Houses. On these occasions we offer readings, refreshments and 20-50% discounts. Please see the SPD blog at [spdbooks.org](http://spdbooks.org) or contact us for information about SPD Open Houses.

## FAQ's

### **1. HOW DO I APPLY FOR DISTRIBUTION BY SPD?**

Before applying for distribution by Small Press Distribution, please be aware that SPD carries only literary titles. We do not carry publishers who specialize in self-help, spiritual, cookbooks, children's books or genre titles. Once you have determined that your books are appropriate for SPD, go to the Publishers section in [spdbooks.org](http://spdbooks.org) and look under **How To Become An SPD Publisher**. Print and fill out the questionnaire you find there and send copies of current books to the address listed. Response time can vary considerably. Please contact Laura Moriarty to check on your application.

### **2. MY PRESS IS CARRIED BY SPD BUT I DON'T SEE MY TITLES IN THE LAST CATALOG.**

New titles are included in one catalog only. After that they appear only on the Web site which functions as the complete catalog.

### **3. I AM AN SPD PUBLISHER WITH A NEW TITLE, WHAT SHOULD I DO?**

Go to the **Publisher Title Form** on our site in the Publisher section and enter the information there. See **How to Get Your New Books to SPD** on page 5.

### **4. HOW CAN I CHECK THE STOCK OF MY TITLES AT SPD?**

Simply enter the publisher name in Advanced Search at [spdbooks.org](http://spdbooks.org). Look in the far right column to see stock levels.

### **5. WHY ISN'T MY BOOK ON THE WEB SITE?**

A technical glitch in entering the book record can occasionally result in a book not appearing on the site. Please let us know if one of your titles does not appear on the site.

### **6. I AM AN SPD PUBLISHER. HOW CAN I LINK MY SITE WITH SPD?**

To link directly to a book on the SPD website, find the book on the site and cut-and-paste the URL out of the browser's address bar and use it as a hotlink. This link will take the user direct to the page with the book's description, cover scan if available, and other available data.

If you want to send your site users directly to SPD's shopping cart with one copy of a particular book already in their cart, just click on ADD TO CART on that book while you're on SPD website. You can then cut-and-paste that URL out of the browser's address bar and use it as the hotlink.

If you are having trouble getting any of these links to work, please contact Brent Cunningham.

**7. HOW DO I GET A SCAN OF THE COVERS OF MY BOOKS ON SPD'S SITE?**

Please send a color tif, 300 dpi—not stuffed—to Clay Banes, Sales & Marketing Manager at [clay@spdbooks.org](mailto:clay@spdbooks.org). This will allow Clay to then translate the file into whatever file type might be needed for the [spdbooks.org](http://spdbooks.org) site or for any other uses.

**8. WHO SHOULD I TALK TO CHECK ABOUT MY ACCOUNT?**

Brent Cunningham is a good contact when it comes to financial questions, sales reports and other general questions about sales or the publisher-SPD relationship. Andrew Pai, the business manager, is also available for financial matters at [andrew@spdbooks.org](mailto:andrew@spdbooks.org). Laura Moriarty can also answer questions about the publisher-distributor relationship.

**9. WILL SPD CARRY MY LITERARY JOURNAL?**

Though we are enthusiastic supporters of literary journals, SPD does not usually offer distribution to publishers of literary journals unless the press also publishes individual authors. Sales of journals alone can rarely support their distribution by SPD.

**10. I AM AN SPD AUTHOR (OR PUBLISHER) PREPARING FOR A READING, HOW CAN I BE SURE MY BOOKS ARE AVAILABLE AT THE EVENT?**

Check stock of your book(s) by looking them up on [spdbooks.org](http://spdbooks.org) at least a month before your reading. Let Clay Banes know the date of your reading and if you think we should order more books. It is best to contact a bookstore to order books from SPD for your reading. Arts organizations can also order. Orders from individuals are not returnable. If a store or organization has not ordered previously we require them to fill out a credit application. Again, contact us early to avoid delays.

**11. AS AN SPD AUTHOR, CAN I FIND OUT HOW WELL MY BOOK IS SELLING?**

It is best to contact your publisher directly with this question. We only provide this information to authors if the publisher has sent us an email stating that we can release the information. It is important to remember that bookstore sales through SPD, as in the book industry in general, allow returns for up to a year.

**12. WHY IS MY SPD PUBLISHER ACCOUNT IN THE NEGATIVE?**

Returns of books where SPD has already paid the publisher as well as accumulation of fees can sometimes send an account into the negative. Note that SPD's business structure generally relies on a publisher periodically bringing out new titles. A lack of new titles can adversely affect sales to the point where positive sales no longer outweigh returns and fees.

**13. HOW CAN I SELL MORE BOOKS?**

A publisher can effectively market their titles in the following ways:

- *Advertising*—placing an ad in the SPD catalog; co-op advertising; publisher-specific or title-specific advertising in print and online media.
- *Reviews*—you can find a list of contacts for reviews in Publishers section of [spdbooks.org](http://spdbooks.org)
- *Author appearances/readings*—let us know your schedule!
- *Direct Mail*—SPD makes its mailing lists available. See “Contacting Stores” on page 9.
- *Course Adoptions*—let SPD know if you are expecting course adoptions. The Teacher's Page on SPD's web site has links to syllabi using SPD's books as well as other texts and much other information. Please contact Brent Cunningham if you would like to submit information for the Teacher's Page about the use of your titles in classes.

**14. HOW CAN I HELP SPD?**

If you are an SPD publisher, getting us your information on a timely basis is incredibly helpful. Forwarding scans, reviews, reading information or other news about your press is also very useful. Such information can be sent to Brent Cunningham, Clay Banes, or Laura Moriarty. Many SPD publishers are also Friends of SPD. SPD operates as a nonprofit organization and relies on contributions and grants to fulfill its mission of serving our publishers and the authors they publish. Benefits of becoming a Friend of SPD include discounts that can be added to your regular publisher discount of 10%.

**15. I HAVE AN IDEA FOR THE SPD PUBLISHERS HANDBOOK. WHAT SHOULD I DO?**

Please contact us with suggestions, complaints or questions. We want to hear from you!