

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. These include independent book stores, chain stores, other wholesales, jobbers (who sell to libraries), libraries and on-line booksellers. SPD also sells books directly to individuals from our warehouse and through spdbooks.org. We furnish marketing support to our publishers through a variety of methods, chief of which is making the bibliographic book record (metadata) present and discoverable in the vast digital environment of the general book industry. To do this we send out monthly ONIX-compliant data feeds to the largest book retailers and data vendors in the industry as well as listing all books on our own website. Our more content-specific marketing includes supplying print marketing collateral as well as a variety of emailed updates to the trade, to individuals, and to libraries. Our bestseller lists are particularly popular form of content-specific marketing. We also regularly attend tradeshow and other events, conduct direct phone sales with select bookstores and bookstore chains, and supply new titles on standing order to select university library collections. See page 8, Marketing, for more detail on the above.

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 16.

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
Website: www.spdbooks.org

Executive Director
Jeffrey Lependorf
212-741-9110 ex 14
jlependorf@clmp.org

Deputy Director
Laura Moriarty
510-524-1668 ex 306
laura@spdbooks.org

Operations Director
Brent Cunningham
510-524-1668 x308
brent@spdbooks.org

Business Manager
Andrew Pai
510-524-1668 ex 302
andrew@spdbooks.org

Customer Service & Development Associates
Johnny Hernandez
510-524-1668 x300
johnny@spdbooks.org

Accounts Manager
Sean Collins
510-524-1668 X304
sean@spdbooks.org

Sales & Marketing Manager
Nicole Trigg
510-524-1668 x305
nicole@spdbooks.org

Warehouse Manager
John Sakkis
510-524-1668 x307
john@spdbooks.org

Warehouse Assistants
Janice Worthen & Sarah Jewitt
510-524-1668

SPD BOARD OF DIRECTORS
Juliana Spahr
Jonathan Fernandez
David Rothenberg
Alan Bernheimer
Cecil S. Giscombe
Ethan Nosowsky
Andrew Day
Michael Morgan
Rena Rosenwasser
Estee Schwartz
Andrew Maxwell

SPD Calendar/Deadlines

JANUARY/FEBRUARY: Modern Language Association meeting at the beginning of the month. Sign-ups for Associated Writing Programs conference. *SPD Recommends* emails go out every two weeks throughout the year. Ongoingly, please enter bibliographic data for all new books online (via the new titles form) as soon as that data is fixed and complete.

SPRING: AWP trade show, usually Feb thru March.

MAY: SPD BEE-IN, A Spelling Bee To Benefit SPD takes place midmonth.

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

SEPTEMBER: NCIBA in Oakland and other regional tradeshow.

FALL: SPD generally runs some kind of Open House, sometimes in the form of a Film Night or other fun event at the warehouse.

OCTOBER: Northern California Independent Book Association meeting and trade show in Oakland.

NOVEMBER: Check your stock as orders will be coming in for spring classes in December/January.

DECEMBER: Sign-ups for representation at the Modern Language Association meeting.

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.

- I. How To Get Your New Books To SPD
- II. Inventory Management
- III. Marketing Your Books
- IV. Accounting
- V. 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 (see below).

Only books from publishers carried by SPD should be entered into the form. 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 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 that might not appear in the bio. Try to consider the librarians, teachers and others who might be doing keyword searches trying to find your book. Any distinct categories you can comfortably put the book into (Asian American Studies; Gay, Lesbian & Transgender Studies; etc.) can improve the chances for the book to be found by a prospective buyer.

Back List / Changes to Title Info: Do NOT use the **Publisher Title Form** to augment or change information connected to books that are already in the SPD database. Instead, email additions (notably, new review links) & changes to the SPD Sales & Marketing Manager.

ADDITIONAL ITEMS TO SEND SPD

Cover image: Please send a color image 1,000 pixels wide or greater, preferably high res, to Nicole Trigg, Sales & Marketing Manager, at nicole@spdbooks.org. In addition, we strongly urge you to submit your cover images to Bowker via your myidentifiers.com account. Under Bowker's rules, SPD cannot do this for you.

Bowker Identifier Services (formerly BowkerLINK): Please make sure you have an online username and password with www.myidentifiers.com. Make sure SPD is listed as the distributor in all your ISBN records. Also, make sure the data Bowker has matches the data given to SPD. Again, under Bowker's rules, SPD cannot do this for you.

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.

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, again, is John Sakkis, who can be reached at 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.

CHECKING INVENTORY

SPD publishers can check their inventory at spdbooks.org by going to Advanced Search, entering the publisher name into the publisher search field, and looking at the "Add to Cart" column. You may also go to any of your online book records and click on your publisher

name in that record. 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.

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.

SPD Recommends: *SPD Recommends*, our twice-monthly email, is sent to a large list of bookstores, libraries and individuals and is the centerpiece of our direct marketing efforts. There are over 8,000 email addresses that receive *SPD Recommends*.

SPD Featured Press: SPD features a different press each month on the home page of our website. The cost to be a featured press for one month is currently \$285. Contact Brent Cunningham at brent@spdbooks.org if you would like to be a featured press.

SPD Forthcoming: SPD periodically prepares postcard mailings to key independent bookstores announcing forthcoming titles. If you have a title you expect to have a lot of interest, and can get us bibliographic information 3-5 months before publication, your contact for *SPD Forthcoming* is Nicole Trigg at nicole@spdbooks.org.

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 for information about these shows.

NetRead: SPD utilizes a service called JacketCaster, a NetRead product, to send out our book data on a monthly basis. Jacketcaster feeds ONIX-compliant bibliographic data for our titles each to dozens of clients, including nearly all the major booksellers, jobbers and middlepeople in the book business, in precisely the format they need. These clients include Amazon, Baker & Taylor, Barnes & Noble, Bowker, and a host of smaller entities. Although data feeds are not traditionally considered "marketing," the data we send is searchable by keywords. Many books are purchased simply because their data is complete, in the right database, and can be searched for keywords that are important to the potential buyer.

SPD Website: SPD maintains an extensive website to help market your books. The site—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 New 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.
- *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, Tumblr 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 no cost. Where possible we will customize these lists to publisher needs.

Contact Brent Cunningham at 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. Co-op opportunities will be announced via email to the SPD publisher list.

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 \$180 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(s) 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 sold regardless of discount. Starting with 2014 books, the 100th copy on will earn the publisher 55% of the NET. The average discount at which books are sold is currently 29%, so the average percent of list price publishers receive is 35% for the first 100 books, 38.5% for the 100th on, but this may vary.

Paid Returns: Returns to SPD of books for which the publisher has already been paid will be deducted from the next payment. Be sure to notice, in your sales reports, that we generally report NET sales (i.e. gross sales minus returns).

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. Nicole Trigg is the best person to go to with question about new books. John Sakkis is your contact for restock. Jeffrey Lependorf

welcomes comments or suggestions about SPD in general and how we might best serve our constituents.

V.COMMUNICATION

Contact information: *Make sure SPD has your email.* Publishers should be receiving email newsletters and communication. If you do not receive email from us addressed to SPD Publishers, 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, online advertising opportunities, 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

- I. Printing
- II. Pricing
- III. Book Covers
- IV. ISBNs

I. PRINTING

How you print your book, and with whom, is up to you. However, you may find it useful to know that the majority of SPD publishers use Bookmobile, McNaughton & Gunn, Thompson-Shore, or Edwards Brothers Malloy.

As a rule of thumb, if you believe you will ultimately sell 500 or more copies of a book, offset printing may be the most cost effective choice. Less than 500, look into digital printing (also known as POD—"print on demand"—or "short run" printing). All four of the publishers mentioned above offer POD.

When shopping for digital printers, do be aware that many POD companies also offer distribution/retail services (including retail e-commerce) and that they will bundle the cost of those services into the pricing for your book. Because SPD provides those services as part of its distribution, you could end up paying for such services twice.

Printers that commonly bundle distribution services into the printed book cost include:

- iUniverse
- Lulu
- CreateSpace
- Lightning Source's Print-to-Order service
- ...and many others

Ideally, then, as an SPD publisher you should make use of a printer who will only charge you for printing and not other services. In addition, note that you **cannot** use ISBNs supplied by your printer while also using SPD (see ISBNs, below).

II. 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:

	Consortium Publishers (BOA, Copper Canyon, Coffee House, etc.)	New Directions	Wesleyan	U of Illinois	U of Iowa	Graywolf
Poetry, under 85 pages	\$16.50	\$15.00	\$16.00	\$15.50	\$17.00	\$16.00
Poetry, 85-125 pages	\$17.00	\$16.00	\$16.50	\$17.00	\$18.00	\$17.50
Poetry 126-250	\$18.50	\$18.00	\$21.00	\$19.00	\$22.00	\$19.00
Fiction 126-250	\$17.00	\$16.50	\$19.00	\$19.00	\$19.00	\$17.00

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.

III. 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. We do not necessarily recommend printing the price on the book. The book MUST display the ISBN number and bar code, normally in the lower right corner of the back cover.

IV. 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 urge you assign ISBNs to all of your titles. To order an ISBN, go to R.R. Bowker at 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

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. A book with an ISBN does not need an ISSN.

SPD Customers

SPD supports the U.S. literary ecosystem by selling your books into almost all the major 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 also available nationwide and overseas.

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

Baker & Taylor: Baker & Taylor is currently SPD's largest single customer. B&T traditionally resells our books to libraries, hence they are thought of as a jobber, but they also resell our titles to many bookstores and other bookselling entities. While SPD does not currently sell directly to Ingram, there are very few Ingram customers who do not also have an account with Baker & Taylor.

Amazon: Amazon has become one of SPD's largest customers. SPD Publishers may choose between supplying Amazon directly through the Amazon Advantage program or, as we recommend, allowing SPD to be your Amazon Advantage supplier. If you wish to run your own Amazon relationship please be sure we are aware of this. The best contact for questions about Amazon is Brent Cunningham at brent@spdbooks.org.

Other Online Retailers: SPD has a growing number of customer who sell our books off their own online sites, competing with Amazon. Additionally, SPD's entire catalog of books is listed on ABEbooks.com.

Chain bookstores: SPD serves Barnes & Noble as well as some smaller chain bookstores. However, Barnes & Noble is on a non-returnable basis with SPD. This means they may be reluctant to order your books in quantity or for stocking. However they are available for special order and on bn.com.

Textbook stores: Textbook sales (or course adoptions) are key customer segment for SPD. The Teachers' Page on our website, 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.

Approval Plan 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 library’s criteria are then sent automatically each month. Libraries then return unwanted texts. Approval plan sales, as well as some direct to libraries, represent approximately 10% 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 Open House events. On these occasions we offer readings, refreshments and 20-50% discounts. Please see the SPD blog at spdbooks.org or contact us for information about SPD Open Houses. Individual sales account for about 10%-12% of SPD’s sales.

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 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. 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.

3. HOW CAN I CHECK THE STOCK OF MY TITLES AT SPD?

Simply enter the publisher name in Advanced Search at spdbooks.org. Look in the far right column to see stock levels.

4. 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.

5. 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.

6. 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 the Sales & Marketing Manager. This will allow us to then translate the file into whatever file type might be needed for the spdbooks.org site or for any other uses.

7. 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. Laura Moriarty can also answer questions about the publisher-distributor relationship.

8. WILL SPD CARRY MY LITERARY JOURNAL?

Though we are enthusiastic supporters of literary journals, SPD does not generally 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.

9. 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 at least a month before your reading. Let SPD 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.

10. 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.

11. IS IT TRUE THAT SPD CAN HELP ME MAKE AND SELL EBOOKS?

Yes it is! SPD has partnered with Bookmobile to provide conversion services (print books into ebooks) and distribution of ebooks to the major ebook vendors. See our website, in the Publisher section, for extensive information on this service, which requires a separate contract with SPD.

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*—pay to display titles at SPD trade shows, sign up to be the Featured Press of the Month, take advantage of co-op advertising, SPD Forthcoming ,etc. Outside of SPD, look for 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. Reviews help sell books, even reviews on Facebook, Twitter, and on blogs!
- *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 for us, and will also give your books the best chance to sell well. Forwarding scans, reviews, reading information or other news about your press is also very useful. Such information can be sent to Brent Cunningham, Nicole Trigg, 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!