

FFPA *Sell More Books!* Newsletter

April–May 2007

Doing Business with Catalog Companies

by Linda Carlson

(reprinted by permission from
both the author and editor Judith Applebaum
of the PMA Independent)

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POSTAL RATES

CHANGE ON

MAY 14

(see p. 8)

You're looking for alternatives to bookstores? For nonreturnable sales? For significant sales volume? The answer may be catalog retailers like Scholastic Book Clubs, Signals, and White Flower Farm.

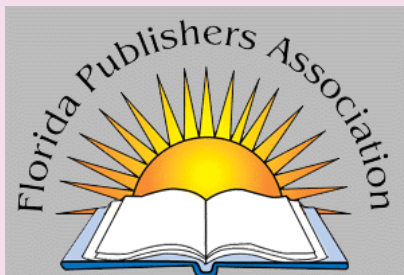
But besides a quality product that's priced right, you'll also need patience, perseverance—and maybe a little serendipity—to deal with them.

Just ask Carolyn Threadgill, the Seattle-based Parenting Press publisher who sells children's and child guidance books through two dozen catalogs. She has licensed paperback book club rights of *The Way I Feel* to Scholastic and sells the board-book edition of the same title to it. Starting before the hardbound was published in 2000, she contacted everyone she could think of at Scholastic. It wasn't until late 2001, when a Scholastic buyer happened to visit the Parenting Press booth at a conference, that the cataloger showed any interest in the picture book. Its book club paperback edition was an immediate success, and Scholastic was among the buyers that encouraged Parenting Press to issue a toddler edition in late 2004. As of this spring, Scholastic has purchased 50,000 copies of the board book.

Jim Leisy, who runs the William, James & Company imprint of Franklin, Beedle & Associates in the Portland, OR, area, has a similar story. For four years he tried to sell *Common Errors in English Usage* to World Education Almanac, which serves teachers. Purchasing managers came and went, and he finally reached someone who liked the book—but didn't have catalog space for it. "You'll have to wait until we drop something else," he was told. Finally, on what he'd decided would be his last pitch to the purchasing department, he made a sale. But despite being what he considers an ideal market for *Common Errors*, World Almanac has sold modest numbers of the title—only hundreds of copies a year.

Leisy has a different tale to tell about Bas Bleu and Signals, now both owned by Ohio-based Universal Direct Fulfillment Corp.

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FPA Sell More Books! Newsletter

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Submission Guidelines

When submitting items for future newsletters, please follow these guidelines:

1. Send email submissions by the 15th of the month prior to publication to **FPAbooks@aol.com**.
2. Trim the submission content and try to follow the newsletter's editorial style.
3. Using the following list, identify in which section of the newsletter your item might belong and include that in the subject line of your email submission:

Events Calendar • Member News
Online • Awards/Contests • Library
Regional Reports • News
Affiliations • Wanted
Production • Helpful Hints
Publications • Media • Other

President's Message



Frank Gromling

April is one of my two most favorite months. As a warm weather fan and lover of the outdoors, I love the arrival of sun-filled days, warmer ocean temperatures, and greater time to enjoy them thanks to Daylight Savings Time. I hope that each of you finds the time and peace to enjoy a long walk, a bike ride, or just a nap on the porch.

Well, if you attended the 2007 FPA Publishing Mini-College, as thirty folks did on Saturday, March 31st, you know what a fabulous learning and networking event we had! If you didn't attend, better make plans for the next FPA conference this fall because it will be another in a long line of superb events.

Pam Lontos, of PR/PR in Orlando, opened things up with a fine presentation to a general session about how to get the print and electronic media in you and your book. Then we broke into two tracks, one for newcomers to publishing and a second for more advanced attendees.

Our other excellent guest speakers were Lloyd Jassin, an experienced and

wise publishing and entertainment lawyer from New York, and Kimberly Leonard and Allen D'Angelo from Bookcovers, Inc. in Orlando and New York. Their presentations were simply exceptional, with valuable information for all.

Adding to the program was our very own Association Executive, Betsy Wright-Lampe, and yours truly, who teamed up for two presentation in the track for newcomers.

Once again, Eckerd College's Continuing Education Conference Center provided a pleasant and relaxing venue for our program. The day was replete with plenty of time to meet with our displaying vendors, including FPA members Chris Shore of McNaughton & Gunn, Inc. (book manufacturers) and FPA Secretary Steve Sirlin of Batson Printing (book manufacturer). Of course, PR/PR was well represented by Pam Lontos and staff.

And, as always, every attending FPA member received a door prize from a variety of wonderful suppliers and supporters of FPA, including Brian Jud, Dan Poynter, Independent Book Publishers Association, PR/PR and more. In fact, you can see a list on page 7.

That's it for now. Stay tuned for more great news as your board and other dedicated members who have volunteered their time and talent will continue to work on your behalf. Don't forget to volunteer your time, too, because we still need people to help out on several committees. Just talk with Betsy or me.

Enjoy the warmth!

Frank Gromling
President

Catalogs, continued from page 1

After finding several issues of the Bas Bleu catalog in his mailbox at home, Leisy contacted the company owner. She said she looked forward to the sample and was positive when Leisy made a follow-up call a few weeks later. “I thought, ‘Wow!’” he remembers, and the initial order was for 600 copies.

He received a similarly prompt and positive response when he contacted Signals, which supports public television. It took six months for an order to arrive, however: Leisy had begun to wonder if *Common Errors* was in—or out—of the catalog.

Today, those two catalogs are responsible for thousands of sales each year and make a significant contribution to the total of copies sold, which Leisy hopes will reach 100,000 in 2007. In addition, both sell a *Common Errors* calendar, and Signals is taking another William, James title, *Far from the Maddening Gerund*.

The Nitty-Gritty

These two success stories may make catalog sales sound like a simple, if time-consuming, project. But there’s more publishers need to know about working with catalog merchants:

The description of your book will be brief, perhaps as few as 35 words. But it may appear in hundreds of thousands, or even millions, of catalogs—as well as on catalog companies’ Web sites. The four annual issues of the Signals catalog have a total circulation of 26 million. *Courage to Change*, which sells self-awareness and mental health titles through what CEO Dede Pitts describes as a small catalog, mails between 500,000 and 900,000 copies five times a year.

Your book may compete for attention with hundreds of other items in the same catalog. The 2007 *Courage to Change* catalog offers 789 products. Chinaberry, a children’s book catalog, offers more than 500. *Travel Essentials* presents about 1,500 items online, one-fifth of them books.

Sales volume varies significantly by title and catalog. For Parenting Press, for example, annual sales to each of two dozen catalogs range between \$300 and \$50,000. Ask catalogers what constitutes a bestseller, and you’ll hear sharp contrasts: a book that sells 100 copies in a month is considered a bestseller at *Courage to Change*, while 100 copies in a whole year is considered good at Parenting Resources,

which sells to schools, Head Start, and parenting-education programs. At *Travel Essentials*, president Bob Bestor is pleased with guidebooks that sell at least 30 copies a year.

You need to offer deep discounts. Pitts wants 50 percent, and other catalogers will ask for as much as 60 percent. “Publishers can’t offer us an extremely narrow profit margin,” says Janet Kelly, Chinaberry’s assistant director for merchandising. “If we’re quoted a cost of \$10 for a book and the publisher retails it for \$14.95, we will not even consider the book.”

Some catalogers take additional discounts for prompt payment. Those that pay within 10 days of being invoiced sometimes take an additional 2 percent discount, Leisy warns. On the other hand, some catalog merchants pay freight on their orders.

Your book has to offer high profit per square inch. That’s per square inch of catalog space. As Kelly explains, catalogers like Chinaberry look at more than unit or dollar sales volume. “If we have an inexpensive paperback, we either need to use fewer words in the description—thus taking up less ‘real estate’—or we need to sell more copies. Generally, we can afford to use longer descriptions for higher-priced books.”

Product turnover is often high—perhaps as much as 25 or 30 percent between issues—for catalogers. At Chinaberry, for example, every product is ranked by the profit it provided through the most recent catalog. All the items above the midpoint stay, and all those below are reviewed on a case-by-case basis. “There are always some items we feel very strongly about offering even if they aren’t wildly profitable. It’s a matter of principle,” says Kelly.

You’ll tie up money in inventory. You must commit to have a certain number of copies of a featured book available. “It’s hard to predict sales,” Leisy of William, James points out. “We got our new print run of *Common Errors* at Thanksgiving, and they were gone three weeks later, thanks to Signals and Bas Bleu orders.”

Your books need to be high quality. *Courage to Change* wants authors to have recognized credentials and books to be attractive and well-bound. At Chinaberry, Kelly admits, “To a certain extent, we do judge books by their covers. Because of the volume of books we receive, we carefully select the books we will consider reading; naturally, we’re

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Catalogs, continued from page 3

going to first pick up those that visually appeal to us. Some books never get read because of unappealing illustrations.”

Authors with platforms help you cut a deal. Common Errors is written by Paul Brians, a Washington State University professor whose Web site on grammatical problems has drawn more than 7 million users since 1997. Type “English” into Google.com, and Brians’s site comes up immediately. Type the same word into the social bookmarking site www.del.icio.us, and Brians’s comes up first. This small-town English instructor will be published in *Blueprint*, Martha Stewart’s answer to *Real Simple* magazine, in the May/June issue (on sale in April). At *Courage to Change*, Pitts is less concerned that authors be well publicized, but she wants to see their books in catalogs similar to hers.

Success with previous books helps you cut deals. “We’re willing to test a new category with a publisher we already carry,” says Pitts. Judy Glazebrook of Parenting Resources prefers publishers from which she can buy several titles, not just one.

To Make Your Pitch Effective

What’s the best way to market your books to catalogers?

Research each catalog’s merchandise and readership carefully. According to the National Mail Order Association, there are 9,000 consumer catalogs in the United States and an additional 5,000 for business-to-business sales. (The association sells a directory of catalogs, but given the \$350 price, you may prefer to find something similar at your library.) Contact only those you’re sure your book fits in terms of topic, length, quality, and price point. “We shake our heads when we receive submissions such as *The History of Plumbing in the Ukraine*,” says Kelly of Chinaberry. “Read our mission statement and send us books that are a fit.” Glazebrook seconds that: “Parenting is a narrow focus to begin with, and my audience is an even narrower segment of that market—the programs that work with at-risk families.”

Follow submission guidelines. They’re often available online or as a recorded telephone message. If the buyers say, “Don’t call,” then don’t call. When buyers say it’s acceptable to follow up, be persistent, not a pest. “One of my frustrations is publishers who call over and over and over again, like twice a week,” Pitts continues. She prefers monthly e-mails.

Submit a complete proposal. For some catalogs, this means including a sample book. Others want your catalog or full-color photos of covers. A professional-looking proposal with minimum order quantities, freight costs, and payment terms is a must. “My greatest frustration is proposals without contact information or discount terms,” says Pitts, who reports this is among the reasons she seldom works with self-published authors. At *Travel Essentials*, which updates its site frequently, a book can be offered almost immediately if you e-mail a package—complete with JPG of the cover, sample chapter, table of contents, and reviews—at the same time you mail a sample book.

Make books available through wholesalers. Some lower-volume catalog and online merchants will make an initial purchase directly from a publisher but rely on a wholesaler for occasional follow-up sales. “It’s easier to work with one or two wholesalers for small orders than juggle 80 vendors,” notes Glazebrook, who is her company’s only full-time employee.

Linda Carlson (lindacarlson.com) writes for *PMA Independent* from Seattle. She is a Seattle-based marketing consultant, the author of 11 books and a frequent speaker on regional history and on career advancement. Carlson’s most recent book is *Company Towns in the Pacific Northwest* (University of Washington Press). A social history based on more than 100 Washington, Oregon and Idaho employer-owned communities during the 20th century, *Company Towns* was a finalist for the Washington State Book Awards. It was recently cited in a *New York Times* story and resulted in Carlson being interviewed by the *London Daily Telegraph*. The research done for the book resulted in Carlson being named to the Humanities Washington Inquiring Mind speakers bureau, which provides speakers to community lecture series, historical associations and schools. Her topics include “Company Towns: Their Importance in the Modern West” and “Speeders, Galloping Geese and Doodlebugs.” Carlson offers practical, pragmatic marketing counsel for authors and smaller businesses and as a conference speaker. Her first book was *The Publicity and Promotion Handbook: A Complete Guide for Small Business* (John Wiley, 1982), which outlines how businesses can handle publicity, advertising, and sales promotion on tight budgets and with in-house staff.

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Bookclubs and other Book Friendly Places

by Meg Bertini, DreamTime Publishing, Inc.

Book-Clubs-Resource.com is a complete guide to book clubs and reading groups with an outstanding collection of links and information for readers, including information about saving with discount book clubs. Whether you're looking to start your own reading group, participate in one online, or just learn more about what a book club is, you'll make the best of your book club experience with Book-Clubs-Resource.com. Site includes information about running a club, online clubs, reading group guides, reading resources and discount book clubs.

www.bookmarksmagazine.com reads and summarizes more than 500 book reviews a month from more than 50 major publications. Bookmarks offers the most comprehensive new book reviews anywhere in print. Each issue looks at timeless novels, histories, biographies, and more in each issue. The site includes selected reviews from their print magazine.

http://cybermessageboard.fatcow.com/theboo2/ (need to put in "theboo2" or link won't work). There are 428 articles and 348 registered users as of April 21st. Message board provides information on DC area bookclubs, new groups to join, upcoming events, recommended books (with a specific caveat about no author recommendations), and a general section for other book-related things (like good spots to go curl up with a book).

www.nationalbookclubconference.com has as its mission to create the world's largest book-club meeting once a year, to promote the value of reading and formulating book clubs among adults and in the nation's public school systems for the purposes of advancing literacy, broadening youths' minds and knowledge through reading and dialogue. Black Issues Book Review called the NBCC "THE literary retreat of the year." For the 2007 NBCC in Ghana West Africa (Aug. 4–12) the fabulous Bernice McFadden, Nina Foxx, Kevin Wayne Johnson and Ghana-born Ekow Eshun, among others, will be on hand. In 2008 in Atlanta (Aug. 1-3), Iyanla Vanzant, Eric Jerome Dickey, Terry McMillan, Omar Tyree, Tina McElroy Ansa, Walter Mosley and Kimberla Lawson Roby and others will attend.

www.readerscircle.org is an online directory for book clubs, reading groups, and literary salons of all kinds in the US, Canada, and Australia. Includes listings for readers

circles, where members bring and discuss whatever they happen to be reading. The site also has a decent list of related websites and resources.

www.readinggroupchoices.com provides a list of recommended books for book clubs. Print edition includes suggested discussion questions. Resource section includes info on how to start a book club and commentary on authors. Also has a contest page where readers can win books.

www.readinggroupguides.com is a online community for reading groups. Site has a large index of discussion guides for use free on the site. There is also a section of reviews/interviews with books clubs around the world, where book clubs can pick up ideas of what to try in their own clubs.

www.bookbuffet.com seems like the most complicated of the sites to use. It offers different levels of service for different types of members. The public space, available to anyone, provides a calendar for literary events, book festivals and author birthdays (with short bios and references and links to their works—a great way to learn about new & old authors). The features section culls the latest book news from a range of sources.

www.bookreporter.com combines information about books, authors, and author blogs. The network of sites includes:

www.Bookreporter.com

www.AuthorsOnTheWeb.com

www.AuthorYellowPages.com

www.FaithfulReader.com

www.ReadingGroupGuides.com

www.Teenreads.com

www.Kidsreads.com

The purpose of the site, est. 1996, is to give book buyers recommendations and a spot to discuss books. The site provides reviews, features, in-depth author profiles and interviews, excerpts of new releases, literary games and contests, and more.

Online, continued from page 5

www.bookfran.com includes a Words on Words page that gives the latest updates on the literary, theater, writing, and the cinema scenes. She provides interactive book discussions, lectures, literary presentations and workshops. Although her lectures might be useful to those in book clubs or looking to start one, the content on her site alone isn't very in-depth.

www.generousbooks.com was founded in April of 1999 to create a community for those who love books and love to discuss them, especially for those who missed a book club meeting or attend because they are too far away. Bulletin boards and live chats are used for readers to communicate with one another and with the authors.

They are concerned with the difficulty of getting quality books to market and are looking to build alliances with small, boutique publishers to make sure their community of readers have a wide breadth of books to read. They ask for recommendations for publishers. Their goal is to support literacy programs for children nationwide.

www.cookbookswelove.com: The name says it all. All cookbooks, all the time, divided into category, including cooking techniques, regional cookbooks, healthy diet cookbooks, cookbooks by famous chefs, etc.

www.reachoutandread.org makes literacy promotion a standard part of pediatric care so that children grow up with books and a love of reading. Reach Out and Read trains doctors and nurses to advise parents about the importance of reading aloud and to give books to children at pediatric check-ups from six months to five years of age. A special focus is placed on children growing up in poverty. By building on the unique relationship between parents and medical providers, Reach Out and Read helps families and communities cultivate early literacy skills so that children enter school prepared to succeed at reading.

Member News

New Members

Rita Milios

Tools for Transformation

Hudson, FL
(727) 860-5675
rita@milios.net
www.RitaMilios.com

D. Simmons

Tampa, FL
(813) 789-8120
ntheblue@gte.net

Kyle L. Miller

Jungle House Publications

Sanibel, FL
(239) 472-0599
fax 395-4518

Junglehousepub@yahoo.com
JungleHousePublications.com

Teresa Jacobs

Mardi Gras Publishing, LLC

Daphne, AL
phone (251) 648-5506
mardigraspublishing@gmail.com
mardigraspublishing.com

Marketing/PR

Bagmasters offers custom imprint promotional items, such as bags, brief cases, portfolios, coolers, polo shirts, colorful lanyards for name cards, that old standby—pens—in unique versions, and a super saver totes line. There are varying set-up imprint charges and lead times for the many items available. For more information, visit Bagmasters at www.bagmasters.com or call 1-800-843-2247.

Association Book Exhibit will display at the Global Health Council's 34th International Conference. Association Deadline for Listing is May 18 and books are due is May 23. Marjorie Gallahan or Mark Trocchi. Email: info@bookexhibit.com

Reviews

Books that contribute to the literary life of the Southern Appalachian Region are wanted for review by Editor George Brosi of *Appalachian Heritage*. He seeks books that are set in that region or that illuminate it. Copies can be sent to his attention at Berea College, Berea, KY 40404.

The National Book Critics Circle, founded in 1974, is a nonprofit, tax-exempt organization consisting of nearly 700 active book reviewers who are interested in honoring quality writing and communicating with one another about common concerns. It is managed by a 24-member all-volunteer board of directors. For more information, please go to <http://www.bookcritics.org>.

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Door Prize Winners from the Mini-College

MSJ Multimedia won a membership (or extension of membership) in PMA, the Independent Book Publishers Association, for one year (a \$109+ value) — from Terry Nathan, executive director (www.pma-online.org). Details on the perks of membership can be viewed at www.pma-online.org/memben.cfm.

DreamTime Publishing, Inc., won *DreamTime You're on the Air* (a \$29.95 value) — from Brian Jud at Book Marketing Works LLC (bookmarketingmatters.com) This video will teach you how to perform successfully on any television or radio show. It consists of interviews with producers, hosts and media professionals. They describe the secrets of performing on the air successfully and demonstrate the nuances of projecting the desired image verbally, vocally and visually. Learn additional hints and strategies for performing on the air: Know exactly what you will say; refine your words for different audiences; use memory techniques if your mind goes blank; adjust your answers for the amount of time you have on the air.

Jane Pugh and Children's Heart Publishing Company won copies of *Beyond the Bookstore* (a \$49.95 value) — from Brian Jud of Book Marketing Works, LLC. A *Publishers Weekly* book by Brian Jud. Learn how to sell your books to non-bookstore markets, more profitably with no returns. It contains the *Marketing Planning CD-ROM™* with templates for planning and tracking sales and expenses. You will discover the secrets for selling more of your books to buyers you may not have thought of, how to increase sales and profits as you reduce returns, and learn unique hints for contacting buyers successfully.

Richardson Publishing, Inc. and R.Z. Enterprises of Florida each won a copy of *Perpetual Promotion: Proven Tips for Publishing Success* (a \$24.95 value) — from Brian Jud of Book Marketing Works, LLC. Eight booklets with 2,357 practical tips for for planning and conducting profitable marketing programs for developing, pricing, distributing.

Ms. D. Simmons won a Press Release Written and Distributed (a \$599 value) — from Pam Lontos of PR/PR (www.prpr.net). We will provide an in-depth media analysis and preparation of one press release. We will then send the release to 1,400+ newspapers as well as online media outlets. Also included is a consultation with Pam Lontos on finding your hook and discovering your markets.

Puzzleworks won Joe Sabah's Complete Radio Show System (a \$198 value) — from Joe Sabah (www.joesabah.com). The system includes the 19-chapter book "How to Get on Radio Talk Shows All Across America Without Leaving Your Home or Office," a database on CD (either PC or Mac) of 953 Talk Shows, and the 60 min. audio CD "How to Get On Radio Talk Shows."

On the Wind Publishers won a Florida Freelance Writers Association Membership for one year (a \$90 value) — from Dana K. Cassell (www.writers-editors.com; www.FFWAmembers.com), executive director. Membership includes access to the Directory of Florida Markets for Writers, with six times more Florida publications than any national directory. Available in three formats, and files updated monthly.

CJ Enterprise won 200 Targeted Media Contacts (\$200.00 Value) — from Reina Santana of RES Marketing Alliance (www.RESMarketingAlliance.com) Save time, enhance your campaign, and ensure free publicity for your title, by effectively targeting the media. RES Marketing Alliance is happy to offer 200 targeted media contacts for your next press release or galley mailing. The winner will receive 200 mailing labels based on selected criteria. Expires April 2008.

Jungle House Publications won the PowerPack Master Kit #1 (a \$297 value) — from Dan Poynter of Para Publishing (www.parapublishing.com). The kit includes "The Self," "Writing Nonfiction: Turning Thoughts Into Books," "Is There a Book Inside You?: Writing Alone Or With A Collaborator," "Successful Nonfiction: Tips & Inspiration For Getting Published," "The Self-Publishing Manual: How To Write, Print & Sell," "Successful Nonfiction: Tips & Inspiration For Getting Published," 9 Special Reports on production and marketing, 36 Instant Reports on production and marketing, subscription to the *Publishing Poynters* newsletter, supplier list (Service vendors to the publishing industry, Document 250), 3 Book writing, producing and publishing information kits (Autobots), Poynter's Secret List of Book Promotion Contacts, Document 112, your books' back cover layout form, Document 116, Telephone Order Form, Document 147, and The New Book Model diagram.

Nurse without Boundaries and Ruadora Publishing both won *The Self-Publishing Manual* (a \$19.95 value) — from Dan Poynter of Para Publishing (www.parapub.com) *The Self-Publishing Manual, How to Write, Print & Sell Your Own Book* (ISBN 1-56860-134-4) by Dan Poynter is a complete course in writing, publishing, marketing, promoting and distributing books. It takes you step-by-step from idea, through manuscript, printing, promotion and sales. Along with an in-depth study of the book publishing industry, the book explains in detail numerous innovative book-marketing techniques.

The Learning Doctor won free attendance at the PMA-U (a \$000 value) — from PMA, the Independent Book Publishers Association (www.pma-online.org)

Mootik, LLC, won a free admission to the next FPA conference (a \$75 value) — from the Florida Publishers Association, Inc.

Members, continued from page 5

Loretta Harris
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Publishing Company**
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phone (407) 232-3992
chpublishing@hotmail.com

Renewing Members

Tracy A. Akers
Ruadora Publishing
Zephyrhills, FL
phone (352) 521-3371
ruadorapublishing@msn.com
www.soulsofaredyrah.com

**The 2007 President's
Book Awards
Call for Entries
Will Be Announced
in May
and Is Open ONLY
to FPA Members.**

Postcard Printers

www.tu-vets.com
www.twigonestop.com
www.mitchellgraphics.com
www.vistaprint.com

S&H

Postal Service Rate Hikes Effective May 14

Effective May 14, the USPS will institute a rate increase in almost every class of mail. The new rates will be based on the size, shape and thickness of the mail, in addition to the weight.

The good news is that there will be an additional-ounce reduction in First Class Mail from the old rate of 24¢ to the new rate of 17¢. Presorting and BMC/SCF drop shipping offers even more discounts, and there will be permanent flat-rate pricing for Priority Mail envelopes and boxes. See below for a short list of old-to-new rates (from = old rate; to = new rate):

- 1 pound Media Mail from \$1.59 to \$2.13
- 1 pound Library Rate from \$1.51 to \$2.02
- First Class Letter (1 oz. or less) from 39¢ to 41¢
- First Class Letter (2 ozs. or less) from 63¢ to 58¢
- First Class Flat Single Piece (1 oz. or less) from 52¢ to 80¢
- First Class Letter (2 ozs. or less) from 76¢ to 97¢
- Post Card from 24¢ to 26¢
- Priority Mail (1 lb.) from \$4.05 to \$4.60
- Express Mail (1 lb.) from \$11.30 to \$14.15
- Express Mail (2 lbs.) from \$15.70 to \$17.40
- Delivery Confirmation (Priority Mail) from 50¢ to 65¢

Postcard dimensions are 4.25 inches maximum (3.5 inches minimum) on the short side; 6 inches maximum (5 inches minimum) on the long side. Minimum thickness: .007 inches, Maximum thickness 0.116 inches.

A PDF of the new rates can be viewed at:
[http://pe.usps.com/RateCase2007/DMM300_PDF/
RatesAndFees.pdf](http://pe.usps.com/RateCase2007/DMM300_PDF/RatesAndFees.pdf)

AAP News

(reprinted by permission of Pat Schroeder, Executive Director of the Association of American Publishers, AAP)

Publishing sales showed growth for the month of January for most of the categories tracked by the Association of American Publishers (AAP) with net sales up by 6.4 percent for the month.

The Adult Hardcover category was up by 32.2 percent in January with sales of \$92.5 million. Adult Paperback sales were down 11.7 percent for the month with sales of \$97.7 million. The Adult Mass Market category was down slightly by 3.1 percent for the month (\$54.9 million). The Children's/YA Hardcover category posted an increase of 18.4 percent in the new year with sales of \$39.9 million. The Children's/YA Paperback category declined by 18.1 percent for the month with sales totaling \$23.9 million.

Audio Book sales were up by 21.2 percent for January compared to last month's figures with sales totaling \$11.0 million. E-books climbed by 18.7 percent for the month (\$1.8 million). These figures were compiled in cooperation with the International Digital Publishing Forum. Religious Books were up 28.2 percent for January with sales totaling \$34.6 million.

Sales of University Press Hardcover were up by 4.0 percent in January with sales of \$6.1 million. University Press Paperback sales were also up by 8.6 percent for the month with sales totaling \$9.7 million. Sales in the Professional and Scholarly category posted an increase of 3.9 percent for the month (\$46.0 million).

Higher Education publishing sales saw an increase of 10.5 percent for January with sales totaling \$246.7 million. Finally, the net El–Hi (elementary/high school) basal and supplemental K–12 category posted a decrease of 18.7 percent in January with sales of \$69.3 million.

The Association of American Publishers is the national trade association of the U.S. book publishing industry. AAP's more than 300 members include most of the major commercial publishers in the United States, as well as smaller and non-profit publishers, university presses and scholarly societies—small and large. AAP members publish hardcover and paperback books in every field, educational materials for the elementary, secondary, postsecondary, and professional markets, scholarly journals, computer software, and electronic products and

services. The protection of intellectual property rights in all media, the defense of the freedom to read and the freedom to publish at home and abroad, and the promotion of reading and literacy are among the Association's highest priorities.

NOTE: All sales figures cited in this release are domestic net sales

FPA is an affiliate of AAP, the premier trade association for the book publishing industry. Learn more about AAP at www.publishers.org

PMA, the Independent Book Publishers Association

www.pma-online.org

Schedule of Upcoming Online Seminars Offered by PMA, the Independent Book Publishers Association:

May 16, 2007

Budget Basics for Publishing

Beginners: Forecasting Sales, Returns,
Costs and Cash Flow

Speaker: Tom Woll

June 20, 2007:

How to Protect Your Publishing Company
from Distributor Bankruptcy

Speaker: Jonathan Kirsch

PMA Publishing University Information is available online at www.PMA-online.org

Small Publishers Association of North America (SPAN)

www.spanet.org

After evaluating its services to both its publisher and sponsoring members, SPAN administration has decided not to hold the Conference in 2007. Their goal is to shift resources used to plan, promote, and run the Conference to provide additional benefits for SPAN members. SPAN will especially concentrate on using the Internet and the SPAN Web site to provide benefits that will greatly improve the value of belonging to SPAN.

Current FPA members qualify for a \$35 discount off their SPAN membership (available when joining online, indicate "Partner" affiliation as Florida Publishers Association). Information on SPAN can be found at www.spanet.org.

Events Calendar

Many display opportunity events, such as book fairs, offer booth space for publishers and authors. However, booth space is usually booked at a deadline far in advance of the event, so be sure to check listings on events that will happen 2–6 months from now.’

April 28, Fort Lauderdale, FL

Children’s BookFest
www.browardlibrary.org/web/
bookfest/index.htm

April 28–29, The Los Angeles Times/University of California Los Angeles Festival of Books,

www.latimes.com/extras/
festivalofbooks

May 4–6, Malice Domestic, Crystal Gateway marriott Hotel, Arlington, VA. www.MaliceDomestic.org

May 10, “Making Information Pay 2007: Using Emerging Technology to Improve Your Bottom Line” New York City. www.bisg.org

May 4–6, Malice Domestic® XIX, Crystal Gateway Marriott Hotel, Arlington, VA.
www.malicedomestic.org/

May 29–31, “2007 Publishing University: “Stretching Your Publishing Boundaries with Passion, Planning, and Profitability,” Park Central Hotel, New York City.
www.pma-online.org

June 1–3, BookExpo America, Jacob Javits Center, New York, NY. www.bookexpoamerica.com

June 8–11, BookExpo Canada, Toronto. www.bookexpo.ca

June 21–27, The American Library Association Annual Conference, Washington, DC. www.ala.org

June 23–25, The International New Age Trade Show West, Denver, CO, www.inats.com/west/
index.html

July 8–12, CBA’s International Christian Retail Show, Atlanta, GA. http://christianretailshow.com

July 12–15, ThrillerFest 2007, Grand Hyatt Manhattan, New York City. www.thrillerfest.org

July 14–22, Stanford Professional Publishing Course, Stanford University, Palo Alto, CA. Phone (650) 725-4301.
www.publishers.org/conference/
eventdetail.cfm?EventID=83

August 30–September 3, The Beijing International Book Fair, www.bibf.net/bibf/index.jsp

September 15, FPA 2007 Publishing Ed-U-Conference. Location in SE FL, to be announced.

September 27–30, Bouchercon 2007, Bearly Alive, Anchorage Hilton Hotel, Anchorage, Alaska. www.bouchercon2007.com/

September 28–30, Southeast Independent Booksellers Alliance Trade Show 2007, Hilton Atlanta, Atlanta, GA. www.sibaweb.com

September 29–October 6, Banned Books Week. www.ala.org/bbooks

October 4–7, Amelia Book Island Festival, www.bookisland.org

October 10–12, Florida Association for Media in Education (FAME) Conference, Disney’s Coronado Springs Resort, FL.
www.floridamedia.org (FPA will

have a book and offers display of members’ books)

October 10–14, Frankfurt Book Fair, Germany. www.bookfair.com/en/portal.php

October 14–20, Teen Read Wee, the Young Adult Library Services Association, www.ala.org/teenread

October 26–28, CIROBE (Chicago International Remainder and Overstock Book Exposition), Chicago, IL. www.cirobe.com

October 27, *St. Petersburg Times* Festival of Reading, www.festivalofreading.com/

November 16–17, Vero Beach Book Festival. www.verobeachbookfest.com

November 16–18, Miami Book Fair International, www.miamibookfair.com

November 17, Tellebration: The annual storytelling celebration day (traditionally the Saturday before Thanksgiving). www.tellabration.org

November 30–December 2, Florida Immediate Delivery Show, Tampa Convention Center, OTampa. www.floridaIDS.com

December 1–2, 4th Annual Hillsborough County Book Fair, Lake Park, Tampa. Joe Soletti, (813) 554-5064, (813) 376-5778.

**Know of a good,
Florida book event?**

Send it to
FPAbooks@aol.com for
inclusion in FPA’s Events
Calendar.