

Many of you have asked for this:

Sell to Chains and Other National Accounts through New Leaf's National Accounts Program

Dear Publisher/New Leaf Trading Partner:

Would you like to see your books in high volume retailers such as Barnes & Noble, Borders, Books A Million and maybe even Costco? Also wholesalers Ingram and Baker & Taylor? If just one of these national accounts picks up one of your titles, it could mean thousands of dollars, even tens of thousands of dollars in additional sales per year.

If you have never had national representation, this program may well be your *most likely to succeed and lowest risk opportunity* to break into these accounts because you will be represented by one of the best sales people in the business. Ken Kaiman, our national accounts manager is a seasoned, thirty plus year industry veteran, and if anyone can get your title accepted with the chains, it's Ken. The national accounts to which your titles could be sold are Barnes & Noble, Borders /Walden, Ingram Book Co., Baker & Taylor, Baker & Taylor Marketing Services (formerly AMS Advanced Marketing Services which stocks Costco), American Wholesale Book Co. (Books A Million), Bookazine, Hastings and more. Ken has also placed books with such accounts as Hudson News which services many airport book and newsstands, and Cracker Barrel among others.

At minimal risk, this program allows you to "test the waters" so to speak. Ken will review and present your titles to such national accounts for nominal fees. See "Program Description" sheet for details. You may choose to have us stop presentations at any time if the first ones are not successful, and you do not wish to risk further presentation fees. On the other hand, should four or five of these accounts pick up a title, it could mean dramatic sales increases.

You will also find that our charges compare quite favorably with other distribution deals. There are no required warehousing fees or other extraneous charges that you will find with most distribution deals – just a straight % only on sales to national accounts. Again, see the "Program Description" for details.

Warning: Titles published before 2006 have only about a 20% chance of being selected. If they have broad appeal and the packaging is very attractive, then they have a better chance. Also, if your cover is not professionally designed, your chances are slim. Of course, you are certainly welcome to submit such titles, but I want you to understand the greater risk. With all rejections, Ken will give his professional opinion on what could be done to make the book more likely to sell in this market.

Please carefully read the "Program Description" and the FAQ's, and then follow the instructions on the sign up form.

Thank you for your consideration,

Alim Thompson,
President

