

## PROGRAM DESCRIPTION

### New Leaf's National Accounts Marketing Program for Small Presses and Self-Published Authors

- To sign up, you pay a \$150 non-refundable processing and evaluation fee per title and authorize us to send one copy out of our inventory to Ken. We will not count this as a sale so you will not be paid for this copy. Please also fax or email any information that would help sell a title such as sales history, reviews, author media, etc. – anything that will give the title a “story”. Ken will evaluate your title for potential with national markets, and he will let you know via email whether or not he feels it might work. Please know that if his judgment is that it will not work, it is in no way a reflection on the quality of the book. It simply means that based on his vast experience, he feels that this is not a title that national accounts will buy. For example, many titles are just too specialized for a market that is more general.
- If Ken feels a title won't work, that's the end of the process. In some cases, he may make suggestions for changes. For example, he may say that he believes the content could work, but make suggestions for cover changes. It will be up to you decide whether you wish to make those changes. Should you decide to make suggested changes and resubmit the title, there is no further fee for his review.
- Accepted titles will be entered into account databases and presented by Ken in sales calls to which ever national accounts he feels might buy them. He will then follow up – in some cases multiple times. The fee for setup and presentation to a national buyer is \$150 for the first title and \$50 for each additional title offered in the same presentation. If you have more than one title in the program, we cannot always present them at the same time. Sometimes titles will need to be presented to two different buyers on different sales trips. So if you have two titles, it could cost \$300 rather than \$200 to present to one account such as Barnes and Noble. **These fees are per account and do not cover all accounts, and you may choose NOT to be presented to certain ones. Unless you stipulate otherwise, you will be set up with Ingram and Baker & Taylor immediately upon sign up and billed for each. Presentations to them will made with the next appointment. Note that it may be several months before the next appointment depending upon the season and other factors.**
- Ken may choose to try titles rejected by a buyer again later in which case there would be no further presentation charge. If a title is not accepted, you will have the satisfaction of knowing you gave it the best chance you could.
- We will charge an additional 20% on all sales to national accounts. This covers the deeper discounts we must give and the possible handling of returns they require. You will still be paid the full amount on all sales to independent stores so the additional discount will not affect existing sales.
- **Because national accounts take 120 or more days to pay our terms will change from consignment plus 60 to consignment plus 120.** This means that, for example, sales in July would be paid by the end of December.

- Returns are always a question with national accounts, and **we will hold back 20% of your payment on sales to national accounts for the first six months a title is active** as a reserve to cover possible returns. However because of Ken's experience, he rarely has returns over 10%. This is because he keeps the buys reasonable – usually 2 – 300 for a national chain. A title would most likely not go into all stores at first. Then if the title is selling, they may put it into the remainder of their stores. **Ken will not allow them to load up with large buys** unless the circumstances are extenuating such as major media exposure in which case we would be working very closely with you.
- Because of the financial issues with Borders Group, we will need indemnity so that we will not pay you for books we sold to them if they do not pay us due to insolvency.
- In some cases, we sell to a retailer account through Ingram rather than directly. This frequently occurs with Borders and Hastings. It does not affect sales except that we will show the sales as going to Ingram and not the retailer.
- National retailers generally keep a title 4 – 6 months before returning. If a title makes it to their backlist, then returns are rarely an issue.
- In some cases, the buys from national accounts will exceed our normal stock levels, and we will need to order in larger quantities to fill these orders. If a title makes it to backlist, then our normal sales modeling will take effect, and we will order according to demand.
- From time to time there may be extraneous fees. These are rare and incidental, however any such fees will be charged back to you.
- National accounts also offer various advertising and promotion programs. We will pass information to you on any such programs if we feel it might be worthwhile for you.

**IMPORTANT NOTE: If you use a print on demand service such as Lightning Source or iUniverse, please read the following:**

Your deal with your print on demand service may include a listing at Ingram and others perhaps including Amazon.com. As you have probably learned, having your book listed does very little to actually generate sales. In fact sometimes the terms of sale are non-returnable short discount which greatly discourages sales. For us to handle your book with any account where they have it listed, you will need to contact your print on demand service and have them remove your title from those accounts before we can approach them. If you intend to keep the listing, then you must inform us of which accounts you DO NOT wish us to handle.

Some services have the various listings 'bundled' which means if you wish to cancel one listing, you must cancel others and perhaps all of them. We handle all of these accounts including Amazon. There is no added discount or other charges for New Leaf handling your Amazon business. Simply let us know that you want us to take care of it.

Please discuss the details of this with your print on demand service as they are the only ones who know where your book is listed and how the listings work. Unfortunately, we cannot help you with this as it

will depend on your particular contract with that service. You can explain this program to them and what you are trying to do, and they should be able to help you.