



Dear Publisher:

Thank you for your interest in becoming a vendor with Baker & Taylor. We are a leading full-line distributor of books, video, music and digital media product and maintain one of the largest combined in-stock book, video and music inventories in the United States. We ship more than 1 million unique ISBN's annually to both domestic and international retail stores, internet retailers, public and academic libraries, and educational institutions serving 36,000 customer accounts in 120 countries. We would be pleased to review your material for inclusion with us.

To be considered as a vendor with Baker & Taylor, publisher ***must*** agree to the following **Required Terms of Sale**:

- 55% discount off retail list price (60% discount for calendar product)
- Product is fully returnable for both overstock and damaged/defective product
- Inbound freight to Baker & Taylor paid by publisher
- 90 day payment terms

Each book must have a unique ISBN and EAN, price-point, or UPC barcode.

Publisher agrees to participate in Baker & Taylor's **International Sales Rebate Program**. Details about this program can be found in the FAQ section below.

We require all vendors selling product to us intended for children (12 years old and younger) to be in **compliance with the Consumer Product Safety Improvement Act of 2008 ("CPSIA")** issued by the U.S. Consumer Product Safety Commission (CPSC). If you are a children's publisher, we will require you to provide us with all information about your children's products which is required to be disclosed and/or obtained under the CPSIA of 2008 along with your vendor application. If any of your products do not meet the CPSC's requirements relating to the CPSIA, we cannot list those items as available through Baker & Taylor.

Baker & Taylor is a demand driven wholesaler and not a distribution service for client publishers. In this respect, we do not market or solicit sales for your titles to our customers. Please take the time to review our "Book Supplier Requirements" online at http://www.baker-taylor.com/suppliers_supplier_info.cfm prior to submitting your vendor application to us.

If you agree with our Required Terms of Sale, please complete the following Vendor Application form and return to:

Baker & Taylor
Attn: Publisher Relations Vendor Application
PO Box 6885 1120 Route 22 East
Bridgewater, NJ 08807

Your submission MUST include:

- **1** review copy each of no more than 5 of your books
- **3** copies of your marketing/promotion plan
- Any other material that you would consider helpful in your consideration as a vendor with us such as a letter of intent to purchase by a retailer or library
- If applicable, documentation stating your publishing company is in compliance with the CPSIA of 2008.

****Please note that review copies and marketing plans will not be returned.***

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Once received, we will review and consider your application. Please allow ***at least four (4) weeks*** for your material to be reviewed. You will receive a response ***via email*** from one of our Publisher Relations staff. Any publisher accepted as a vendor will be required to pay at a minimum, a *one-time, non-refundable* set up fee.

Baker & Taylor will give consideration to all applicants that meet our Required Terms of Sale. However, we reserve the right to only approve as vendors those applicants that meet our current business needs at this time.

BAKER & TAYLOR NEW VENDOR PROGRAM

PREMIUM PROGRAM - \$350.00*

- Your title(s) will be listed on our database as available for order to our customers.
- Title(s) will be purchased initially to fulfill our customer backorders only. Your title(s) will not be stocked until consistent demand is established.
- **Advertising for paid title(s)* in one of Baker & Taylor's nationally circulated catalogs. A one-time super annotation featuring your book description and jacket art, provided by the publisher, will appear in one of our catalogs. We will support the placement of your superannotation with a minimum inventory purchase to be determined upon acceptance.**

**\$350 is for one advertised title and includes a one time, no-refundable set up fee. We will accept up to four additional titles for super annotations if submitted at time of enrollment. The cost is \$200 per additional title. Titles can be no more than one (1) year past publication date to be considered.*

We offer existing members of either **IBPA, The Independent Book Publishers Association** or **APSS, Association of Publishers for Special Sales**, a discount of \$50 off Baker & Taylor's Vendor Premium Program if working with us for the first time. Contact either organization directly with questions about their organization: www.ibpa-online.org or www.bookapss.org.

Frequently Asked Questions – Vendor Application

What Would You Like To See Included In The Marketing/Promotion Plan I Will Submit?

Some of the marketing and promotion strategies we look for but are not limited to:

- Upcoming scheduled dates and locations for book signings, speaking engagements and/or radio or television appearances
- Recent published reviews in trade magazines (e.g. Publishers Weekly, School Library Journal, ForeWord, Kirkus Reviews) and/or newspapers that include publication dates
- Recent advertising
- List of reviewers you have submitted your book(s) to that include dates sent
- Letter(s) of intent to purchase from a retailer and/or library

Does Baker & Taylor Require That I Sign An Exclusive Agreement?

Baker & Taylor does NOT require an exclusive agreement in order to do business with us.

Will Baker & Taylor Stock My Books Immediately After I've Been Set Up As A Vendor?

Baker & Taylor is a demand driven wholesaler. It is our policy to monitor your titles closely and to purchase them initially *only* when we receive a firm **customer backorder**. We strongly advise you to encourage potential customers of your titles to place a backorder with us after being accepted as a vendor. This will assist in building a history of demand for your title(s). The buyer will continue to monitor your title(s) and when a consistent demand develops, your book(s) may be purchased for stock. Be sure to keep your buyer informed of your promotional and marketing efforts including book signings. ***NOTE: Publishers that are accepted for our Premium program will have the opportunity for stock position of their select title(s) in support of their super annotation(s).

Will Baker & Taylor Market My Book?

Baker & Taylor is a demand driven wholesaler and not a distribution service for client publishers. In this respect, we do not market or solicit sales for your titles to our customers. For marketing services, please refer to the list below:

- **Independent Book Publishers Association**
1020 Manhattan Beach Blvd, Ste 204
Manhattan Beach, CA 90266
Phone: 310-546-1818
Email: info@ibpa-online.org
Web: www-ibpa-online.org
- **Colorado Independent Publishers Association**
6142 W Pacific Cir
Lakewood, CO 80227
Veronica Yager, Executive Director
Phone: 720-334-8376
Email: veronica@yellowstudiosonline.com
Web: www.cipabooks.com
- **Circle of Seven Productions**
4211 Junior St
Mt. Sterling, KY 40353
Sheila English, CEO
Phone: 859-274-6088
Email: info@cosproductions.com
Web: www.cosproductions.com
- **Arbor Books**
244 Madison Avenue, #254
New York, NY 10016-2819
Olga Vladi, Marketing Director
Phone: 877-822-2500
Email: info@arborbooks.com
Web: www.arborbooks.com
- **Association of Publishers for Special Sales**
PO Box 715
Avon, CT 06001
Brian Jud, Executive Director
Phone: 860-675-1344
Email: BrianJud@bookapss.org
Web: www.bookapss.org
- **The Cadence Group**
212 Marengo Ave #2S
Forest Park, IL 60130
Phone: 708-689-0908
Email: services@thecadencegrp.com
Web: www.thecadencegrp.com
- **Media Connect**
301 E. 57TH St
New York, NY 10022
Brian Feinblum, Chief Marketing Officer/VP
Phone: 212-715-1600
E-mail: brianf@finnpartners.com
Web: www.media-connect.com
- **New Shelves**
20 Office Park Way, Ste 126
Pittsford, NY 10022
Amy Collins, President
Phone: 518-261-1300 ext 301
E-mail: services@newshelvesdistribution.com
Web: www.newshelves.com

Frequently Asked Questions - Vendor Application

(continued)

What is the International Sales Rebate Program?

Baker & Taylor sells approximately \$250M of product in the International market place. We reach 11,000 customers in over 100 different countries. While many of our publishing partners have local sales representation we reach customers that are often beyond the publisher's on the ground sales force or agents. Many of our customers look to B&T as their single source supplier for both physical and digital content.

Our International Rebate Program offers the publisher:

- detailed monthly international sales report by title, country and market type (library or retail).
- marketing of titles to customers utilizing new and existing marketing vehicles, such as *International Trade Zone*, *Academia* and expanded, targeted E-Blasts.
- reduction in your overall operational costs as we export your international shipments - shipping export costs are eliminated, publisher direct receivables are reduced and overall royalty payments are reduced for titles exported.

The cost of the program is a 5% rebate on all international sales at list, sold by B&T on your behalf. The rebate will be automatically deducted from your account on a monthly basis. As a participant in this program, the publisher agrees to a monthly rebate of 5% of list price on all **International** sales sold through Baker & Taylor. This rebate program will begin the first of the month following the effective date of this signed agreement and will be debited monthly. This program operates on a rolling 12 month basis, with auto-renewal at the end of 12 months from inception. Annual renewal may be cancelled with written notice to your Buyer 90 days prior to renewal date.

Where Can I Find Out More Information About The Consumer Product Safety Act Of 2008, "CPSIA"?

The CPSIA, along with other directives and amendments, enacts requirements related to lead paint, lead content, phthalates and tracking labels for products designed or intended primarily for children twelve years old or younger. The U.S. Consumer Product Safety Commission has developed an informational website for the CPSIA, which you can view at <http://www.cpsc.gov>. **Ordinary books and paper-based printed materials are excluded from third party testing for lead content.** See <http://www.cpsc.gov/en/business--manufacturing/business-education/lead/total-lead-content/>

What is An Imprint?

An imprint is the designation under which a publisher issues a given list of titles. A publisher's name, often with a date, address and edition of a publication, are printed at the bottom of the title page. Imprints are often used by publishing houses to develop a specific market/brand of books. For example, a publisher may use one imprint for their business books, and another imprint for their lifestyle/cooking books.

What Is EDI?

Electronic Data Interchange (EDI) is a set of computer interchange standards for business documents such as invoices, bills, and purchase orders. Baker & Taylor does not require you to be EDI compliant unless you have net sales volume of \$30,000 or more with us. Publishers with an annual net sales volume with Baker & Taylor of less than \$30,000 per year must make every effort to provide EDI ordering capabilities. For more information on how to establish an EDI relationship with Baker & Taylor, please visit our Suppliers page on our website: http://www.btol.com/supplier_info.cfm

What is a Bookland EAN Barcode?

The Bookland EAN Barcode is a 13 digit code used internationally to identify and track books. This is the preferred bar code of choice in the book industry. The Book Industry Study Group (BISG) has adopted a policy recommending that there be only one bar code, the Bookland EAN, on Cover 4 (the back cover) of any book including the human-readable ISBN-13 above the bar code. B&T follows BISG standards for bar coding. For further information visit their website at <http://www.bisg.org/>

Frequently Asked Questions -Vendor Application

(continued)

What Will Happen If I Do Not Bar Code Or Incorrectly Bar Code My Books?

Baker & Taylor requires that all merchandise is bar coded with a unique EAN, Price-Point, or UPC bar code following Book Industry Study Group (BISG) standards. If product is shipped to Baker & Taylor with an incorrect or missing barcode, it will require us to affix a generic bar code to the product. Non-compliance will result in a chargeback to the publisher of \$0.40 to create and apply a bar code label per unit.

I've Recently Acquired The Rights To One Or More Books From Another Publishing Company. I'd Like To List Them On Your Database. How Can I Do This?

Baker & Taylor will require that you submit an application to become a vendor with us. You will also need to provide us with verification from the previous publisher(s) releasing the rights to you. Include this documentation with your completed Vendor Application. Also, we highly recommend that you reprint the book with your own ISBN.



VENDOR APPLICATION

Contact Information	
Publisher Name	
Contact Name & Title	
E-mail address (Required)	
Phone	
Publisher Address (U.S. or Canadian address only)	
Web Address	
Company Information	
How many years has your publishing company been in business?	
Are you currently working with any other wholesalers or distributors by exclusive contract?	<input type="checkbox"/> Yes , If yes, with whom? <input type="checkbox"/> No
If leaving your current distributor, please provide the date your contract expires.	
Are you currently publishing under more than one imprint name? If yes, specify imprints.	
Product Information	
Please list your ISBN prefixes. (This includes all numbers of the ISBN minus the last 2-3 numbers.)	
Are you currently publishing or will publish in the following formats (check all that apply and must include at least one selection)?:	<input type="checkbox"/> Adult Hardcover <input type="checkbox"/> Spoken Word Audio <input type="checkbox"/> Adult Paper <input type="checkbox"/> Calendars <input type="checkbox"/> Juvenile Hardcover <input type="checkbox"/> CD-Rom <input type="checkbox"/> Juvenile Paper <input type="checkbox"/> Juvenile Reinforced Binding
If you checked Juvenile Hardcover, Paper or Reinforced Binding above, does this product comply with the CPSIA of 2008?	<input type="checkbox"/> Yes <input type="checkbox"/> No - Please explain:

Product Information cont.	
How many titles do you currently have in print?	
Are you publishing any Spanish language titles? If yes, how many?	
How many active titles do you currently have published in total?	
What forthcoming titles do you have releasing this year and what are their publication dates?	
What is your average suggested retail price for your books?	
What is the publication date(s) of the title(s) you are submitting for review?	
What is the primary subject type of your product line?	
Sales & Marketing Information	
What are your year-to-date gross sales and units?	
What is the primary market for your titles (retail, internet, library, school, etc.)?	
What percentage of your total sales is through this market?	
How do you market your titles to these channels?	
What is your annual marketing budget?	
Operations Information	
Are you set up to receive purchase orders via Electronic Data Interchange (EDI)?	<input type="checkbox"/> Yes No <input type="checkbox"/>
Can you conduct business online via email? (required)	<input type="checkbox"/> Yes No <input type="checkbox"/>

Submission of this form with signature indicates your agreement with the **Required Terms of Sale**, but does not constitute an agreement for Baker & Taylor to distribute your product nor does it imply a guarantee of supplier acceptance. **Required Terms of Sale: 55% discount, product fully returnable for both overstock & damaged/defective, inbound freight paid by publisher, 90 day payment terms.**

➤ **Authorized signature:**

Date:

Go to next page.....

Return Application along with:

- **1 review copy each** of no more than 5 of your books
- **3 copies of your marketing/promotion plan** (We will not review your application if copies are not included.)
- Any other material that you would consider helpful in your consideration as a vendor with us such as a letter of intent to purchase by a retailer or library

To: Baker & Taylor
Attn: Publisher Relations Vendor Application
PO Box 6885 1120 Route 22 East
Bridgewater, NJ 08807