



Dear Publisher/Distributor:

Thank you for your interest in becoming a vendor with Baker & Taylor. We are a leading full-line distributor of books, video, and music products and maintain one of the largest combined in-stock book, video and music inventories in the United States. We ship nearly 1.2 million unique ISBN's annually to both domestic and international retail stores, internet retailers, public and academic libraries, and educational institutions serving 38,000 customer accounts in 129 countries.

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
- 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.

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 new 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.btol.com/supplier\\_details.cfm](http://www.btol.com/supplier_details.cfm) prior to submitting information 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
- 5 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.***

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. See the following page for more details.

**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.**

## **VENDOR PROGRAMS**

Baker & Taylor reviews all applicants for acceptance in one of the following vendor programs. Acceptance into any of these programs will depend on a combination of your sales history, marketing plan, and product information. In some instances, our acceptance offer will be on the condition that you agree to participate in our Premium Program.

Upon acceptance we will notify you of which programs you qualify for.

### ***STANDARD PROGRAM – \$125.00\****

- 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.

*\*This is one time, non-refundable set up fee to have all your titles listed with us.*

### ***PREMIUM PROGRAM - \$350.00\****

Includes the same benefits as the Standard Program above as well as:

- 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.*

### ***PREMIUM PLUS PROGRAM - \$450.00\****

Includes the same benefits as the Standard and Premium Program above as well as:

- One year subscription to Publisher Alley, an online tool for in-depth analysis of book sales through Baker & Taylor which will include daily sales, demand, and inventory updates of your titles.

*\*\$450 is for one advertised title plus Pub Alley subscription and includes a one time, non-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. Visit [www.puballey.com](http://www.puballey.com) for a features demonstration.*

## 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) 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.

### **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 new 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>.

### **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 or Premium Plus programs will have the opportunity for stock position of their select title(s) in support of their superannotation(s).

### **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.

### **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](http://www.btol.com/supplier_info.cfm)

## Frequently Asked Questions -Vendor Application

(continued)

### **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/>

### **How Does ISBN-13 Affect The Bar Code On Books?**

The ISBN-13 is exactly equivalent to the 13-digit Bookland EAN (EAN-13) currently displayed below (and encoded within) every book's Bookland EAN bar code. There has been no change to the Bookland EAN bar code itself or to the number encoded within it. The human-readable ISBN displayed above the Bookland EAN bar code has changed, however, with the currently printed ISBN-10 being replaced by the new ISBN-13.

### **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.



**BAKER & TAYLOR**

*the future delivered*

**VENDOR APPLICATION**

<b>Contact Information</b>	
Publisher Name	
Contact Name & Title	
E-mail address (Required)	
Phone	
Publisher Address (U.S. address only)	
Web Address	
<b>Company Information</b>	
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.	
Is your company based in the United States or Canada?	
<b>Product Information</b>	
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 (Cassette or CD) <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:

<b>Product Information cont.</b>	
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?	
<b>Sales &amp; Marketing Information</b>	
What are your year-to-date gross sales and units?	
What is the primary market for your titles (retail, internet, library, school, etc.)?	
How do you market your titles to these channels?	
What percentage of your total sales is through this market?	
What is your annual marketing budget?	
<b>Operations Information</b>	
Are you set up to receive purchase orders via Electronic Data Interchange (EDI)?	<input type="checkbox"/> Yes <input type="checkbox"/> No
Can you conduct business online via email? (required)	<input type="checkbox"/> Yes <input type="checkbox"/> No

Submission of this form 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:**

---

Return Application along with:

- 1 review copy each of no more than 5 of your books
- 5 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

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