



2023

MARKETING
GUIDE

WHEN LIBRARY DECISION-MAKERS
NEED EXPERT SUPPORT, THEY TURN
TO BAKER & TAYLOR.

**MAKE SURE YOU'RE
THERE WITH US.**

A storied history, a boundless future.

There has never been a more critical moment for libraries and the role they serve in their communities. As the premier supplier to public and academic libraries, Baker & Taylor knows the challenges they face and the solutions they need. We are excited to partner with you in serving these important institutions.

Inside this 2023 Marketing Guide you will find innovative programs and tools to market your products to librarian decision makers. From catalogs, to websites, emails, and custom programs, we have a unique assortment of marketing vehicles to engage new and existing customers. We are constantly working to optimize our marketing programs and deliver the impact our publishing partners need. And as always, our team is here to help you identify the marketing assortment to achieve your goals.

Contact your Strategic Marketing & Content Coordinator to discover the right programs for you!

STRATEGIC MARKETING & CONTENT COORDINATORS:

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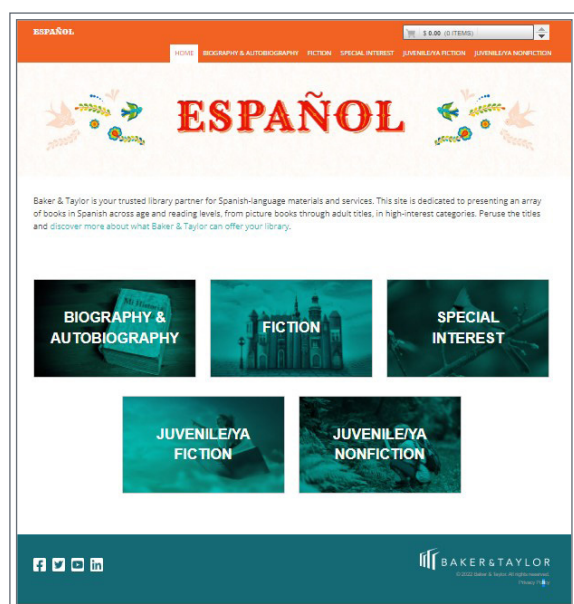
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Solo Español

Solo Español is dedicated to presenting an array of books in Spanish across age and reading levels, from picture books through adult titles, in a range of high-interest categories. An email is sent to our customers notifying them of the newest site update.

Submission template available.

AD RATE

Per Title \$1,000

Email Circulation

25,000

Open Rate

30%

Click Rate

14%

DEADLINES

ISSUE DATE	RESERVE DATE	AD DUE DATE	EMAIL DATE
Spring	12/1/22	1/1/23	2/28/23
Summer	5/1/23	6/1/23	7/28/23

Title Source 360

A dynamic ordering system that allows our customers to purchase print and digital titles from one trusted source. *Title Source 360's* customizable profiles provide personalized search results that ensure you can reach the right buyer for your product every time. *Title Source 360* has two instances, children's/ YA and adult, so now you can personalize your search results even more!

ZONE RATES

Homepage Leaderboard (Weekly) \$2,500

Zones 1, 2, 3

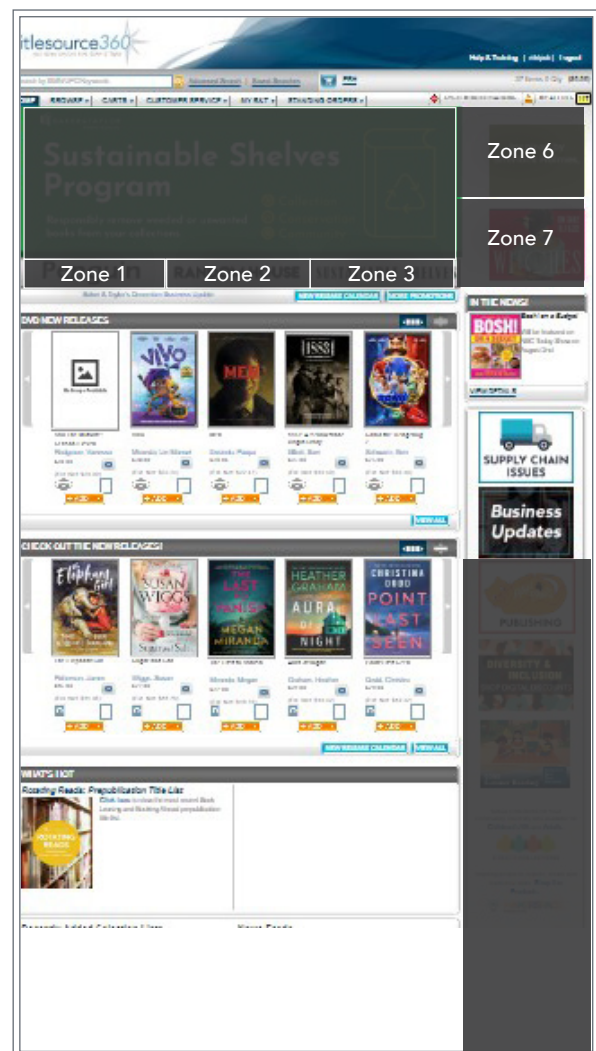
Homepage Banner (Weekly) \$1,500

Zones 6, 7

Homepage Promotion (Weekly) \$1,000

Zones 16-20

Users
25,000



whisper, Shout, YELL!

whisper, Shout, YELL! is a showcase for exciting new authors. The program is designed to build interest and enthusiasm for debut authors in three ways: the “whisper” comes in the form of a dedicated microsite introducing forthcoming debut authors in categories including fiction, narrative nonfiction, middle grade, and young adult; the “Shout” is through featured titles (like yours) and staff picks (endorsed by a committee of readers and participants) that will be posted on the site; and the “YELL” will be a comprehensive marketing plan that will include emails, banners, and other initiatives to present first-time authors to the people they need to know most—our customers! An email is sent to our customers notifying them of the newest site update.

Submission template available.

AD RATE
Per Title \$1,500

Email Circulation
20,000

Open Rate
32%

Click Rate
10%

W

S

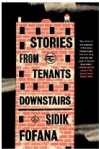
Y

HOME ADULT FICTION ADULT NONFICTION MIDDLE GRADE YOUNG ADULT RELEASE DATE+

\$ 0.00 (0 ITEMS) VIEW YOUR CART

FIRST TIME AUTHOR SHOWCASE

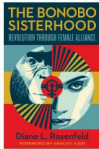
Discover fresh reads from new voices in the adult fiction, adult nonfiction, middle grade and young adult categories.



STORIES FROM THE
TENANTS DOWNSTAIRS
SIDIK FOFANA

STORIES FROM THE
TENANTS DOWNSTAIRS


Set in a Harlem high rise, a stunning debut about a tight-knit cast of characters grappling with their own personal challenges while the force of gentrification threaten to upend life as they know it.



THE BONOBO SISTERHOOD
REVOLUTION THROUGH FEMALE ALLIANCE
Diane L. Rosenfeld

THE BONOBO SISTERHOOD:
REVOLUTION THROUGH
FEMALE ALLIANCE


The Bonobo Sisterhood is a revolutionary call to action for women and their allies to protect one another from patriarchal violence. Internationally recognized legal expert Diane L. Rosenfeld introduces us to a groundbreaking new model of female solidarity.



THIS IS WHY THEY HATE US
ENRIQUE

THIS IS WHY THEY HATE US

Enrique has one goal this summer—get over his crush on Saleem by pursuing other romantic prospects. Never mind that he's only out to his best friend, that he has absolutely zero game—or that the unattainable Saleem is leaving LA for the summer to meet a girl his parents are setting him up with...



MARIKIT AND THE OCEAN OF STARS
CAPLE MCMANIS COLE

MARIKIT AND THE OCEAN OF STARS

Marikit, a destitute Filipino girl, ventures into the land of the engkantos, or nature spirits, to save herself and her mother from a sinister fate.

DEADLINES

ISSUE DATE	RESERVE DATE	AD DUE DATE	EMAIL DATE
Winter	11/1/22	12/1/22	1/20/23
Spring	2/1/23	3/1/23	4/20/23
Summer	5/1/23	6/1/23	7/20/23
Fall	8/1/23	9/1/23	10/20/23
Winter	11/1/23	12/1/23	1/20/24

CATS Series

CATS Series features series categorized by picture books, easy readers, children's fiction, children's nonfiction, graphic novels and manga, teen fiction, and teen nonfiction. This Automatically Yours™ program provides the opportunity for libraries to receive information about ongoing and popular series to meet the collection development needs of youth services.

AD RATES | PORTRAIT LAYOUT

Front Cover (Page 1) \$5,000

Inside Front Cover (Page 2) \$4,000

Premium Placement (Pages 3-10) \$3,000

Full Page \$2,500

Half Page \$1,500

The **BLOCKBUSTER** kid-favorite series **WEIRD BUT TRUE!** is busting out with a **BIG, BOLD ANNUAL** extravaganza of the **WACKIEST, WILDEST**, and downright **WEIRDEST WONDERS** on planet Earth!

It's a fun and fact-filled journey across all 7 continents, deep into the ocean, and far out into space.

40+ titles and counting! Collect 'em all!

Continuing Series for Children's and Teen Services
SUMMER/FALL 2022

Nathan Fairbairn & Michele Assarasakorn Discuss Their New Series, **PAWS**

Automatically Yours™ Guarantees You'll Never Miss Out on Favorite Series

Paw Prints Are Back!!!

WEIRD BUT TRUE! WORLD 2023
9781426337312 PCB \$24.99
9781426337424 RLB \$34.95
9-118 x 11-118 x 304 pages

WEIRD BUT TRUE! 10
9781426337079 PB
9781426337086 RLB

WEIRD BUT TRUE! DINOSAURS
9781426337505 PB
9781426337512 RLB

WEIRD BUT TRUE! GEEK MYTHOLOGY
9781426337893 PB
9781426337904 RLB

NATIONAL GEOGRAPHIC KIDS

AVAILABLE WHEREVER BOOKS ARE SOLD

© 2022 National Geographic Partners, LLC

Email Circulation
20,000

Open Rate
35%

Click Rate
12%

DEADLINES

ISSUE DATE	RESERVE DATE	AD DUE DATE	EMAIL DATE
Winter/Spring	10/15/22	11/15/22	1/10/23
Summer/Fall	3/15/23	4/15/23	6/12/23
Winter/Spring	10/15/23	11/15/23	1/10/24

Diversity & Inclusion

Diversity & Inclusion offers libraries an easy resource to discover titles for children and adults, with a focus on diverse cultures, abilities, backgrounds, locations, and identities. Librarians know that when readers see themselves represented in books, they read more. The *Diversity & Inclusion* catalog will be in high demand as libraries seek to diversify their collections.



AD RATES | LANDSCAPE LAYOUT
Front Cover \$3,500
Full Page \$2,400
Half Page \$1,200

Email Circulation
20,000
Open Rate
48%
Click Rate
12%

DEADLINES

ISSUE DATE	RESERVE DATE	AD DUE DATE	EMAIL DATE
Spring	12/1/22	1/1/23	2/20/23
Summer	4/1/23	5/1/23	6/20/23
Winter	8/1/23	9/1/23	10/20/23

Forecast

Forecast, our most extensive publication, is a monthly digital catalog promoting new and forthcoming adult hardcover, trade, and mass-market paperback and large-print titles, as well as audio books and eBooks. *Forecast* lets you speak directly to librarians about future bestsellers and other noteworthy titles.

AD RATES | PORTRAIT LAYOUT

Front Cover (Page 1) \$7,000

Inside Front Cover (Page 2) \$6,000

Premium Placement (Pages 3-18) \$5,000

Companion Ads \$4,000

Full Page \$4,000

Half Page \$2,000



DEADLINES

ISSUE DATE	RESERVE DATE	AD DUE DATE	EMAIL DATE
January	10/1/22	11/1/22	12/15/22
February	11/1/22	12/1/22	1/16/23
March	12/1/22	1/1/23	2/15/23
April	1/1/23	2/1/23	3/15/23
May	2/1/23	3/1/23	4/17/23
June	3/1/23	4/1/23	5/17/23
July	4/1/23	5/1/23	6/15/23
August	5/1/23	6/1/23	7/17/23
September	6/1/23	7/1/23	8/15/23
October	7/1/23	8/1/23	9/15/23
November	8/1/23	9/1/23	10/16/23
December	9/1/23	10/1/23	11/15/23

Email Circulation
25,000

Open Rate **45%** Click Rate **14%**

Graphic Novels

Graphic Novels features recent and forthcoming graphic novel and manga titles. Selections are presented by genre and include age ratings.



AD RATE | LANDSCAPE LAYOUT

Front Cover (Page 1) \$5,000
Full Page \$3,900
Half Page \$2,100

Email Circulation
25,000
Open Rate
38%
Click Rate
10%

DEADLINES

ISSUE DATE	RESERVE DATE	AD DUE DATE	EMAIL DATE
Spring	12/15/22	1/15/23	3/1/23
Summer	3/15/23	4/15/23	6/1/23
Winter	7/15/23	8/15/23	10/2/23

Growing Minds

Growing Minds is a comprehensive guide to children's and teen selections, featuring new titles of interest to all age levels, from babies to young adults. Each issue of *Growing Minds* contains editorial content and special collections covering a variety of subjects.

AD RATE | PORTRAIT LAYOUT

Front Cover (Page 1) \$7,000

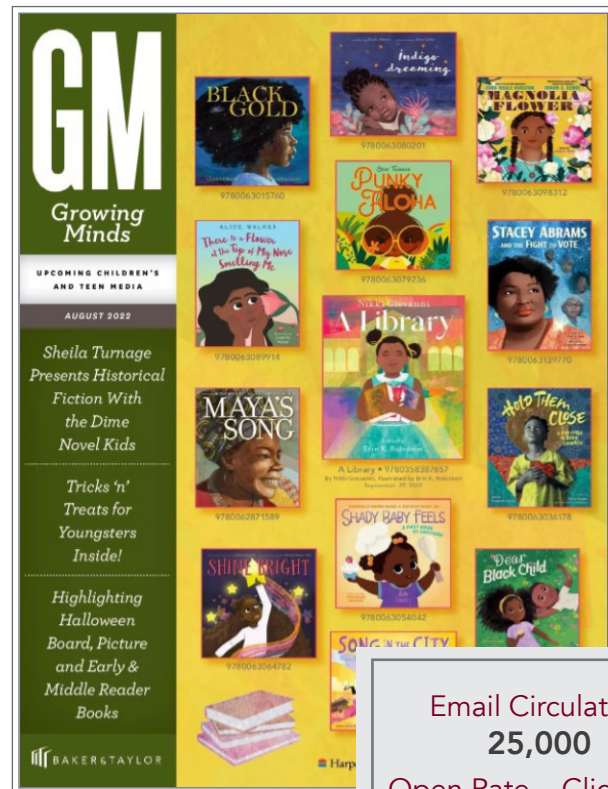
Inside Front Cover (Page 2) \$5,000

Premium Placement (Pages 3-10) \$4,000

Companion Ads \$3,800

Full Page \$3,800

Half Page \$1,800



Email Circulation
25,000

Open Rate **36%** Click Rate **10%**

DEADLINES

ISSUE DATE	RESERVE DATE	AD DUE DATE	EMAIL DATE
January	10/1/22	11/1/22	12/15/22
February	11/1/22	12/1/22	1/17/23
March	12/1/22	1/1/23	2/15/23
April	1/1/23	2/1/23	3/15/23
May	2/1/23	3/1/23	4/17/23
June/July	3/1/23	4/1/23	5/22/23
August	5/1/23	6/1/23	7/17/23
September	6/1/23	7/1/23	8/15/23
October	7/1/23	8/1/23	9/15/23
November/December	8/1/23	9/1/23	10/30/23

Humanitas Unbound

Humanitas Unbound focuses on the general humanities and social sciences. The catalog features titles on visual and performing arts, literature, philosophy, law, politics, history, and more.

AD RATE | LANDSCAPE LAYOUT

Front Cover (Page 1) \$2,700

Full Page \$1,800

Half Page \$1,200



DEADLINES

ISSUE DATE	RESERVE DATE	AD DUE DATE	EMAIL DATE
Summer	2/15/23	3/15/23	5/10/23
Winter	8/15/23	9/15/23	11/10/23

Email Circulation 20,000 Open Rate 35% Click Rate 10%



La Vida Español

La Vida Español is Baker & Taylor's resource catalog for Spanish materials. *La Vida Español* spotlights new and upcoming title selections and is an excellent ordering tool, as well as a guide for developing Spanish collections in both adult and children's libraries.

AD RATE | LANDSCAPE LAYOUT

Front Cover (Page 1) \$2,700

Full Page \$1,800

Half Page \$1,200

DEADLINES

ISSUE DATE	RESERVE DATE	AD DUE DATE	EMAIL DATE
Spring	12/1/22	1/1/23	2/2/23
Summer	3/1/23	4/1/23	5/22/23
Fall	7/1/23	8/1/23	9/28/23
Winter	9/1/23	10/1/23	11/22/23

Email Circulation 25,000 Open Rate 36% Click Rate 10%

Scope

Scope is Baker & Taylor's scientific, technical, medical, and academic resource catalog. Scope showcases new and upcoming title selections and is an excellent ordering tool, as well as a guide for developing academic collections.

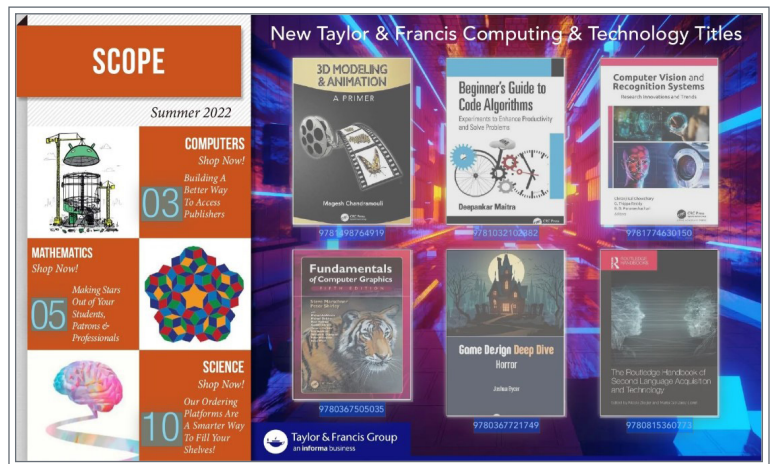
AD RATE | LANDSCAPE LAYOUT

Front Cover (Page 1) \$4,000

Full Page \$3,000

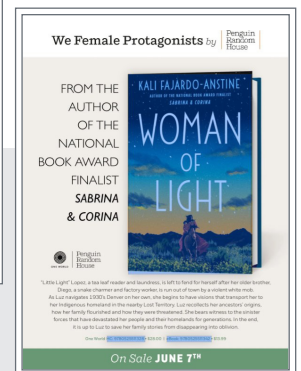
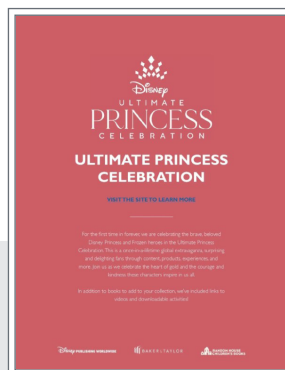
Half Page \$2,000

Email Circulation	Open Rate	Click Rate
20,000	34%	11%



DEADLINES

ISSUE DATE	RESERVE DATE	AD DUE DATE	EMAIL DATE
Spring	11/15/22	12/15/22	2/22/23
Fall	7/15/23	8/15/23	10/18/23



Specialty Catalogs

- Enhanced title and publisher search •
- Buy Now links •
- Send and share functionality •
- Interactive and multimedia options •
- Print on demand •
- And more •

Please contact your Strategic Marketing & Content Coordinator for more details and specific pricing.

Spirit

Spirit previews notable religious and inspirational titles for adults and children. Featuring both fiction and nonfiction titles, *Spirit* provides annotated title listings for topics including world religion, family life, scripture, and related titles.

AD RATE | LANDSCAPE LAYOUT

Front Cover (Page 1) \$2,700

Full Page \$1,800

Half Page \$1,200

Email Circulation	Open Rate	Click Rate
20,000	38%	11%



DEADLINES

ISSUE DATE	RESERVE DATE	AD DUE DATE	EMAIL DATE
Spring	12/15/23	1/15/23	3/13/23
Fall	6/15/23	7/15/23	9/13/23



Email Circulation	Open Rate	Click Rate
25,000	32%	10%

STEAM Ahead

STEAM Ahead is dedicated to providing valuable information from the publishing community and presenting title offerings that align with and support the classroom curriculum.

AD RATE | PORTRAIT LAYOUT

Front Cover (Page 1) \$5,000

Full Page \$2,000

Half Page \$1,500

DEADLINES

ISSUE DATE	RESERVE DATE	AD DUE DATE	EMAIL DATE
Spring	11/15/22	12/15/22	2/22/23
Fall	5/15/23	6/15/23	8/22/23

Travel

Travel is an exciting catalog featuring forthcoming travel guides and regional titles, making it the perfect place to highlight your travel titles.



AD RATE | LANDSCAPE LAYOUT

Front Cover (Page 1) \$2,700

Full Page \$1,800

Half Page \$1,200

Email Circulation

25,000

Open Rate Click Rate

22%

10%

DEADLINES

ISSUE DATE	RESERVE DATE	AD DUE DATE	EMAIL DATE
Spring	11/1/22	12/1/22	1/19/23
Fall	7/1/23	8/1/23	9/19/23

UP Close

UP Close focuses on the best regional titles published by university presses. This catalog features new and forthcoming titles of regional interest in order for libraries to showcase what their region, state, or city has to offer.

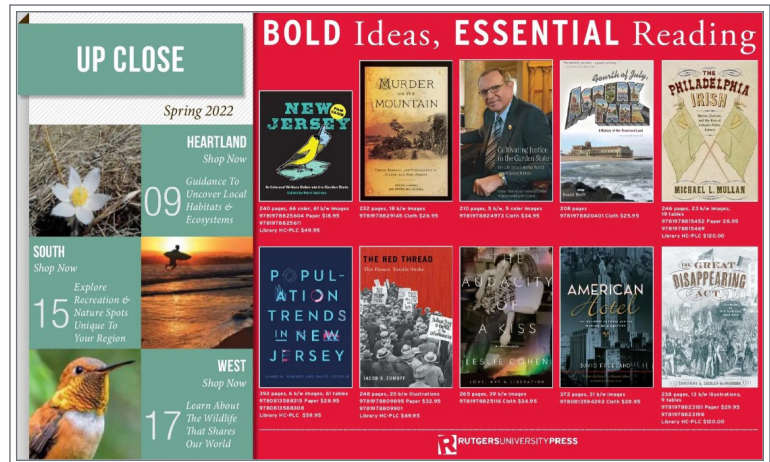
AD RATE | LANDSCAPE LAYOUT

Front Cover (Page 1) \$2,700

Full Page \$1,800

Half Page \$1,200

Email Circulation	Open Rate	Click Rate
25,000	34%	11%



DEADLINES

ISSUE DATE	RESERVE DATE	AD DUE DATE	EMAIL DATE
Spring	1/1/23	2/1/23	3/27/23
Fall	7/1/23	8/1/23	9/18/23



UPtake

UPtake focuses on the best trade books published by university presses and features new and forthcoming hardcover and paperback books in all subjects.

AD RATE | LANDSCAPE LAYOUT

Front Cover (Page 1) \$2,700

Full Page \$1,800

Half Page \$1,200

DEADLINES

ISSUE DATE	RESERVE DATE	AD DUE DATE	EMAIL DATE
Spring	12/15/22	1/15/23	3/3/23
Fall	6/15/23	7/15/23	9/5/23

Email Circulation	Open Rate	Click Rate
25,000	36%	10%

CATS Meow

CATS Meow, sent 10 times a year, is a flagship newsletter that focuses on children's and teen materials and library news. Emailed to a targeted list of public libraries, CATS Meow includes title descriptions (up to 150 characters) and Buy Now links.

Submission template available.

AD RATES

Featured Title \$1,000

Author Interview (Publisher provided) \$1,100

Email Circulation	Open Rate	Click Rate
15,000	25%	12%

DEADLINES

ISSUE DATE	MATERIALS DUE
January	12/1/22
February	1/1/23
March	2/1/23
April	3/1/23
May	4/1/23
June/July	5/1/23
August	7/1/23
September	8/1/23
October	9/1/23
November/December	10/1/23

BAKER & TAYLOR

CATS Meow
Resources and News for Youth Librarians

Children's And Teen Services

Here's the latest news from Baker & Taylor CATS!

In this issue:

- Summer Reading events continue
- Get to know Paw Prints Publishing
- Author interview: Molly Idle
- Introducing Boundless for Kids and Teens
- David Levithan contest
- What We're Reading and more!

Summer Reading Events Continue

Our LIVE Summer Reading author events have already begun! Find and register for upcoming events here.

Paw Prints Publishing Is Here

Check out our new Paw Prints Publishing webpage, with introductions to the inaugural list that just published, a link to order titles in 15360, and more.

Author Interview

Molly Idle is the author and illustrator of the Caldecott Honor-winning picture book Flora and the Flamingo and many, many more. Her new picture book, Witch Hazel, arrives in mid-October. Read more here.

In Your Library

We're proud to introduce: Boundless for Kids and Teens (by Baker & Taylor): Infinite ways for kids and teens to engage with your library, virtually. Learn more here!

Featured Titles

Everything in Its Place
By Rhine David-Sax | Random House Children's Books | 9780593378823 | Hardcover | \$17.99 | Available 7/12/2022
A love letter to reading and libraries, an inspiring and poetic story about finding empathy and connections with the world around us and overcoming social anxiety to find self-acceptance.

Black Girl Rising
By Dimple James, illustrated by Tayana Rasheedah | Chronicle Books | 9781452154878 | Hardcover | \$18.99 | Available
This enduring anthem for Black girls celebrates their power, potential, and brilliance - for themselves and for the world.

BUY NOW

Encouraging Conversations

Encouraging Conversations features titles for children and adults on challenging topics aimed at starting discussions and encouraging growth. Emailed monthly to a targeted list of public libraries, *Encouraging Conversations* includes jacket images and a link to purchase the titles. **Submission template available.**

AD RATES

Multi (up to 10 titles) \$3,000

DEADLINES

MONTH/OCCASION DATE	RESERVE DATE
January	1/1/23
February	2/1/23
March	3/1/23
April	4/1/23
May	5/1/23
June	6/1/23
July	7/1/23
August	8/1/23
September	9/1/23
October	10/1/23
November	11/1/23
December	12/1/23

BAKER & TAYLOR

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Encouraging Conversations

Listen. Learn. Share.

Diversity & Inclusion from Random House

Baker & Taylor wants to provide curated resources for your library to participate in the conversations in your community.

Explore the adult booklist from Random House below related to diversity and inclusion to get the conversation started.

Email Circulation

20,000

Open Rate

23%

Click Rate

10%

Fast Facts

Fast Facts is Baker & Taylor's weekly list of hot new book releases, current fast-movers, book club selections, *New York Times* bestsellers, and publicity flashes. *Fast Facts* features jacket images, title descriptions (up to 150 characters), and Buy Now links.

Submission template available.

AD RATES

Feature of the Week \$1,000

DEADLINES

One week prior to email send date.

Email Circulation	Open Rate	Click Rate
25,000	24%	10%

Featured Title(s)

This weekly email is a great vehicle to reach our customers. Build your title selections around a specific theme or genre by including descriptive copy and jacket images. Each *Featured Title* email allows up to 450 characters per title and includes Buy Now links.

Submission template available.

AD RATES

Single \$4,000

Multi (up to six titles) \$6,000

DEADLINES

Two weeks prior to email send date.

Email Circulation	Open Rate	Click Rate
25,000	25%	11%

Focus On

Focus On promotes titles relating to popular merchandising themes including back-to-school, Pride month, depression, and STEM/computer titles.

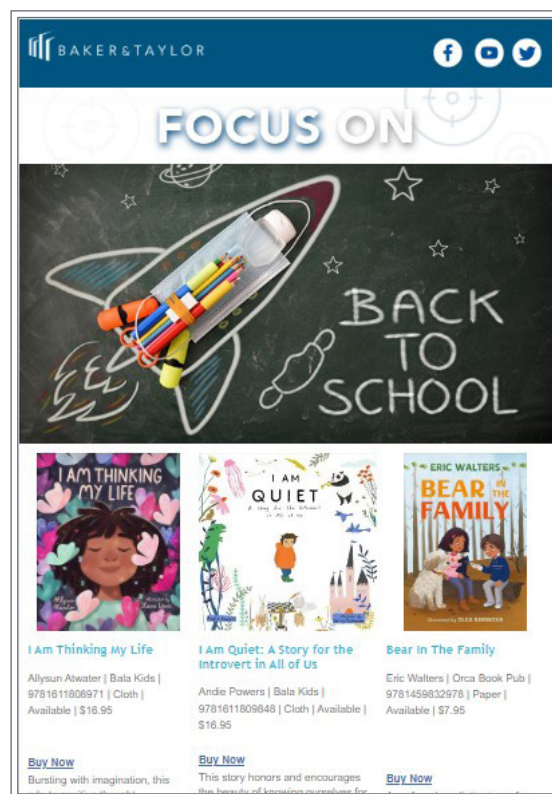
Submission template available.

AD RATE

Per Title \$1,000

Email Circulation
20,000

Open Rate Click Rate
34% 11%



DEADLINES

MONTH/OCCASION	TITLE INFO DUE	EMAIL DATE
January - Women's History	1/1/23	1/16/23
February - Spring	2/1/23	2/15/23
March - Mother's Day	3/1/23	3/15/23
April - Father's Day	4/1/23	4/14/23
May - Pride Month	5/1/23	5/15/23
June - Back-to-School	6/1/23	6/15/23
July - Mystery & Suspense	7/1/23	7/14/23
August - Halloween	8/1/23	8/15/23
September - Kindness & Empathy	9/1/23	9/15/23
October - Mental Health Awareness	10/1/23	10/16/23
November - New Year, New You	11/1/23	11/15/23
December - Celebrate Black History	12/1/23	12/15/23

Holiday

The holiday season is a great time to give books and other entertainment products to family, friends, co-workers, and children. Spotlight your gift titles to the perfect audience with this annual holiday email. **Submission template available.**

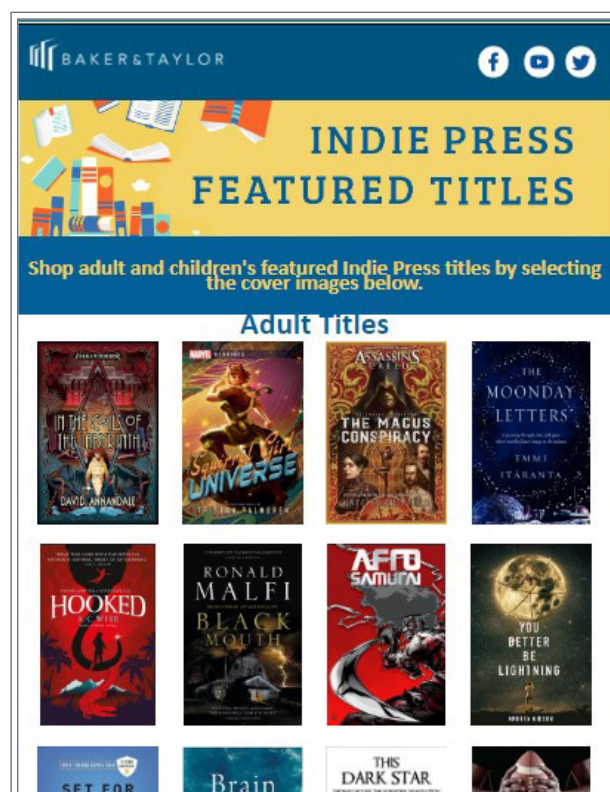
AD RATES

Per Title \$1,000

DEADLINES

8/1, Release Date: October

Email Circulation
20,000



Indie Press Featured Titles

Monthly email highlighting current and forthcoming releases for adults and children from independent presses. Jacket images are linked to Title Source 360 for easy purchase. Emailed to a targeted list of public libraries. **Submission template available.**

AD RATES

Per Title \$200

DEADLINES

One month prior to email send date.

Email Circulation 20,000 Open Rate 33% Click Rate 16%

2024 Cat Calendar

The *Cat Calendar*, which features winning photos from our Cat Calendar contest, is a favorite among our library customers. With your ads appearing in front of our customers for a month at a time, this is a fantastic opportunity to promote selected titles to librarians and patrons. Measuring 12" x 9", this 12-month calendar will be on constant display.

AD RATE

Monthly Page \$2,000

AD SPECIFICATIONS

3.3264" (W) x 7.1397" (H) PDF (no bleed)

DEADLINES

ISSUE	RESERVE DATE	AD DUE DATE	MAIL DATE
2024 Cat Calendar	7/1/23	8/1/23	10/15/23



Quantity
7,500



Adult TitleTalks

Deliver title information for adult materials as a preview or trend overview for librarians and library patrons through *Adult TitleTalks*. Corresponding bibliographies are posted on Title Source 360 to support materials covered.

Please contact your Strategic Marketing & Content Coordinator for event details and pricing.

Advance Reading Copy (ARC)

This program is used to promote new or breakout authors. Baker & Taylor's ARC program enables publishers to distribute physical copies of forthcoming titles to core accounts before the actual street date. Publisher-created flyers/blads may also be inserted in the mailings.

Adult

FREQUENCY	QUANTITY
Mailed Monthly	500

Young Adult

FREQUENCY	QUANTITY
Mailed four times a year (January, April, August, and September)	550

Children

Includes samples and pre-published materials appropriate for toddlers through sixth grade

FREQUENCY	QUANTITY
Mailed three times a year (January, April, and October)	500

AD RATE

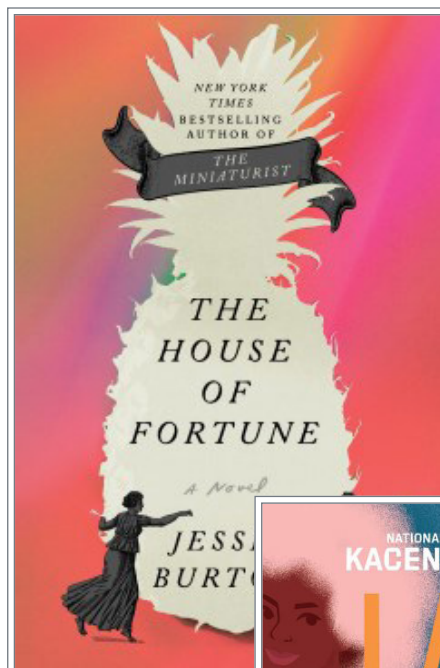
Adult ARC	\$1,850
Adult Blad	\$1,250
Adult Flyer	\$950
Young Adult ARC	\$1,400
Young Adult Blad	\$1,000
Young Adult Flyer	\$900
Children's ARC	\$900
Children's Flyer	\$600

DEADLINES & REQUIREMENTS

Books and flyers/ads must be bound with a two- or four-color cover.
Send copies two weeks prior to scheduled mail date to:

Baker & Taylor ARC Program
 c/o Midland Adult Services
 60 Industrial Parkway
 North Branch, NJ 08876

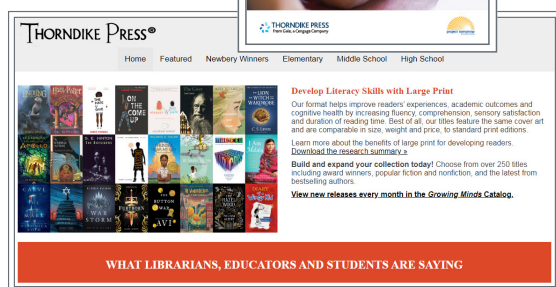
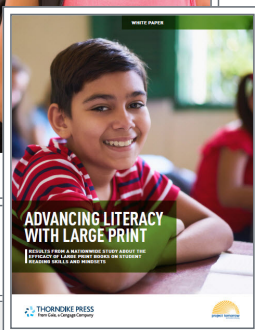
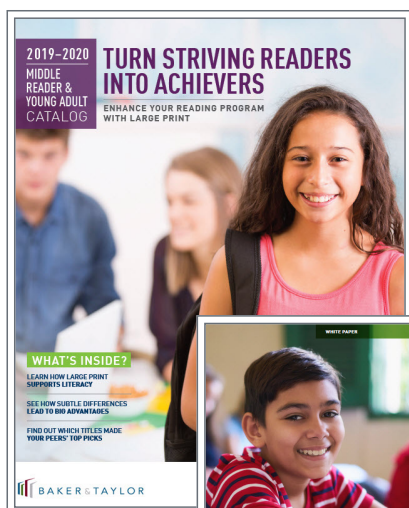
Please send flyers to your Strategic Marketing & Content Coordinator.



Author Events

Build awareness and connect with readers through author events and signings. A packet of customized promotional materials will be provided to the library, including an event poster, web banners, and social media assets.

Please contact your Strategic Marketing & Content Coordinator for event details and pricing.



Custom Integrated Campaigns

Whether you want to promote a significant title release or high-profile event, Baker & Taylor offers a great opportunity to leverage a smart mix of targeted communications to effectively reach buyers and drive purchases. Our *Custom Integrated Campaigns* are tailored to the size and scope of the release and publisher goals. Our marketing teams will leverage the right channels to cut through the noise and capture the attention of Baker & Taylor customers. Because we utilize multiple channels simultaneously, we deliver greater value for your co-op dollars which means lower costs (than purchasing numerous one-off ad buys) and more customer impact.

Opportunities include website exposure, targeted emails, social media campaigns, digital catalogs, banner advertising, and more.

Contact your Strategic Marketing & Content Coordinator for more information and specific pricing.

The Publishers' Place

Use *The Publishers' Place* article to make announcements, introduce changes in publishing programs, or showcase an author with a Q&A interview. *The Publishers' Place* article may be placed in any of our publications based on the title and author category.

AD RATE

Article (Color) \$2,000

RESIST. ACT! READ. RESIST. ACT! READ. RESIST. ACT! READ. RESIST.

EVERY READER DESERVES TO SEE THEMSELVES IN A BOOK.

Banned Books Week is Sept 18-24, 2022.

The uprise in book censorship and challenges to intellectual freedom is a crisis that demands action. For Banned Books Week, join Penguin Young Readers in that action by inviting your community to write your local, state, or federal representatives. This kit provides 25 postcards for you to hand out or host a letter writing event during Banned Books Week. Those pushing censorship and attacking intellectual freedom are organized and the fight for the right to read resides not just in supporting books by reading, but by engaging with school and library boards, local elections, and contacting government representatives to help preserve intellectual freedom.

What you can do:

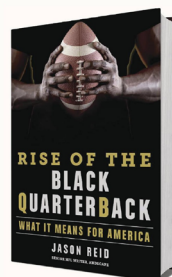
- ☒ **HOST** a banned books event at your school, library, or bookstore. Discuss the rise in censorship and how to participate in your community.
- ☒ **CONTACT** your local, state, and federal representatives (using the included postcards.)
- ☒ **BUY, SUPPORT, and READ** books by BIPOC and LGBTQIA+ creators. A recent report by PEN American on the rise in book bans found that of the 1,145 books challenged in the last 9 months:
 - 467** (41%) included protagonists or prominent secondary characters who were people of color
 - 247** (22%) directly address issues of race and racism
 - 379** (33%) explicitly address LGBTQIA+ themes, or have protagonists or prominent secondary characters who are LGBTQIA+
- ☒ **GET A TITLE LIST** Frequently Challenged/Banned books from Penguin Young Readers by scanning this QR code to help create book displays at your library, bookstore, or school

ABOUT BANNED BOOKS WEEK
Banned Books Week is an annual event celebrating the freedom to read. Banned Books Week was launched in 1982 in response to a sudden surge in the number of challenges to books in schools, bookstores and libraries. Typically held during the last week of September, it highlights the value of free and open access to information. Banned Books Week brings together the entire book community—librarians, booksellers, publishers, journalists, teachers, and readers of all types—in shared support of the freedom to seek and to express ideas, even those some consider unorthodox or unpopular. Find out more at <https://bannedbooksweek.org/>

ANDSCAPE

Where Blackness Is Infinite.

TITLES UNDER THE IMPRINT WILL EXPLORE THEMES OF RACE, CULTURE, AND IDENTITY INTERSECTING WITH SPORTS, FASHION, THE ARTS, HEALTH AND WELLNESS, POPULAR CULTURE, SOCIAL ISSUES, AND MORE.



In this book, NFL journalist Jason Reid chronicles the history of the treatment of Black players in the NFL and the breakout careers of a thrilling new generation of Black quarterbacks. Reid delves deeply into the culture war ignited by Kaepernick's peaceful protest that shone a light on systemic oppression and police brutality. Fascinating and timely, this page-turning account will rivet fans of sports, cultural commentary, and Black history in America.

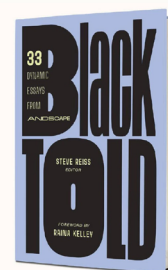
9781368076623 HC
9781368082174 EB
9781368082617 AB
\$26.99 US/\$33.99 CAN, 6 x 9, 288 p.

ON SALE 9/2/2022

The voices in this remarkable collection drawn from ESPN's Andscape website chronicle our times in searing eloquence, from Black culture pre-George Floyd to the racial reckoning America faces today. Highly relevant topics of social justice, the BLM movement, race and the NFL, the pandemic, the election, and sports icons—presented with honesty and hopefulness by acclaimed journalists—perfectly capture our cultural moment in time.

9781368076630 HC
9781368090575 EB
\$26.99 US/\$33.99 CAN, 6 x 9, 304 p.

ON SALE 10/04/2022



AVAILABLE WHEREVER BOOKS ARE SOLD

© 2022 Andscape

Sell Sheets

Attract the interest of our customers with Sell Sheets. Sell Sheets equip our sales team with the information needed to promote the title and draw attention to the release.

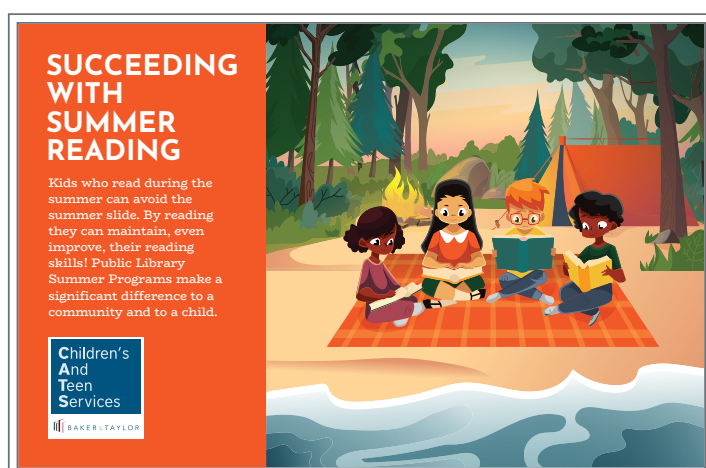
AD RATE

Sell Sheet \$1,000

Social Media

Whether you want to promote a single release, bolster a high-profile event, or support a topical theme, Baker & Taylor offers a great opportunity to effectively reach influencers through the use of social media.

Please contact your Strategic Marketing & Content Coordinator for event details and pricing.



Summer Reading 2023

In addition to offering books for Summer Reading program participants to borrow, many public libraries reward their participants with a high-quality, engaging book to take home. Baker & Taylor invites you to add your titles to the *Summer Reading 2023* closed list that libraries use for these rewards.

Please contact your Strategic Marketing & Content Coordinator for event details and pricing.

GOBI® Library Solutions

60 Second Update Newsletter

June 2022



 **New in GOBI: Cairn.info E-Book Platform**

More than 13,000 French-language e-books on the Cairn.info e-book platform are now available in GOBI. Founded in 2005 by a group of Belgian and French academic publishers, Cairn.info offers the most comprehensive online collection of francophone publications in social sciences and humanities. All titles are French-language, DRM-free and offer unlimited user access. Find Cairn.info titles easily on the Regional & Non-English Titles tab of Spotlight Lists and visit the eSuppliers section on the Library tab in GOBI to request a contract.

60 Second Update

60 Second Update from Global Online Bibliographic Information® (GOBI) is a monthly newsletter that delivers publisher news directly to academic libraries. Your message can be delivered through a short paragraph of up to 140 characters. **Submission template available.**

AD RATES

60 Second Update \$2,000

DEADLINES

Materials are due on the first of the month prior to promotion.

GOBI®

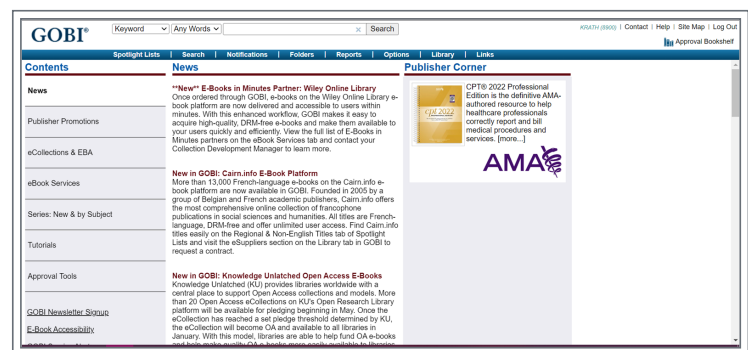
Featured advertisement space for individual titles is available on GOBI®, allowing you to reach thousands of academic librarians daily. GOBI® provides access to more than 15 million titles, including more than one million eBooks from more than 25 publishers and aggregators, all in one place. GOBI® offers libraries sophisticated acquisitions and collection management support. Advertisements are featured for one month. **Submission template available.**

AD RATES

Publisher Corner Ad \$3,200

DEADLINES

Materials are due on the first of the month prior to promotion.



GOBI® Library Solutions Website

Featured Title

Feature the latest titles or high-ticket items on the Homepage or on the Publishers & Partners Page on <https://gobi.ebsco.com>. Titles, jackets, annotations, and excerpts from reviews give academic librarians the information they need to make informed collection development decisions. **Submission template available.**

Featured Publisher

Highlight your publishing programs, special topics, authors, and subject categories, along with a link to your website.

AD RATES

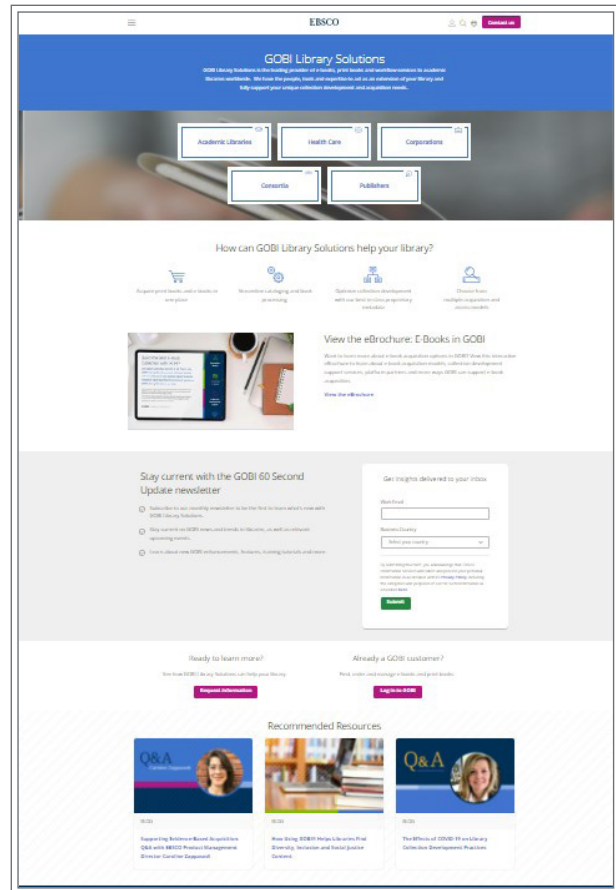
Homepage \$2,500

Publishers & Partners Page \$1,800

Featured Publisher \$1,600

DEADLINES

Materials are due on the 15th of the month prior to promotion.



Featured Titles

Berkowitz's Pediatrics Instructor's Guide

Routledge Handbook of Public Criminologies

Branding Diversity

Routledge Handbook of International Cybersecurity

GOBI FEATURED TITLE

Berkowitz's Pediatrics Instructor's Guide

This new resource was created as a companion to Berkowitz's Pediatrics: A Primary Care Approach, 6th edition.

Author(s): Berkowitz, Carol D., M.D.

Publisher: AAP

Publication Date: 04/15/2020

ISBN: 9781610023900

Price: \$64.95

Berkowitz's Pediatrics Instructor's Guide

Order via GOBI

Featured Title

GOBI Library Solutions Featured Publisher

Distributed Art Publishers

Distributed Art Publishers, Inc. is America's premier source for books on twentieth and twenty-first century art, photography, design and aesthetic culture. Founded in 1950 in downtown New York as a time when fine and sometimes esoteric international art books had a difficult time making their way into the wider American marketplace, over the past three decades D.A.P. has grown into a major international distributor of books, special editions and rare publications from an array of the world's most respected publishers, museums and cultural institutions.

Women Painting Women

Author: Andrea Karmes, Maria Pina, Emma Arias, Beth Ringold

Date: 05/31/2022

ISBN: 9781626810355

Price: \$49.95

Order via GOBI

Nick Cave: Porothermore

Author: Naomi Sachwitz, Stephanie Schwartz, Emily Crawford, Antonia Sargent, Brian Gahan, Krista Thompson, Nicole Teresa McHugh

Date: 05/31/2022

ISBN: 9781942849665

Price: \$55.00

Order via GOBI

Betye Saar: Serious Moonlight

Author: Stephanie Sobel, Alex Gamble, Stephanie Levine, Edwidge Danticat

Date: 06/05/2022

ISBN: 9781626810362

Price: \$55.00

Order via GOBI

Portable Universe: Thought and Splendor of Indigenous Colombia

Author: Julia Burtenshaw, Hector Garcia Berron, Diana Magallon, Maria Alicia Uribe Villegas

Date: 06/14/2022

ISBN: 9781626810225

Price: \$55.00

Order via GOBI

The Archive of the World: Art and Imagination in Spanish America, 1500-1800

Author: Iona Kappas

Date: 06/14/2022

ISBN: 9781626810231

Price: \$55.00

Order via GOBI

The Sounding Cosmos

Author: Susan Ringdom

Date: 06/07/2022

ISBN: 978189428354

Price: \$20.00

Order via GOBI

Featured Publisher

Health Science Report

Emailed to public and academic libraries, *Health Science Report* is essential for publisher promotions and providing the latest information on new titles.

AD RATE | LANDSCAPE LAYOUT

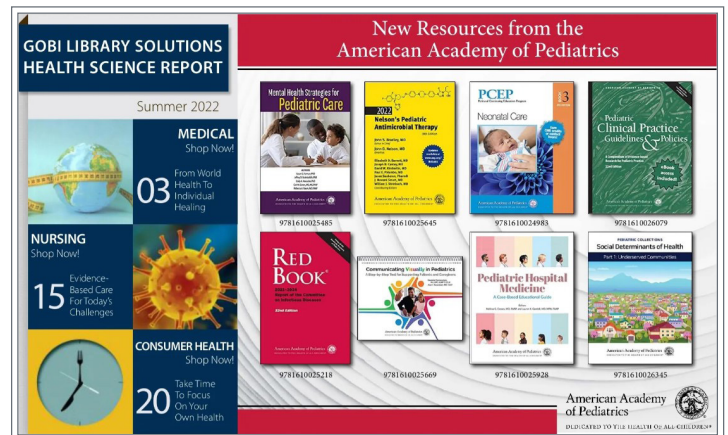
Front Cover \$4,400

Full Page \$2,600

Half Page \$1,800

DEADLINES

ISSUE DATE	RESERVE DATE	AD DUE DATE	EMAIL DATE
Spring	11/1/22	12/1/22	3/13/23
Summer	2/1/23	3/1/23	6/13/23
Fall	6/1/23	7/1/23	9/13/23
Winter	9/1/23	10/1/23	12/13/23



Catalog Ad Specifications

Ads must be PDF format.
Please adhere to the following.

LANDSCAPE LAYOUT

Diversity & Inclusion, Graphic Novels, Humanitas Unbound, La Vida Español, Scope, Spirit, Travel, UP Close, Uptake, GOBI® Health Science Report



Front Cover 9.4 x 8.3 inches



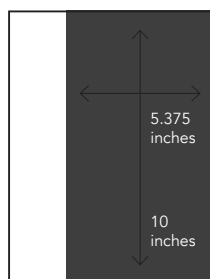
Full Page 13.6 x 8.3 inches



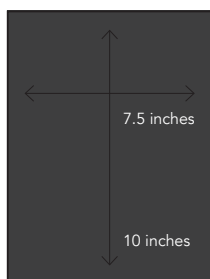
Half Page 6.8 x 8.3 inches

PORTRAIT LAYOUT

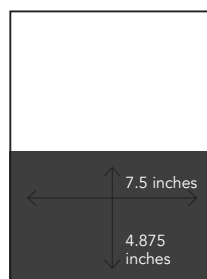
Forecast, Growing Minds, CATS Series, STEAM Ahead



Front Cover
5.375 x 10 inches



Full Page
7.5 x 10 inches



Half Page
7.5 x 4.875 inches



Spread 15.5 x 10 inches

Ads must be placed on the Baker & Taylor ad portal located at
bakerandtaylor.mb.rrd.com/app/api/request/bakerandtaylor/index.html#!/login.

See page 34 for more instructions.

TEXT AND FONTS

- Minimum font size for all text in advertisements is 12 point. Limit the use of fonts that feature thin or light typefaces.
- ISBN numbers listed within publisher ads cannot contain dashes.
- Must contain embedded fonts and images.

AD RESOLUTION AND DESIGN

- Artwork should be submitted in PDF format and should have a minimum resolution of 72 DPI.
- Ads with transparent or white backgrounds may not be submitted. Advertisements using white backgrounds should be designed with a border.
- If using logos or other images in ads, please adhere to a minimum height of 75 pixels.
- Jacket images used in ad design should have a minimum height of 130 pixels.

OTHER

- **Printer Marks and Page Bleed:** Do NOT use bleed, gutter, or crop marks.
- **Masked Text:** Have no masked text. Hidden layers will be brought to the top layer during the vector conversion process. Please remove all masked text in your document if you would like to use the vector converter.
- **Selectable Text:** In order for our system to search the issue, we must be able to select, copy, and paste the text. If you use text outlines or raster images and you cannot select, copy, and paste the text, then your ad will not be searchable. Also, private-use Unicode characters will not be searchable.
- **RGB Colorspace:** Use RGB colorspace. Using CMYK is supported, but CMYK colors must be converted to RGB colors to display in a digital edition. Depending on your color profile, some colors transitioned from CMYK to RGB may come through as washed out or not as true as you might like. Using RGB colorspace obviates the need for color conversion and can result in truer colors in the resulting digital edition.
- **Overprint:** Do not use overprint. Overprint data included in a PDF source will be ignored.

Title Source 360 Banner Ad Specifications

AD TYPE	DIMENSIONS
Homepage Leaderboard Zones 1, 2, 3	738 x 252 pixels
Homepage Banner Zones 6, 7	160 x 120 pixels
Homepage Promotion Zones 16-20	160 x 120 pixels

AD SPECS

Homepage Leaderboard ads MUST BE JPG format.

Homepage Banner ads MUST BE GIF format.

Maximum file size is 40KB.

Ads cannot link to materials that offer ordering information for vendors other than Baker & Taylor.

OTHER

Ads with transparent or white backgrounds may not be submitted. Advertisements using white backgrounds should be designed with a border.

OFFERING DESIGN SERVICES FOR ALL PRINT AND DIGITAL PROGRAMS

Baker & Taylor offers design services to publishers who are unable to submit art files.

Please contact your Strategic Marketing & Content Coordinator for details.

Interactive and Downloadable Content

Below are suggestions and guidelines to use when providing multimedia, interactive, or downloadable content for inclusion in an integrated campaign or digital catalog. In the event that a specific item/format isn't outlined below, please discuss with your Strategic Marketing & Content Coordinator.

GENERAL REQUIREMENTS

Resource or asset should not include ordering information or access.

Assets should be submitted in PDF format unless alternate format is necessary.

Exclusive or customized content is preferred when possible.

LOGOS

Please submit high-resolution vector art files.

No white backgrounds.

Acceptable formats include EPS, TIFF, JPG, or PNG files.

Sending Art to the Baker & Taylor Ad Portal

Ads must be placed on the Baker & Taylor ad portal located at **bakerandtaylor.mb.rrd.com/app/api/request/bakerandtaylor/index.html#!/login**. Please follow the instructions that are on the page, also shown below.

PLEASE ENTER ALL REQUESTED INFORMATION (REQUIRED FIELDS ARE BOLD).

Only single-page PDFs can be uploaded to the ad portal.

Once you have completed all required elements of the form, click "Browse..."/"Choose Files..." and select the PDF from your computer to upload. Then, click "Submit" to upload the file.

Please be sure to name the file:
Month of publication, year, your company name or imprint name, and publication name.

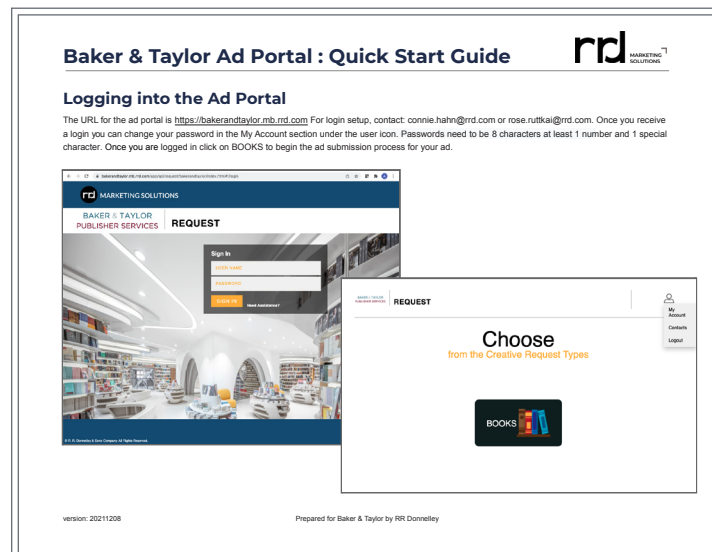
Example: April_2023_Macmillan_Forecast

A confirmation email will be sent to the contact email address after the file is successfully uploaded.

For other advertising information, click the navigation tabs on the website.

Supported Browsers:

Safari, Firefox, Google Chrome, and IE 10.
Other browsers may work but are unsupported.



QUESTIONS?

Email your Strategic Marketing
& Content Coordinator at
Baker & Taylor:

Alicia Gathers
alicia.gathers@baker-taylor.com
Elaine Richman
elaine.richman@baker-taylor.com

Copy and Contract Requirements

1. Baker & Taylor reserves the right at its absolute discretion at any time to reject any advertisement. The advertiser and advertiser's agency (if applicable) assumes liability for all provided content of advertisements and any claims arising as a result of ads.
2. Cancellation of ads must be received before the space reservation closing date. Submit via email to your Strategic Marketing & Content Coordinator:
Alicia Gathers, alicia.gathers@baker-taylor.com
Elaine Richman, elaine.richman@baker-taylor.com
3. Advertisers who cancel an advertisement after the space reservation closing date are subject to a cancellation/closing charge of \$500, or will be responsible for the full insertion cost if the ad is canceled on or after the due date.
4. Baker & Taylor cannot guarantee advertising space for advertising material arriving after the published materials due date.
5. Advertising space prices are based on artwork for ads provided as per our specifications. Ads requiring artwork adjustments or conversion to digital art by Baker & Taylor will be surcharged.
6. First-time advertisers must remit full payment for advertising space by the materials due date. All the invoices for advertising space or production surcharges have regular invoice terms of Net 30 days unless prior payment arrangements are in place.
7. All advertising, except covers and preferred positions, is ROP ("Right of Placement") by Baker & Taylor. Location of advertising is integrated with editorial content and design, and is at the discretion of Baker & Taylor.
8. When an advertiser provides final artwork as digital artwork, Baker & Taylor is responsible for color, copy, and design reproduction only as designated on the artwork. Baker & Taylor cannot be responsible for errors of omission or content.
9. Payment will automatically be deducted from publisher invoices. Deductions will be initiated within 30-60 days of notification date. Publishers cannot forward credit memos or other forms of reimbursement unless there is a prior agreement noting otherwise.
10. Agency Commission: Recognized advertising agencies are eligible for 15% off gross billing on space and position.
11. Publication mail dates indicated in this brochure are approximate and are subject to change.
12. Discrepancy Claims: All discrepancy claims or backup paperwork requests against any advertising space sales billings must be submitted within six months of the original invoice date. Any requests for claims submitted after six months will not be honored.
13. All above policies are strictly enforced.
14. Please send discrepancy claims information to:

Baker & Taylor
Pam Bloomquist
Advertising Space Sales/AR
501 S. Gladiolus Street
Mokenca, IL 60954-1977
p 815-802-2468 f 815-802-1672
spaces@baker-taylor.com



WWW.BAKER-TAYLOR.COM