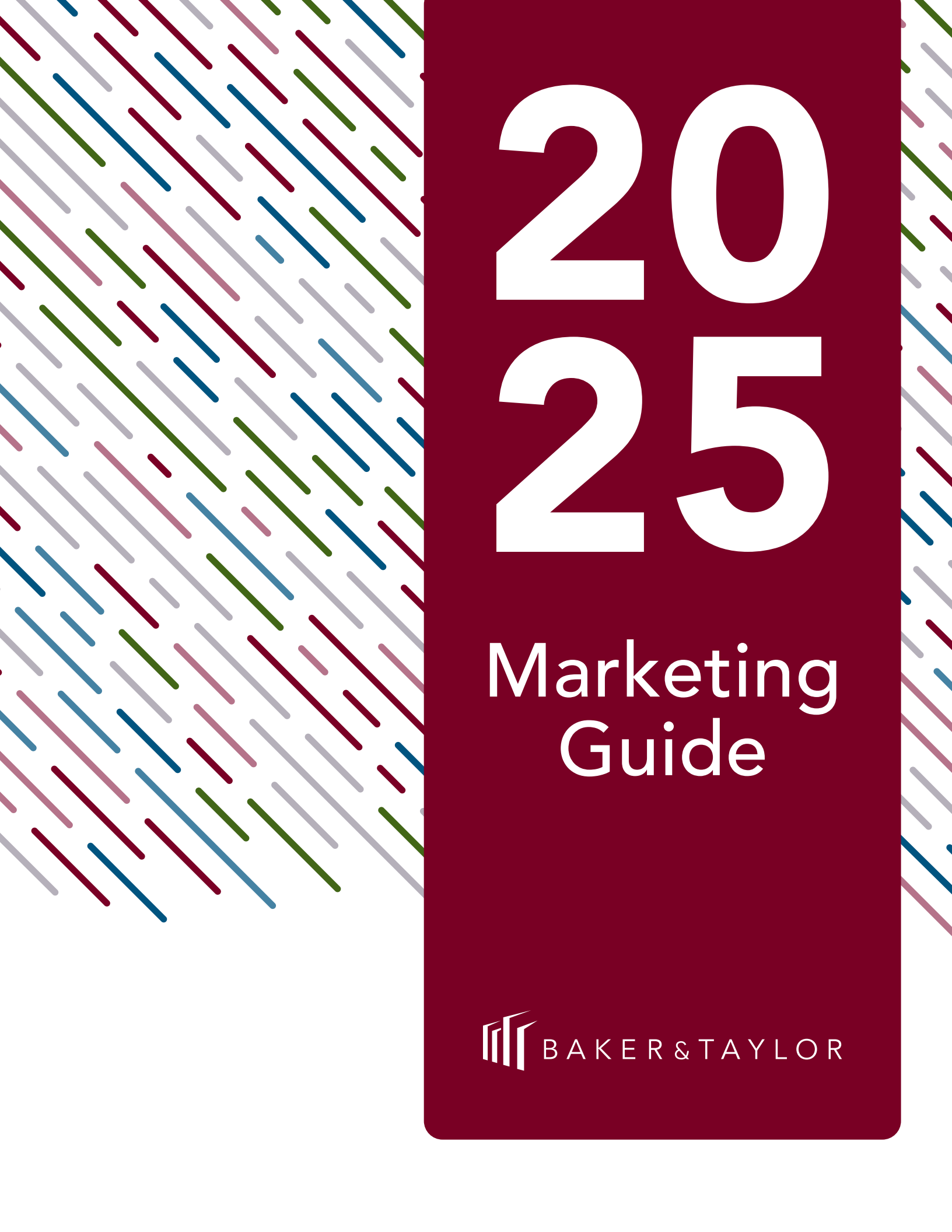
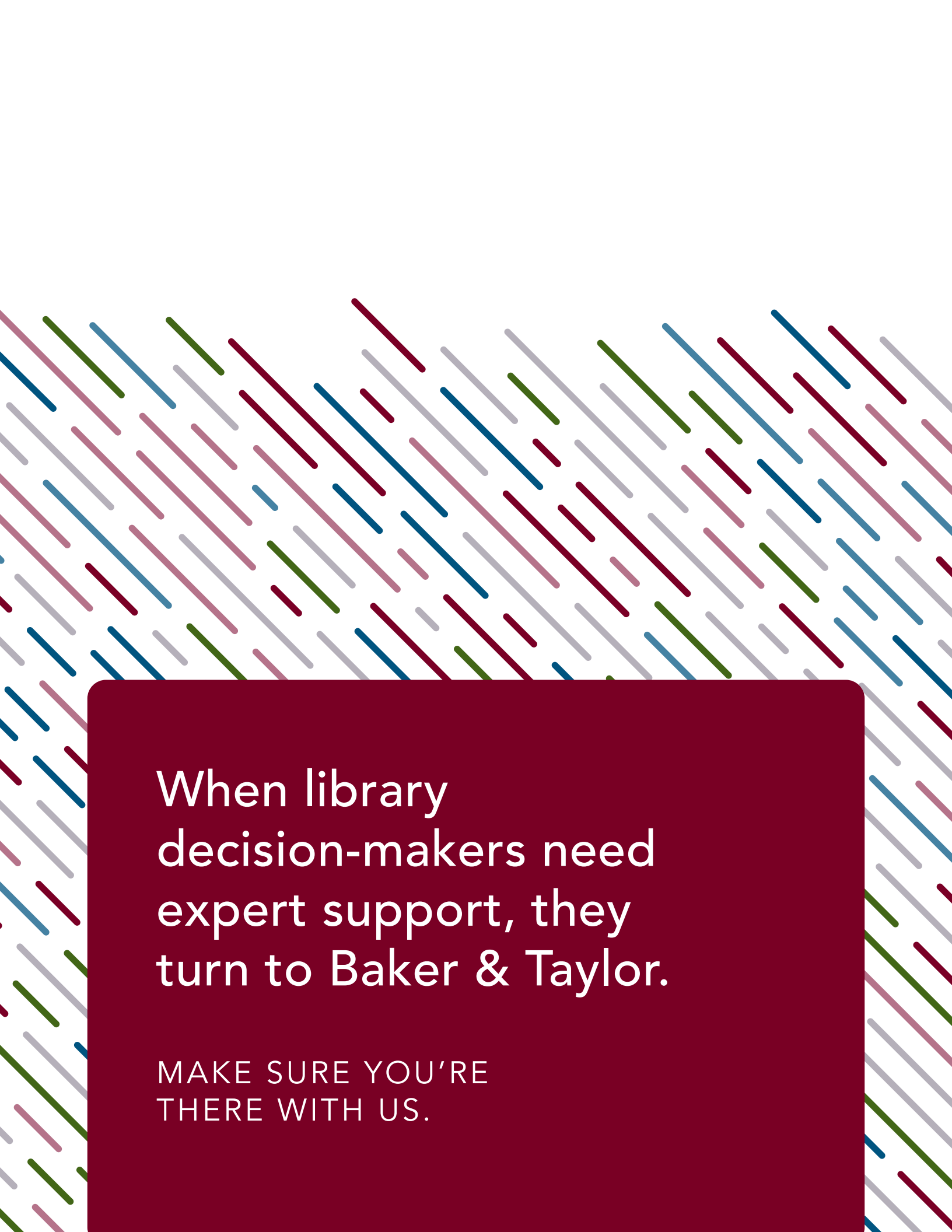




20 25

Marketing Guide



When library
decision-makers need
expert support, they
turn to Baker & Taylor.

MAKE SURE YOU'RE
THERE WITH US.



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Title Source 360

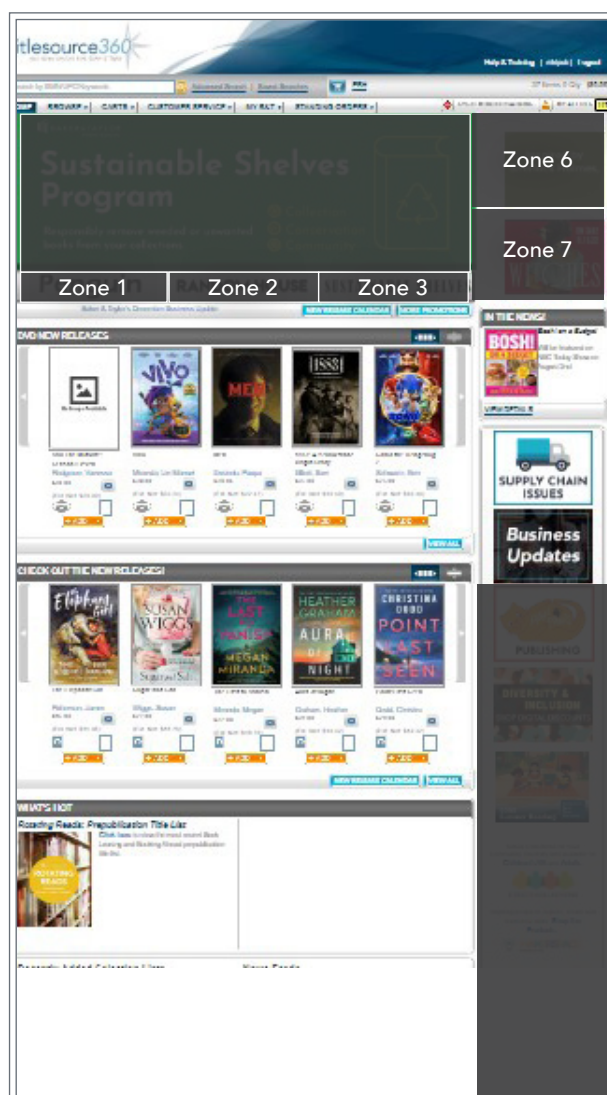
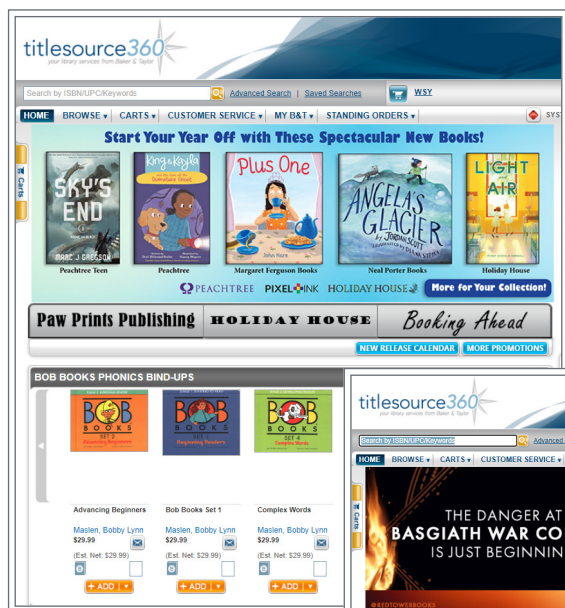
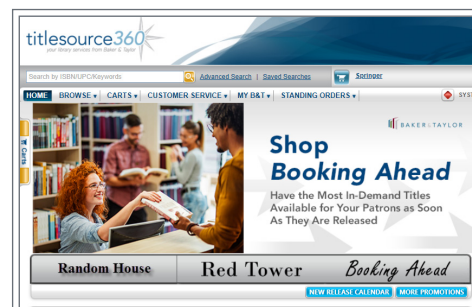
A dynamic ordering system that allows our customers to purchase print and digital titles from one trusted source. *Title Source 360's* customizable profiles provide personalized search results that ensure you can reach the right buyer for your product every time. *Title Source 360* has two instances,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





Digital Catalogs

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
15,000



DEADLINES

ISSUE DATE	RESERVE DATE	AD DUE DATE	EMAIL DATE
January	10/1/24	11/1/24	12/16/24
February	11/1/24	12/1/24	1/15/25
March	12/1/24	1/1/25	2/17/25
April	1/1/25	2/1/25	3/17/25
May	2/1/25	3/1/25	4/15/25
June/July	3/1/25	4/1/25	5/20/25
August	5/1/25	6/1/26	7/15/25
September	6/1/25	7/1/26	8/15/25
October	7/1/25	8/1/26	9/15/25
November/December	8/1/25	9/1/25	10/30/25

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

Email Circulation
14,000



DEADLINES

ISSUE DATE	RESERVE DATE	AD DUE DATE	EMAIL DATE
January	10/1/24	11/1/24	12/16/24
February	11/1/24	12/1/24	1/15/25
March	12/1/24	1/1/25	2/17/25
April	1/1/25	2/1/25	3/17/25
May	2/1/25	3/1/25	4/15/25
June	3/1/25	4/1/25	5/15/25
July	4/1/25	5/1/25	6/16/25
August	5/1/25	6/1/25	7/15/25
September	6/1/25	7/1/25	8/15/25
October	7/1/25	8/1/25	9/15/25
November	8/1/25	9/1/25	10/15/25
December	9/1/25	10/1/25	11/16/25

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

DEADLINES

ISSUE DATE	RESERVE DATE	AD DUE DATE	EMAIL DATE
Spring	12/1/24	1/1/25	2/20/25
Summer	4/1/25	5/1/25	6/20/25
Winter	8/1/25	9/1/25	10/20/25



Email Circulation
14,000

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

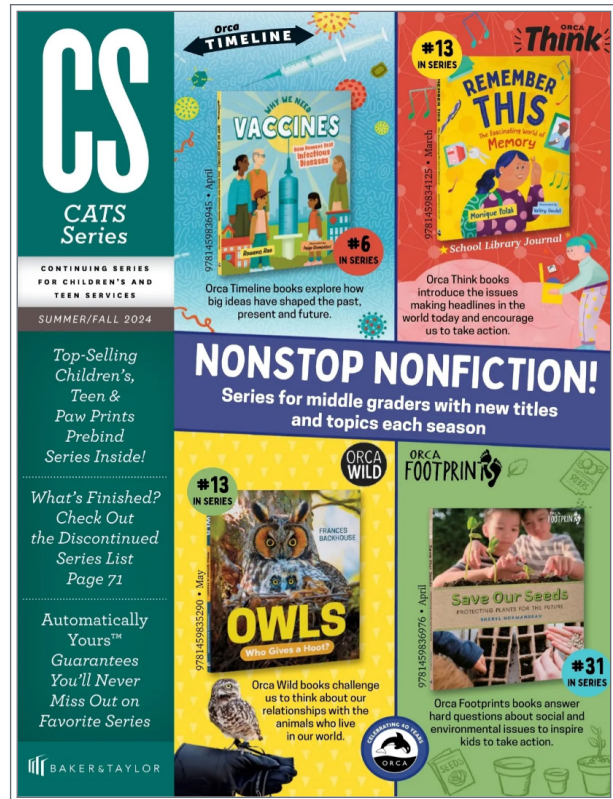
Inside Front Cover (Page 2) \$4,000

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

Full Page \$2,500

Half Page \$1,500

Email Circulation
14,000



DEADLINES

ISSUE DATE	RESERVE DATE	AD DUE DATE	EMAIL DATE
Winter/Spring	10/15/24	11/15/24	1/10/25
Summer/Fall	3/15/25	4/15/25	6/10/25
Winter/Spring	10/15/25	11/15/25	1/12/26

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
14,000



DEADLINES

ISSUE DATE	RESERVE DATE	AD DUE DATE	EMAIL DATE
Spring	12/15/24	1/15/25	3/1/25
Summer	3/15/25	4/15/25	6/1/25
Winter	7/15/25	8/15/25	10/1/25

Drawn to Reading

Librarians often ask about Comics and Graphic Novels. Already a favorite among teens, they are becoming a popular educational tool for new and reluctant readers. We are proud to offer *Drawn to Reading* another graphic novels and comic resource.

DEADLINES

ISSUE DATE	RESERVE DATE	AD DUE DATE	EMAIL DATE
Spring/Summer	2/1/25	3/1/25	5/20/25
Fall/Winter	7/15/25	8/15/25	10/30/25



Email Circulation
14,000

Love Notes

Love Notes is a twice-a-year collection of newly released and forthcoming titles, all in the popular romance genre. We'll introduce readers to the latest titles by romance authors as well as introduce them to hot new authors. Love Notes includes features to help library selectors easily navigate the online ordering process, such as keyword searches, wish list creation and even printing options.



AD RATE | LANDSCAPE LAYOUT

Front Cover (Page 1) \$2,000

Full Page \$1,200

Half Page \$900

DEADLINES

ISSUE DATE	RESERVE DATE	AD DUE DATE	EMAIL DATE
Spring	1/1/25	2/1/25	3/20/25
Fall	6/1/25	7/1/25	8/20/25

Humanitas Unbound

Humanitas Unbound focuses on the general humanities and social sciences. The catalog features titles on the 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

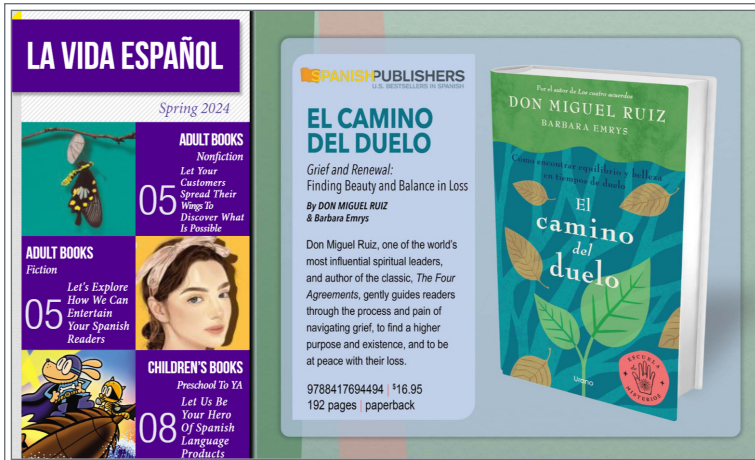
Half Page \$1,200

Email Circulation
14,000



DEADLINES

ISSUE DATE	RESERVE DATE	AD DUE DATE	EMAIL DATE
Summer	2/15/25	3/15/25	5/12/25
Winter	8/15/25	9/15/25	11/12/25



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.

DEADLINES

ISSUE DATE	RESERVE DATE	AD DUE DATE	EMAIL DATE
Spring	11/15/24	12/15/24	2/6/25
Summer	3/1/25	4/1/25	5/26/25
Fall	7/1/25	8/1/25	9/26/25
Winter	9/1/25	10/1/25	11/24/25

AD RATE | LANDSCAPE LAYOUT

Front Cover (Page 1) \$2,700

Full Page \$1,800

Half Page \$1,200

Email Circulation
14,000



Specialty Catalogs

Interested in sending a one off digital catalog that features just your titles? We've got you covered!

- 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. It also includes a listing of the latest titles in Harlequin's *Love Inspired* series.

AD RATE | LANDSCAPE LAYOUT

Front Cover (Page 1) \$2,700

Full Page \$1,800

Half Page \$1,200

Email Circulation
14,000



DEADLINES

ISSUE DATE	RESERVE DATE	AD DUE DATE	EMAIL DATE
Spring	1/1/25	2/1/25	3/13/25
Fall	6/1/25	7/1/25	8/13/25



Email Circulation
14,000

Innovation + Science

Formerly known as *Steam Ahead*, *Innovation + Science* is dedicated to providing valuable information from the publishing community and presenting STEAM titles 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	12/1/24	1/1/25	2/22/25
Fall	6/1/25	7/1/25	8/22/25

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

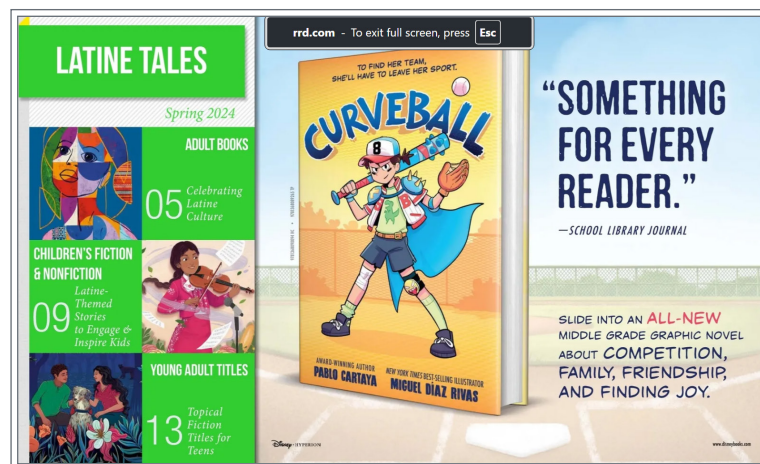
Half Page \$1,200

Email Circulation
14,000



DEADLINES

ISSUE DATE	RESERVE DATE	AD DUE DATE	EMAIL DATE
Spring	11/1/24	12/1/24	1/16/25
Fall	7/1/25	8/1/25	9/18/25



Latine Tales

We are excited to introduce our new *Latine Tales* feature catalog, which debuted in 2024 and showcases some of the latest and finest works by Latinx authors and illustrators. Shine a light on your Latinx authors and illustrators in this themed, twice-yearly catalog.

DEADLINES

ISSUE DATE	RESERVE DATE	AD DUE DATE	EMAIL DATE
Spring/Summer	1/15/25	2/15/25	4/15/25
Fall/Winter	7/15/25	8/15/25	10/15/25

AD RATE | LANDSCAPE LAYOUT

Front Cover (Page 1) \$2,700

Full Page \$1,800

Half Page \$1,200

UP Close

UP Close focuses on the best regional titles published by university presses. This catalog features new and forthcoming titles of regional interest for libraries to proudly 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
14,000



DEADLINES

ISSUE DATE	RESERVE DATE	AD DUE DATE	EMAIL DATE
Spring	2/1/25	3/1/25	4/25/25
Fall	7/1/25	8/1/25	9/25/25



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

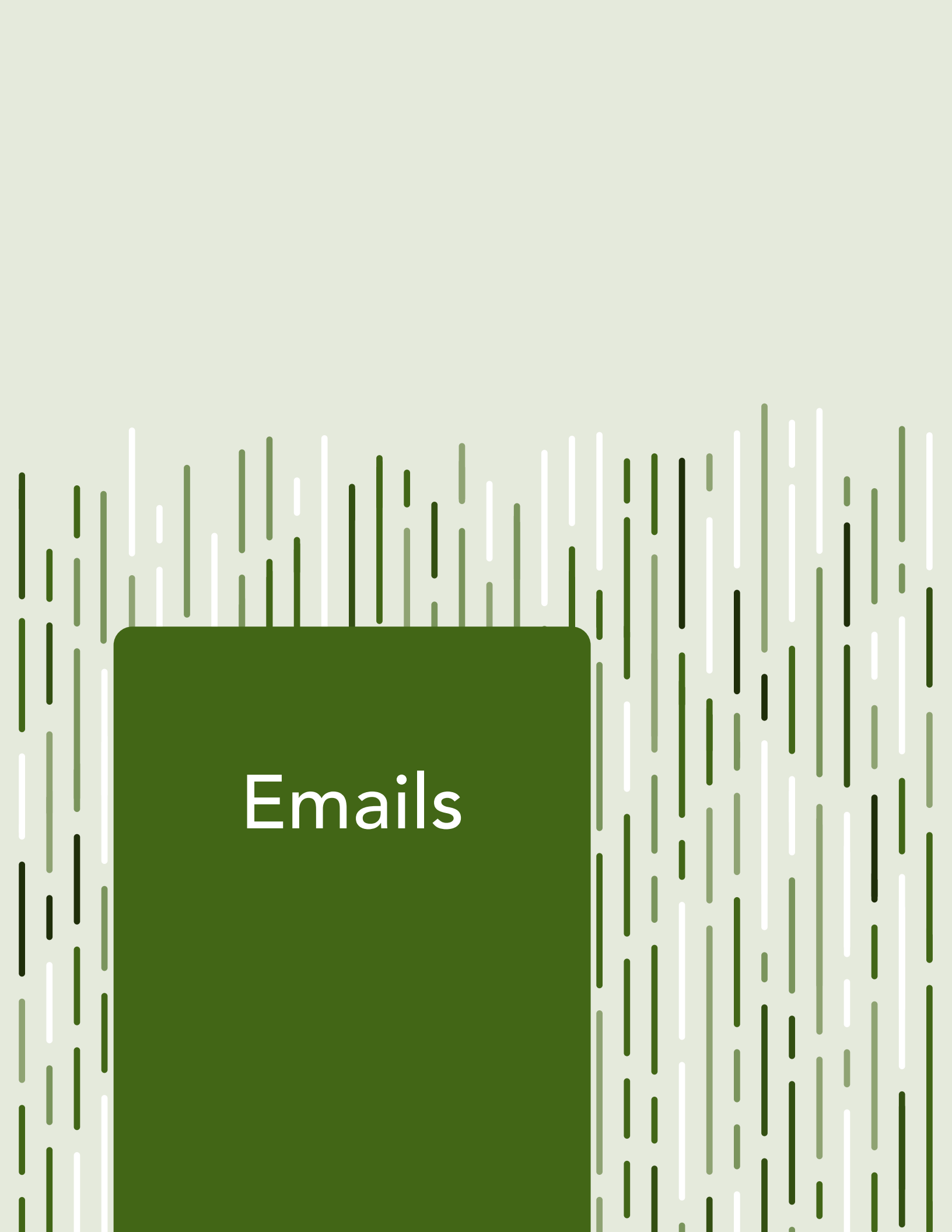
Full Page \$1,800

Half Page \$1,200

DEADLINES

ISSUE DATE	RESERVE DATE	AD DUE DATE	EMAIL DATE
Spring	12/15/24	1/15/25	3/5/25
Fall	6/15/25	7/15/25	9/5/25

Email Circulation
14,000

The image features a light beige background with a pattern of vertical lines in various shades of green and white. These lines vary in length and thickness, creating a textured, rain-like effect. In the center, there is a solid dark green rectangle with rounded corners. The word "Emails" is written in white, sans-serif font, centered within this green rectangle.

Emails

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

Subscribers
3,000

DEADLINES

ISSUE DATE	MATERIALS DUE
January	12/1/24
February	1/1/25
March	2/1/25
April	3/1/25
May	4/1/25
June/July	5/1/25
August	7/1/25
September	8/1/25
October	9/1/25
November/December	10/1/25

Are you going to launch a winter reading or other specialty reading program for Kids and Teens this year? If so, consider using the Kids and Teens Bundle for Boundless! With the bundle, you can create programs that connect the virtual experience in the app to in an in person experience in your library. Patrons will also have access to a full resource hub, complete with activities, coloring sheets, discussion guides and more for them to explore and learn at home.

To start exploring the exclusive Kids and Teens bundle for Boundless, please email us at CATS@baker-taylor.com, [explore more here](#), or contact your Baker & Taylor representative today!

Coffee Break

First Chapter Fridays

Learn more about the Kids and Teens Bundle for Boundless on our episode of The Digital Dish! Featuring Director at Baker & Taylor, Tarita Murray, and our very own CATS manager, Sara Shepard (MLS) and Checkers TV host Joey Hamilton, you don't want to miss it! [Watch now!](#)

New this Friday October 20th we're excited to share a video from New York Times' Bestselling author, Neal Shusterman, introducing and reading from *Courage to Dream*, his new book! Be sure to subscribe to our YouTube channel to watch on Friday. In the meantime, you can watch previous episodes! [Watch Now!](#)

Summer Reading Coming Soon

Paw Prints Prebinds

We may be right in the middle of spooky season, but we can't keep our minds off of SUMMER READING! We have so many exciting titles for prize books and programs this year, we can't wait to share them with you. Join us November 1st for an exclusive Summer Reading 2024 webinar and get a sneak peak at our offering for the upcoming year! [Register Here!](#)

Phonics and decodable sets are so important to prereader and early reader instruction, and we know you want your titles to last for a long time. That's why we are so excited to offer phonics and decodable boxed sets available in our lifetime Paw Prints Prebinds binding. [Shop Now](#)

Paw Prints Publishing

Paw Prints Publishing

We were so happy to have not one, but two Paw Prints Publishing authors at New York Comic Con this past weekend! Kids got to have a hands on experience learning how to draw for picture books, comics and graphic novels from Rev Valdez (*Bunso Meets a Mummy*) and Rachel Dinunzio (*Forsythia: Rise of the Cupcakes*).

MISS EDMONIA'S CLASS OF WILDFIRES, is the first book in The Museum Lives in Me "series! These picture books will explore concepts of self-discovery, empowerment, and the power of art, as inspired by our world's museums and the collections within them. Each book follows a fictional story that features a diverse classroom of children and their teacher as they visit a specific museum, and various sub-stories of emotional growth unfold as each child becomes awestruck and engaged with the exhibits they see.

We can't wait for this titles pub date in March, and we were thrilled to share in a special cover reveal from [HereWeRead on Instagram!](#)

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.

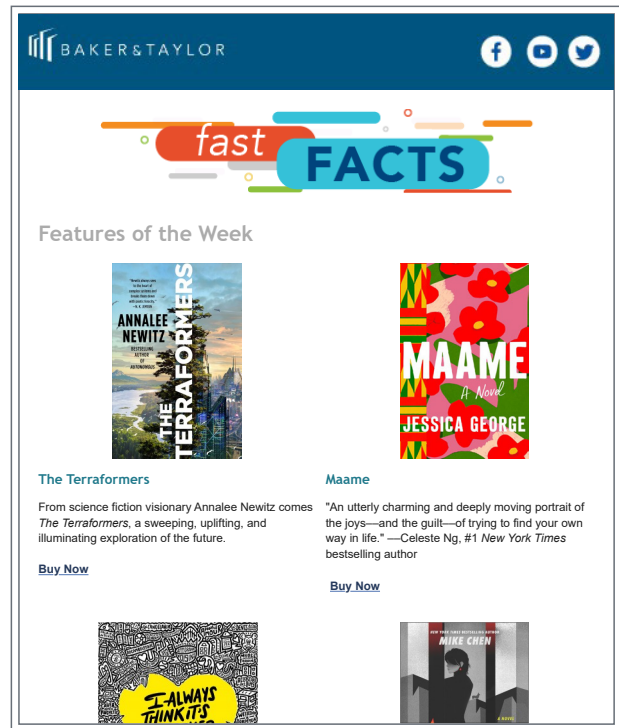
AD RATES

Feature of the Week \$1,000

DEADLINES

One week prior to email send date.

Email Circulation
15,000



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
14,000

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
12,000

FOCUS ON

MENTAL HEALTH AWARENESS

Once in a Blue Moon
Sharon G. Flake | RH Childrens Books; Alfred A. Knopf BFYR | 9780593480984 | Hardcover | 11/07/2023 | \$17.99 | [Buy Now](#)

A poignant story-in-verse about a young boy's healing journey from guilt to acceptance.

Waking Ben Doldrums
Heather Smith | Orca Book Publishers | 9781459833913 | Hardcover | Available | \$21.95 | [Buy Now](#)

"Smith creates a microcosmic metaphor for supporting someone with depression...A sensitive and socially conscious take on mental health." -- Kirkus Reviews

Loving You Is Hurting Me
Laura Copley, PhD, LPC | Balance / Grand Central Publishing | 9781538741399 | Hardcover | Available | \$30.00 | [Buy Now](#)

A roadmap for healing the toxic emotions that come from being bonded by trauma in relationships.

THE INVISIBLE ACHE
RASHAD M. WILSON

12 WARRIOR PRINCIPLES
TO RECLAIM & RECALIBRATE YOUR LIFE
BOUNCE

The HAPPINESS TRAP
DAVID DUNE WILLIAMS

DEADLINES

MONTH/OCCASION	TITLE INFO DUE	EMAIL DATE
January - Women's History	1/1/25	1/15/25
February - Spring	2/1/25	2/17/25
March - Mother's Day	3/1/25	3/17/25
April - Father's Day	4/1/25	4/15/25
May - Pride Month	5/1/25	5/15/25
June - Back-to-School	6/1/25	6/16/25
July - Mystery & Suspense	7/1/25	7/15/25
August - Halloween	8/1/25	8/15/25
September - Kindness & Empathy	9/1/25	9/15/25
October - Mental Health Awareness	10/1/25	10/15/25
November - New Year, New You	11/1/25	11/17/25
December - Celebrate Black History	12/1/25	12/16/25

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

BAKER & TAYLOR

FOCUS ON

Happy Holidays

LEE HOLLIS
LYNN CAHOON MADDIE DAY
CHRISTMAS MITTENS MURDER

RUDOLPH
THE RED-NOSED REINDEER

american christmas stories
The Library of America Collection

Christmas Mittens Murder
Lee Hollis, Lynn Cahoon, Maddie Day | Kensington Cozies | 9780593480984 | Hardcover | Available | \$27.00 | [Buy Now](#)

Rudolph the Red-Nosed Reindeer
Robert Lewis May | Arcadia | 9781557091390 | Hardcover | Available | \$14.95 | [Buy Now](#)

American Christmas Stories
Connie Willis | Library of America | 9781598537062 | Hardcover | 10/26/2021 | \$29.95 | [Buy Now](#)

INDIE PRESS FEATURED TITLES

Adult Titles

THE INTERNET CON HOW TO SEIZE THE MEANS OF COMPUTATION
CORY DOCTOROW

Confederacy of Monarchs
Everett Ruess

THE GENESIS OF GENESIS
DAN OBUSELEY POKIMA

I HEAR SMOKE!
Dr. Sherry A. White

AGING WISELY
VIOLA R. MECKEL, PH.D., ABPP

ANIMAL AMIGURUMI ADVENTURES
11 Street Creative Press

MODERN WATERCOLOR BOTANICALS
SARAH C. JONES

Children's Titles

THE SECRET MY MOTHER

FIRST WORDS
Michael Mendelsohn

Leaves!
Michael Mendelsohn

I Think I Think a Lot
Michael Mendelsohn

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
14,000



Additional Programs & Services

2026 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

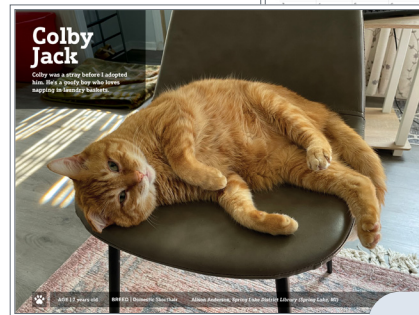
Monthly Page \$2,000

AD SPECIFICATIONS

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

DEADLINES

ISSUE	RESERVE DATE	AD DUE DATE	MAIL DATE
2026 Cat Calendar	7/1/25	8/1/25	10/15/25



Quantity
10,000



Adult TitleTalks (Live or Virtual)

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/ads may also be inserted in the mailings.

Adult

FREQUENCY

Mailed Monthly

QUANTITY

500

Young Adult

FREQUENCY

Mailed three times a year

(January, April and September)

QUANTITY

650

Children

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

FREQUENCY

Mailed three times a year

(January, April and October)

QUANTITY

600

AD RATE

Adult ARC \$1,900

Adult Blad \$1,300

Adult Flyer \$1,000

Young Adult ARC \$1,400

Young Adult Blad \$1,000

Young Adult Flyer \$1,000

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:

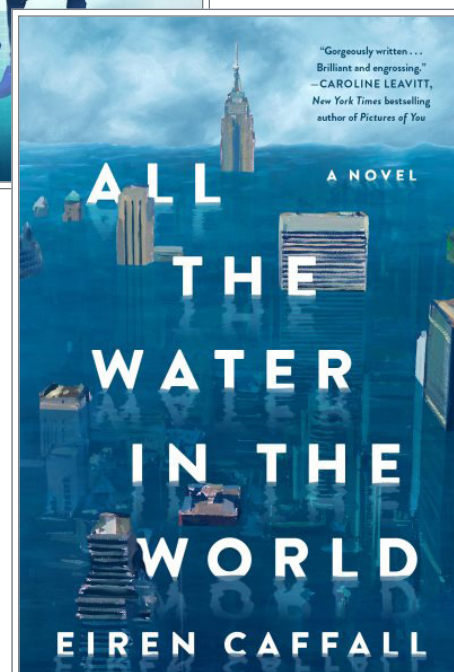
Baker & Taylor ARC Program

c/o Midland Adult Services

60 Industrial Parkway

North Branch, NJ 08876

Please send flyers to your Strategic Marketing & Content Coordinator.



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.

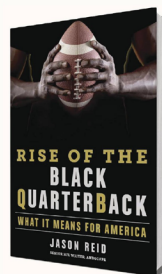
AD RATE

Article (Color) \$2,000

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.

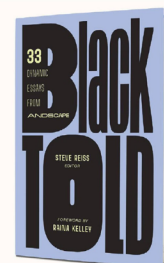
9781368076623 HC
9781368082174 EB
9781368082617 AB
\$26.99 US/\$33.99 CAN, 6 x 9, 288 p.

ON SALE 8/2/2022

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



Summer Reading 2025

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 2025* closed list that libraries use for these rewards.

We are now excited to offer our new winter reading prize book program!

The logo features the text "GOBI® Library Solutions" in white, sans-serif font, centered within a dark green rounded rectangle. The background of the entire image is a light green field filled with numerous vertical lines of varying heights and colors (dark green, light green, and white), creating a dense, textured effect.

GOBI®
Library
Solutions



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® Library Solutions Website

Featured Publisher

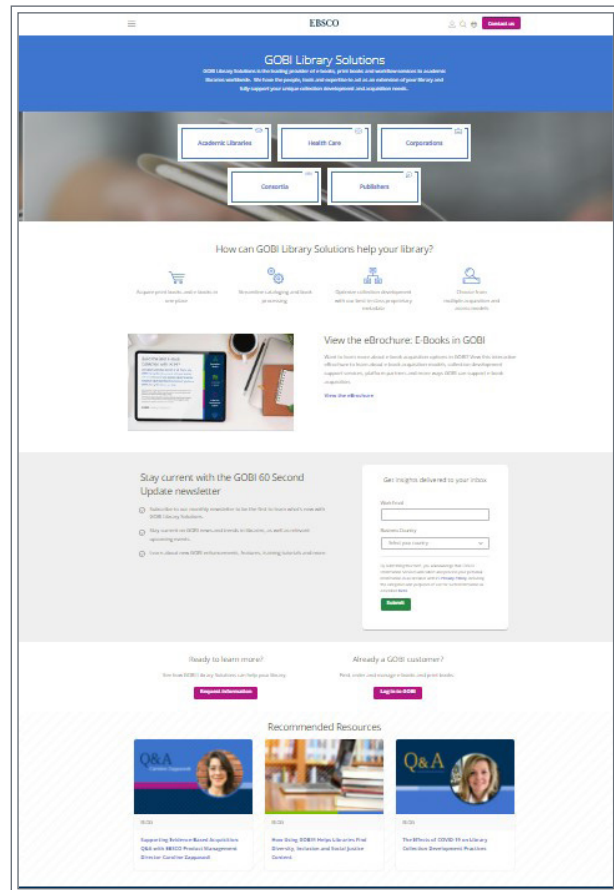
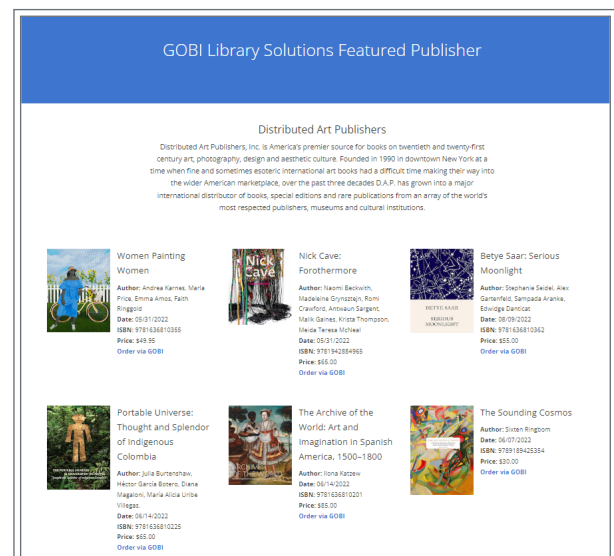
Highlight your publishing programs, special topics, authors and subject categories, along with a link to your website.

AD RATES

Featured Publisher \$1,600

DEADLINES

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



Featured Publisher

Health Science Report

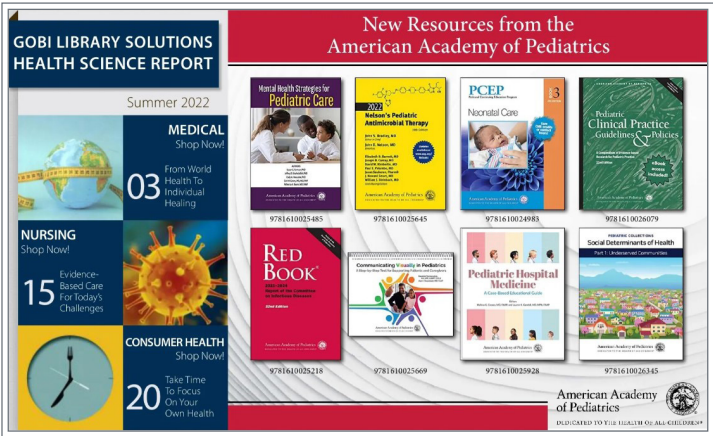
Emailed to public and academic libraries, *Health Science Report* is essential for publisher promotions and providing the latest information on new titles.

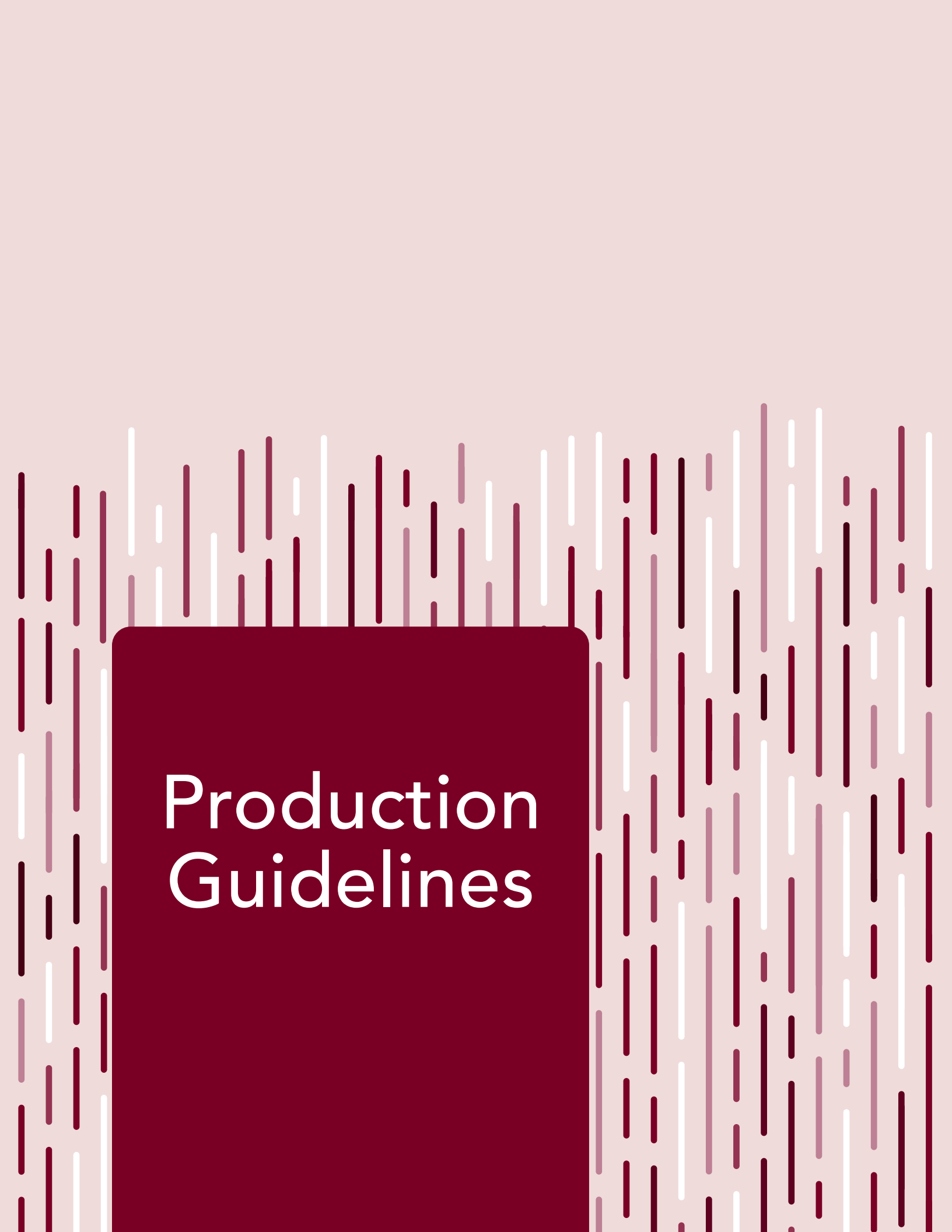
AD RATE | LANDSCAPE LAYOUT

- Front Cover \$4,400
- Full Page \$2,600
- Half Page \$1,800

DEADLINES

ISSUE DATE	RESERVE DATE	AD DUE DATE	EMAIL DATE
Spring	12/15/24	1/15/25	3/13/25
Fall	6/15/25	7/15/25	9/13/25



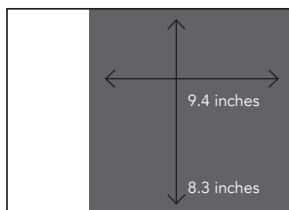


Production Guidelines

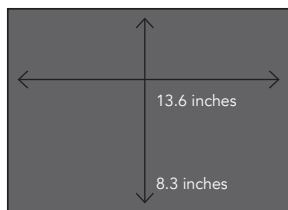
Catalog Ad Specifications

LANDSCAPE LAYOUT

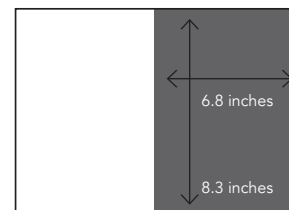
Diversity & Inclusion, Graphic Novels, Humanitas Unbound, La Vida Español, Latine Tales, Love Notes, Spirit, Travel, UP Close, Uptake, GOBI® Health Science Report



Front Cover 9.4 x 8.3 inches



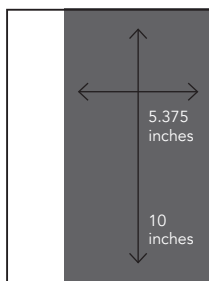
Full Page 13.6 x 8.3 inches



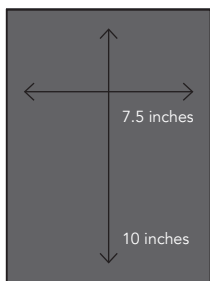
Half Page 6.8 x 8.3 inches

PORTRAIT LAYOUT

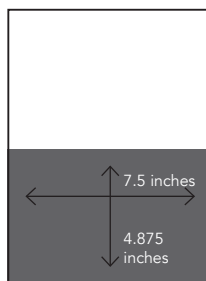
Forecast, Growing Minds, CATS Series, Drawn to Reading, Innovation + Science



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
<https://bakerandtaylor.mb.rrd.com/>

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.
- ISBNs 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.

Ads must be PDF format.

Please adhere to the following.

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 <https://bakerandtaylor.mb.rrd.com/>

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_2025_Macmillan_Forecast

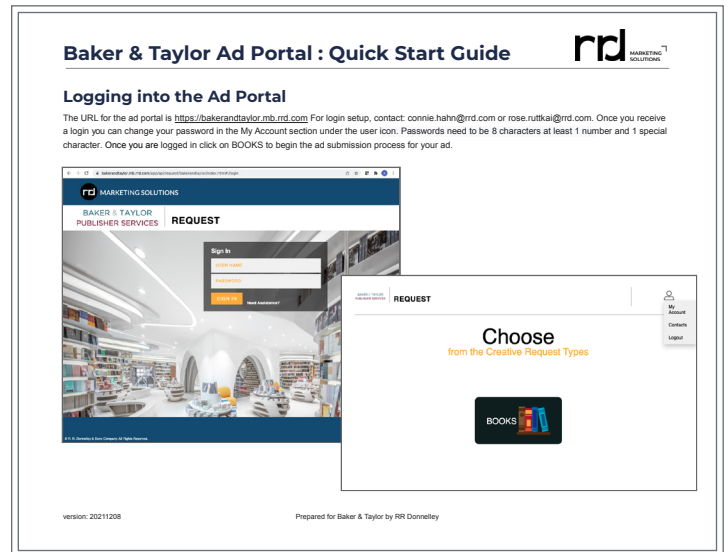
A confirmation email will be sent to the contact email address after the file is successfully uploaded.

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
Momence, IL 60954-1977
p 815-802-2468 f 815-802-1672
spaces@baker-taylor.com



WWW.BAKER-TAYLOR.COM