

**More
Weekly
Bestseller
Reporters**



A Stronger



**Bestseller
List**

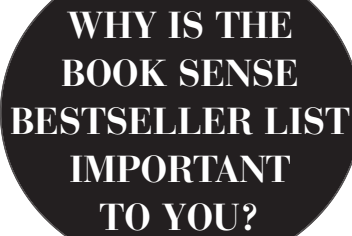


**Greater Sales
for Your Bookstore**



**Reporting is
fast and easy**





**WHY IS THE
BOOK SENSE
BESTSELLER LIST
IMPORTANT
TO YOU?**

- Research shows consumers rely on bestseller lists to purchase books.
- Major media highlight bestseller lists to serve their audiences.
- **Book Sense** bestseller reporters use the bestseller list for local media coverage for their bookstore to build consumer awareness.
- A strong **Book Sense** Bestseller List means all publishing houses hear the voice of independent bookstores.
- Many reporters insure continued specialty and regional bestseller lists and more book sales for you.
- Independent booksellers need to differentiate their bestsellers.



**ARE YOUR
BOOKSTORE SALES
IMPORTANT?**

- Every independent bookstore is important.
- All sales data are weighted so smaller stores are equal with larger stores.
- Specialty bookstore sales data provide the foundation for specialty bestseller lists.
- Consistent weekly reporting from all independent bookstores demonstrates the critical importance of independents to book sales.
- More reporting stores, including yours, capture the attention of publishers, who see evidence that independent bookstores sell books.



**HOW DOES YOUR BOOKSTORE BENEFIT
FROM A STRONGER LIST?**

- Your store provides a valuable service to your customers.
- You have more opportunities to demonstrate the uniqueness and benefits that consumers cannot find in other retail environments.
- You can take advantage of **Book Sense** national marketing and find ways to stay competitive.
- You enhance the opportunities to attract new customers to your store.
- You have another **Book Sense** tool to increase sales.

REPORTING YOUR BOOKSTORE WEEKLY SALES IS FAST & EASY

Three ways to report...choose the one that works for you!

Nielsen BookScan

➤ The most advanced and efficient way to report your weekly sales data for the **Book Sense** Bestseller List. If you have a computer with a telephone line or Internet connection and a computerized POS system, you are ready for Nielsen BookScan. Reporting is easy because the integrated POS module generates the weekly sales data file and orchestrates the transmission of the file. Your weekly sales data file is generated with virtually no staff time. You receive a confidential report on your store's sales performance from the previous week.

Bookstores reporting through Nielsen BookScan will also receive a DMA (Dominant Market Area) report of book sales, which allows you to compare your sales results with the book sales within in your local market area. This is a valuable way to gain local market intelligence and a stronger competitive position.

If you have any technical problems, there is a full Nielsen BookScan support team to help you find a solution. To sign up with BookScan contact Carmen Tello, BookScan Retail coordinator, (914) 684-5577, ctello@soundscan.com

ABA Upload

➤ If you have a computer, an Internet connection and a computerized POS system, you can choose the ABA Upload. Simple instructions guide you in generating a weekly sales data file from the POS system used in your bookstore. Once the weekly data file is created and saved to a file, you can transfer the file from your computer to the **Book Sense** Bestseller Reporting System. Within seconds, your weekly sales data file is in the **Book Sense** system. ABA has staff support if you need assistance. Go to BookWeb.org and click on the "Report to the Book Sense Bestseller Lists."

ABA Web Data Form

➤ Just enter ISBN information and quantities sold and the system handles the rest. You have more time for your customers, and ABA support staff is available to provide any assistance you may need. Go to Bookweb.org and click on the "Report to the Book Sense Bestseller Lists" link.

FREQUENTLY ASKED QUESTIONS



My store is small so our sales are small. Why should I report? Won't my sales be insignificant compared to larger stores?

All sales data is weighted so that all reporting bookstores influence the final bestseller list. Regardless of size or specialty, the same value is given your bestsellers. This provides the most accurate view of what is selling in independent bookstores nationwide.

We are a specialty bookstore. Why should I report to a general bestseller list?

The sales reported from specialty bookstores provide the critical mass needed to publish Book Sense Specialty Bestseller Lists. Your specialty book sales combined with other bookstores sales data in the same book category result in an effective marketing tool for your specialty bookstore, and in more book sales.

Do I have to report every week?

Weekly reporting makes the Bestseller List more effective as a marketing tool you can use to boost sales. And, it takes very little time once you decide to become a reporting bookstore. Regular reporting will also insure your store's continued receipt of the Book Sense White Box.

I have little time or staff to dedicate to weekly reporting. How will I manage this?

Regardless of your reporting method, it takes only minutes per week for you to have a sales tool that generates more sales.

Are there any expenses to reporting our weekly sales?

None. Nielsen BookScan and ABA will cover the costs for collecting and interpreting the sales data. If you decide to use Nielsen BookScan, the software modules for your POS system will be provided.

What if we have technical problems when we report?

Talk to ABA staff. For a technical overview or questions about the ABA upload or web data form, contact Jeff Wexler at 1-800-637-0037 ext. 6630, e-mail: jeff@bookweb.org. Or contact Joe Dawson at 1-800-637-0037 ext. 6632, e-mail joed@bookweb.org.

For general questions, contact Meg Smith 1-800-637-0037 ext.6641, e-mail meg@booksense.com.

Questions specific to BookScan may be addressed to Rachel Ehrentreu at (914)684-5577, or e-mail rachel.ehrentreu@nielsen.com

We are ready to start reporting or upgrading our reporting procedure. What's next?

Call Meg Smith at 1-800-637-0037 ext.6641, or email her at meg@booksense.com. ABA will contact you and get you started as quickly as possible.

We would like our local newspaper to reprint the Book Sense Bestseller list. Who do we contact?

Call Meg Smith at 1-800-637-0037 ext.6641, or email her at meg@booksense.com.

