

PUBLISHER PROFILE FORM

Please complete this form and email it to info@edupaperback.org or fax to 202-962-3939
no later than Wednesday, December 14th. If you prefer to fill the form out electronically, please visit
<http://edupaperback.org/form>

Please ship the books and catalogues that you will be promoting at the EBMA Annual Meeting to wholesalers in their
offices in advance of the meeting! Shipping instructions will be sent by e-mail.

Name of Publisher _____ Fiscal Year Period _____
Imprints You Represent _____

Main Office Address _____
City _____ State _____ Postal Code _____

Website Address _____
Warehouse Address _____
City _____ State _____ Postal Code _____

EBMA Marketing Contact (Adult Books)

Name _____
Phone & Ext _____
800 # _____
FAX # _____
e-mail _____

EBMA Marketing Contact (Children's Books)

Name _____
Phone & Ext _____
800 # _____
FAX # _____
e-mail _____

Sales Director (Adult Books)

Name _____
Phone & Ext _____
800 # _____
FAX # _____
e-mail _____

Sales Director (Children's Books)

Name _____
Phone & Ext _____
800 # _____
FAX # _____
e-mail _____



If you have online services to check orders and availability, please provide access number: _____

If a distributor represents you line to wholesalers, please indicate: _____

Types of Books Published by Percentage (should add to 100%):

_____ mass market paper	_____ foreign language	_____ hardcover
_____ trade paper	_____ workbooks	_____ audio/videotapes
_____ reference	_____ eBooks	_____ other: _____

Categories of Books Published by Number of New Titles & Percentage of Backlist:

# of new	% of backlist	# of new	% of backlist
_____	_____ adult	_____	_____ preschool
_____	_____ young adult	_____	_____ series
_____	_____ juvenile	_____	_____

What do you anticipate your top 3 or 4 new paperback releases for the K-12 school market will be this year? _____

When do you announce new titles and in what format? _____

Promotions: Please check those you do annually and circle those available to wholesalers

_____ catalogs	_____ space ads	_____ brochures
_____ posters	_____ teacher guides	_____ mailings
_____ display units	_____ author promos	_____ educational exhibits

Do you do cooperative advertising? _____ Advertise in wholesaler catalogs? _____

Attachments: The following attachments would be very helpful:

1. Wholesaler discount schedule for returnable and nonreturnable books.
2. Cooperative advertising policy if applicable.
3. A list of any paperback titles that you anticipate will go out of print this year.
4. Three lists of your top 25 best-selling titles rank-ordered according to unit sales to EPA wholesalers for each of the following categories: juvenile, young adult, and adult. Also, please provide a list of your top five best-selling series. (These lists should be composites without identification of individual wholesalers. Also, there is no need to show total unit sales, just rank order.)
5. A "Who's Who?" list of your company management.