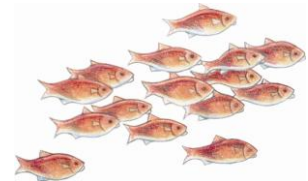




**IBPA-U 2009**

# **6G Selling to the Children's and YA Market**



**Sylvan Dell Publishing**





# Outline

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- Who We Are
- Education Market
- Book Life Cycle
- Wholesalers, Distributors & Prebinders
- Building a Rep Force
- Price Structure
- Book Formats
- What do Teachers want?
- What do Librarians want?
- State Lists & Awards
- Buying Cycles
- PR
- Advertising
- Tradeshows
- Catalog Mailings
- Database Management
- Mass emailing



# Who We Are

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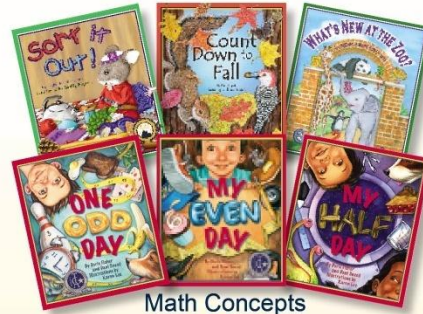
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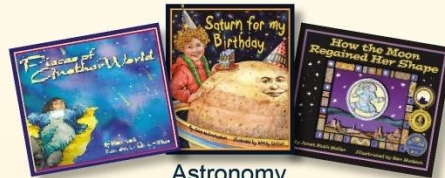
45 Titles & 11 more in 2010



Hardcover & Paperback  
eBooks  
Site Licenses  
Stuffed Animals



Math Concepts



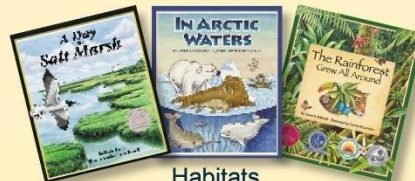
Astronomy



Birds



Rocks & Minerals Southwestern Food



Habitats



Marine Animals



Zoo Animals



Wildlife



# Education Market

## Teacher Employment

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<u>Occupation</u>	Employed (1,000)	% of total			
		<u>F</u>	<u>Bl</u>	<u>As</u>	<u>Hi</u>
Postsecondary teachers	1,194	46.3	6.7	10.3	4.5
PreK & Kindergarten	690	97.7	13.9	2.5	10.5
Elementary and middle	2,701	82.2	9.7	1.7	6.5
Secondary	1,098	56.0	7.3	1.9	6.5
Special educ	401	83.5	9.0	1.7	4.7
Other teach & instr	705	64.9	9.4	4.6	7.5
Librarians	229	84.2	8.8	1.1	2.9
Teacher assistants	<u>942</u>	92.3	14.9	2.3	14.1
Educ, trng, & library	8,126	74.2	9.8	3.5	7.3



# Education Market

## ISD, School & Student Numbers

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“50 million students are heading off to approximately 97,000 public elementary and secondary schools for the fall term, and before the school year is out, an estimated \$489 billion will be spent related to their education.”

	<u>ISDs</u>	<u>Schools</u>	<u>Students</u>
US Totals	17,662	98,579	49,588,626
ISDs – Big Guys	500	31,660	21,406,915
ISDs – The Giants	100	16,328	11,270,624

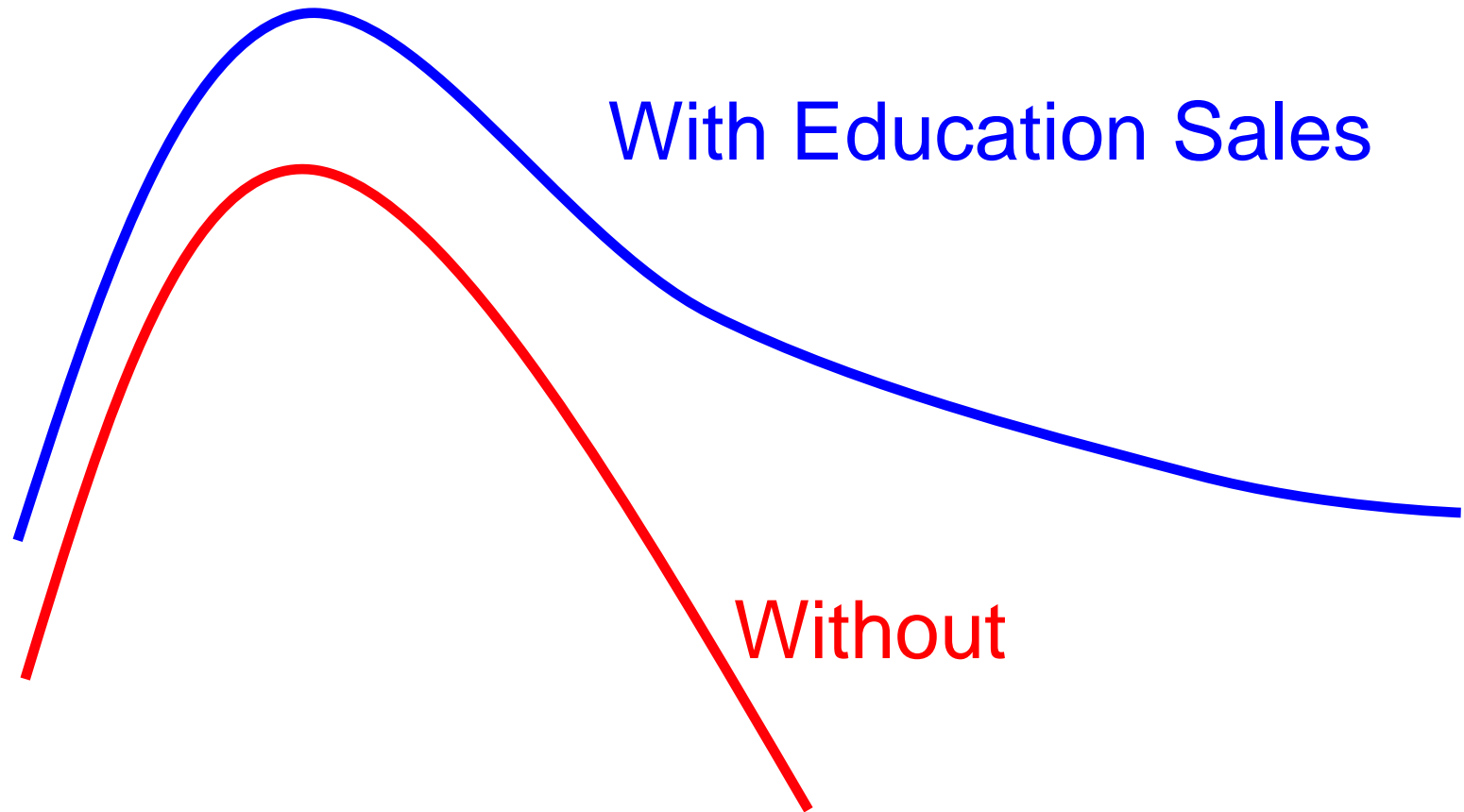
<http://nces.ed.gov/fastfacts/#>

[http://nces.ed.gov/pubs2008/100\\_largest/tables/table\\_01.asp?referrer=report](http://nces.ed.gov/pubs2008/100_largest/tables/table_01.asp?referrer=report) (2004/5 data)



# Single Book Life Cycle

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# Distribution Paths

Publisher

Wholesalers    Distributors    Prebinders

Reviews  
Awards

Education Retailers    Bookfairs

Sales Force    Ind Reps / Jobbers

PR & Articles  
Advertising, Tradeshows  
Email, Phone, Mail

Public    School    School    Home  
Librarians    Teachers    Librarians    Schoolers

Parents & Children



# Wholesalers

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Ingram  
TN, OR, IN, PA

Baker & Taylor  
NJ, GA, IL, NV

Follett-BWI  
IL

Midwest

American Ws

Booksource

Mackin

AWBC

Book Smart

Koen

Bookazine

- Collection Development
- Cataloging
- Sales Forces
- Advertising

- All warehouses stocked
- Reports for Sales Reps
- Feed Them
  - ARCs, BLADs, Sell Sheets, PR, Author Info



# Distributors

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## **Education**

Books 4 Schools  
Brodart  
Children's Lib Rs  
Children's Plus  
Creative Educ  
Davidson  
Delaney  
Disc Preschool  
Dodge Learning  
Gumdrop  
Garrett

HighReach

Pearson

Phoenix

Possum Grape

Polybook

Rainbow Book

Richardsons

Reading Source

RL Bryan

Sandlapper

Southwest

Studum

## **Library**

Unique

Quality

Trilogy

MidWest Lib Svc

## **Prebinders**

Penworthy

Regent

Bnd-to-Stay-Bnd

Perma-Bound



# Sales Reps

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- Education & Library Sales Reps
  - 25% on Net Sales
  - 5% on Ingram / B&T Sales
  - Follett will not breakdown by state
  - Exclusive in their Region
  - Pass on Info re Direct Sales
  - Banners, Samples, Promo Material, Plush, Posters & Postcards
  - Into the schools
  - Tradeshows – Are they selling?



# Price Structure - Discounts

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HC / PB	Discount
1 – 9	20%
10 – 39	25%
40+	30%

Non-Returnable & Net 30 !!!

Shipping: Free on orders of 10+ Books

Library Processing: Free on 15+ Titles

AR Quizzes: \$1 for 20+ Titles



# Library Processing Costs

		Quantity of Books Purchased					
		<u>1</u>	<u>5</u>	<u>10</u>	<u>20</u>	<u>50</u>	<u>100</u>
<b>Fixed</b>							
<b>Diskette &amp; Setup</b>		\$10.50	\$10.50	\$10.50	\$10.50	\$10.50	\$10.50
<b>Variable</b>							
<b>Title Fee</b>	0.13	0.13	0.65	1.30	2.60	6.50	13.00
<b>Poly Barcode Labels</b>	0.07	0.07	0.35	0.70	1.40	3.50	7.00
<b>Spine Labels</b>	0.06	0.06	0.30	0.60	1.20	3.00	6.00
<b>Spine Label Protector</b>	0.06	0.06	0.30	0.60	1.20	3.00	6.00
<b>Basic Package Fee</b>	<u>0.32</u>						
<b>Basic Package Cost</b>		10.82	12.10	13.70	16.90	26.50	42.50
<b>Basic Package Cost Per Book</b>		\$10.82	\$2.42	\$1.37	\$0.85	\$0.53	\$0.43



# Book Formats

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- Hardcover
  - Library Binding, Jacket
- Paperbacks
  - Spine, Flaps
- eBooks
  - Downloadables
  - Broadband Access
    - Flash
    - Flipviewer

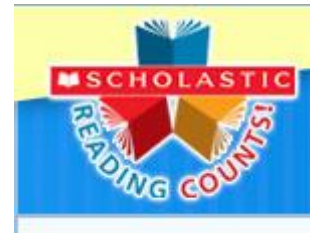




# What Do Teachers Want?

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- Author Presentations tied to Standards
- Make their job easier
  - Alignment to State Standards
  - Reading Levels: Lexile Measure, Fountas-Pinnell
  - Lesson Plans and Teaching Activities
  - Quizzes
    - Build your own
    - & / or:
- Classroom Sets
- Purchase Orders & Online Sales
- Free Stuff / Grant Money!





# What Do School Librarians Want?

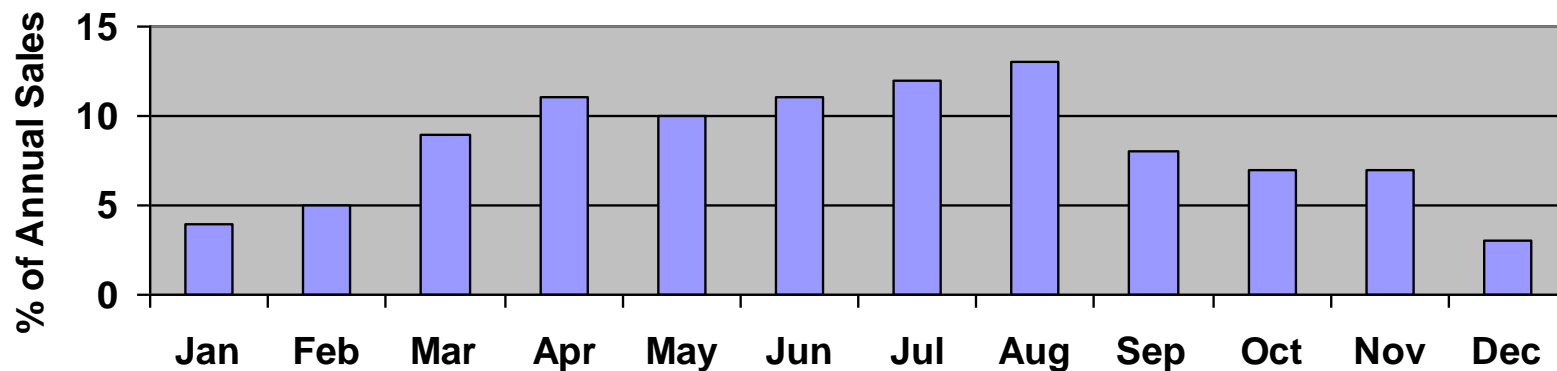
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- Library Binding or Guarantee!
  - plus \$0.30 at 10K print run
- Cataloging (CIP) & Library Processing
  - B&T, Follett, Media Log
  - MARC Records
  - Copyright Page, LOC, OCLC, Donahue
- Colibri Cover Systems
- Posters, Plush & Freebies - Schools
- Purchase Orders
- Recommended Lists & Awards:
  - Trade Magazines & Wholesalers
  - SL Association

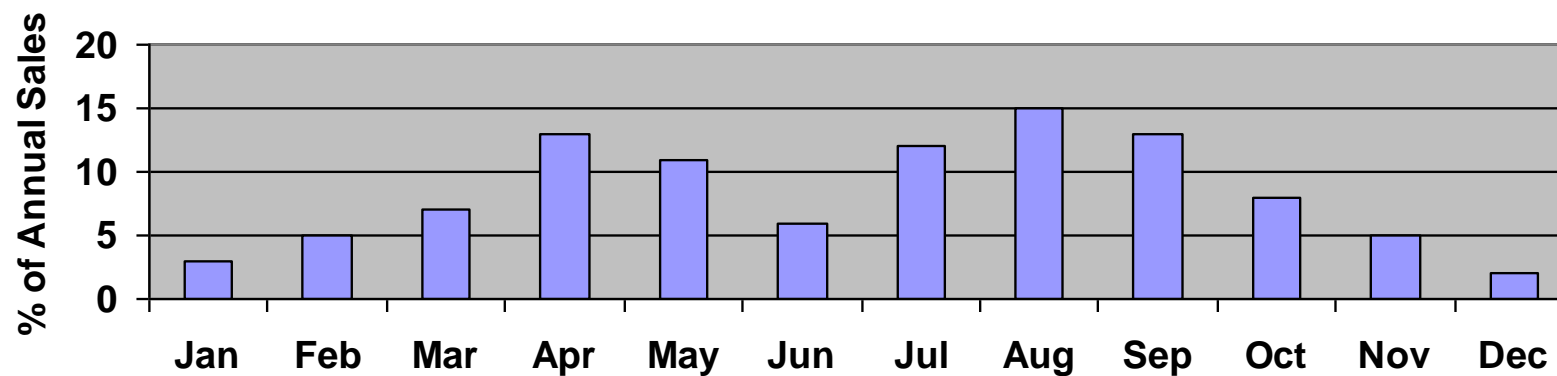


# Buying Cycles

## Public Library



## School





# Public Relations

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- Cision Media Source
- News Releases
- Event Alerts
- Article Placement
- E-Newsletter
- Author Interviews
- Author Tip Sheets
- TV Spots
- Radio Podcasts
- Blogs
- Review Copies
- Awards Process
- State Reading Lists
- Motivate the Authors

Free PR & Networking!



# Advertising

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[AASL: Knowledge Quest magazine](#)

[Armchair Interviews: Interviews](#)

Book Links (K-8 Teachers & School Libr)

Booklist - Public - 2 per mo

B&T: *Books For Growing Minds*

B&T: *School Selection*

B&T: Double Exposure Program

[CBC: Hot Off The Press](#)

[CBC: Showcase Themes](#)

Follett Catalog

Google & Yahoo AdWords

[Homeschooling Today](#)

Ingram: Children's Advance

Learning Magazine

Library Media Connection

LYP

National School Supply Ed. Assoc

NAESP Principal Magazine

[NAEYC YC](#)

PW: Spring & Fall Children's

SLJ - *School Library Journal*

SLJ - Curriculum Connections

SLJ – Coupon Books: PLA, TLA, ALA

Science & Children (NSTA)

[Teacher Magazine](#)

The Link Newspaper

Pocket Homeschool Fair



# Education Magazines

NEA Today	2,591,212	Mary Ellen Flanner
Scholastic Parent & Child	1,238,983	Samantha Brody
American Educator	850,000	Lisa Hansel
Educational Leadership	170,000	Deborah Gough
Learning	150,000	Karen Brudnak
Teaching K-8	134,238	Kate Pierpont
The NCTM News Bulletin	120,000	Jodi Flood
Teacher Magazine	104,664	Scott Cech
How Stuff Works Express	100,000	Joe Martin
Edutopia	100,000	Jim Daly
Harvard Education Letter	80,000	Sara Young
Education Week	53,236	Linda Jacobson
Teaching Exceptional Children	48,000	Alec Peck



# Education Magazines

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Classroom Teacher	44,000	Kelley Strutton
Exceptional Children	42,000	Steve Graham
Leadership for Student Activities	35,500	Lyn Fiscus
Our Children	31,400	Ted Villaire
Homeschooling Today	30,000	Kara Murphy
Social Education, The Social Studies Professional	24,000	Michael Simpson
SchoolArts	20,000	Sarah Messier
The Population Educator	15,000	Pamela Wasserman
Gifted Child Today	15,000	Alex Shiu
Classroom Notes Plus	12,000	Felice Kaufmann
The American Biology Teacher	11,000	Meghan Guinnee



# Tradeshows - Educators

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AASL	American Assoc. of School Librarians
ACEI	The Association for Childhood Education Int'l
ALA	American Library Association & ALA - Midwinter
ASCD	Assoc. for Sup. and Curriculum Development
EPA	Educational Paperback Association
IRA	International Reading Association
Lexile	Lexile Conference
NABT	National Association Of Biology Teachers
NAEE	National Association Of Environmental Educators
NAEYC	National Assoc of Educators For Children
NAA	National AfterSchool Association
NRRELC	National Reading Recovery and Early Lit. Conf



# Tradeshows - Educators

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NCTE	National Council of Teachers of English
NCTM	National Council of Teachers of Mathematics
NEA	National Educators Association
NSSEA	National School Supply Education Association
NSTA	National Science Teachers Association
NSDC	National Staff Development Council
NAGT	National Association of Geoscience Teachers
NESTA	National Earth Science Teachers Association
NMEA	National Marine Educators Association
PLA	Public Library Association
SSMA	School Science and Mathematics Association



# Catalog Mailing

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- Design for bulk mail
- Order Form Insert
- Pre Folded
- Annual catalog or Fall insert
- Big Dollars
  - Check with your printer
    - Ship with your books



# Database Mgmt & Technology

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## List Building

- Tradeshows
  - Badge Readers
  - Follow-up
- Extractor Tool
- List Purchase, Rental

## Managing the Lists

- ACT
- Swiftpage
- Publishing Software
  - Accumen
  - iPub
  - Quickbooks



# Mass eMailing

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- Alphabetic or Random – not by District!!
- Link and imagery tradeoffs
- Professional Subject lines
- Coupons
- What does the eMail offer to make their life easier?



# Sylvan Dell Publishing

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## Questions?

Lee German  
Publisher

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