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## Deadlines for Title Submissions

Thank you for partnering with us on your forthcoming title(s). Please abide by the following guidelines for submitting information to us so we can ensure your titles are handled in a timely manner for processing. To submit your title information, please access our New Title Form located on our website at [www.atlasbooksdistribution.com](http://www.atlasbooksdistribution.com) > Publishers > Required Forms > New Title Form. For multiple title submissions, please contact your customer service representative at info@atlasbooks.com.

**Titles Submitted between:**

**August 1, 2011 - January 31, 2012** will be included in the **Fall 2012 Catalog**

**February 1, 2012 - July 31, 2012** will be included in the **Spring 2013 Catalog**

### Catalog Deadline

Fall 2012 Catalog  
January 31, 2012

Spring 2013 Catalog  
July 31, 2012

**New Title Information Due:**  
6 months prior to book promotion

**Title Information Disseminated to Trading Partners:**  
Approximately 30 days after new title submission

**Title Presented to Top Accounts by National Sales Managers:**  
Approximately 2-3 months after new title submission \*

**Stock Due in BMI Warehouse:**  
1 month prior to release date  
*Book available for distribution*

**Selling Season** (Book Buyers are budgeted twice a year)  
**Spring Catalog - December through May**  
**Fall Catalog - June through November**

\* **Note:**

- Top Accounts include Baker & Taylor, Barnes & Noble, Borders, and Ingram. They use tip sheets & finish books on most occasions when they present titles. We are also an exclusive sales agent for Amazon, so please cancel your Advantage Account upon signing up with us.
- It takes approximately 4-6 weeks for a title to begin to appear once we submit to the trading partners, this includes Amazon as well. For more information on FAQ's about Trading Partners and their timelines, please see: <http://atlasbooksdistribution.com/pubresources/faqs.htm#baresessers> under "Book Availability" and "Amazon".