



## Timing is Everything

In order to ensure our clients aren't spending valuable time and money promoting a book that's not yet available in bookstores, we have constructed this chart to give you the best idea of when you should begin promotion:

The best way to read this chart is to determine when you will submit your new title to BookMasters/AtlasBooks and then work out the rest of your timeline based on that month. **Sales activity begins the month after books are received BookMasters/AtlasBooks.**

Title Info Set Up in AtlasBooks Databases	Title Info to Trading Partners	Book Sold to Top 4 Accounts*	Book in AtlasBooks Catalog	Catalog Mailed to Reps	Book Sold by Reps**	Official Pub Date***	Promotion Begins
November	December	Feb-March	Fall	End of May	June-Sept	May 1	June ****
December	January	March-April	Fall	End of May	June-Sept	June 1	June
January	February	April-May	Fall	End of May	June-Sept	July 1	July
February	March	May-June	Fall	August	Aug-Nov	August 1	August
March	April	June-July	Fall (Mar. 1)/Winter	August	Aug-Nov	September 1	September
April	May	July-August	Winter	August	Aug-Nov	October 1	October
May	June	Aug-Sept	Winter	January	Jan-Apr	November 1	November
June	July	Sept-Oct	Winter	January	Jan-Apr	December 1	December
July	August	Oct-Nov	Winter (Jul 1)/Spring	January	Jan-Apr	January 1	January
August	September	Nov-Dec	Spring	December	Jan-Apr	February 1	February
September	October	Dec-Jan	Spring (Sept 15)/Fall	End of May	June-Sept	March 1	March
October	November	Jan-Feb	Fall	End of May	June-Sept	April 1	April

Books are "available" from us as soon as they're received in our warehouse. Anyone may order them from us immediately.

\*We will use tip sheets and finished book to sell the title to Ingram, Borders, Barnes & Noble (B&N) and Baker & Taylor (B&T). Once the books are physically received by Ingram (should be within 4-6 weeks of the book being sold to Ingram), they appear as "available" to retailers, including Amazon which will show 2-3 day availability to consumers. B&N and Borders may take much longer than Ingram to actually place their orders. B&T orders on demand. We are the exclusive sales agent for Amazon, so please cancel your Advantage Account upon signing up.

\*\*Many of the sales to independents, regional chains, and regional wholesalers depend on the commission reps' selling cycle. The commission reps' use the catalog, tip sheets, color covers, and sample books to sell to their accounts.

\*\*\*The "official pub month" should be the month you plan to start your promotion, not the month the book is printed.

\*\*\*\*BEA is at the end of May/beginning of June. Sales reps concentrated sales efforts begin at the show.