

# Publisher Alley® Features Update

## June 12, 2009

In April 2009, Publisher Alley was updated to accommodate two longstanding subscriber requests:

1. Include “lifetime” sales for titles in Snapshots.
2. Allow user-defined sorting of category buy reports in Excel output.

### Lifetime Sales, Details

A book’s lifetime sales are now included in Snapshots, both on the main screen and in the two-week comparison. The lifetime figure also appears in Snapshot Excel reports. In all places, lifetime is abbreviated “LT.”

There are two peculiarities to explain.

- o **LT** is based on Publisher Alley sales *with a 2-day delay*. It matches the “lifetime” sales that you’ll see in search results or on title info pages.
- o **YTD** is calculated to include the most recent Snapshot sales. For this reason, YTD will often be higher than LT for frontlist titles.

The screenshot shows a title page for "Liberty and Tyranny: A Conservative Manifesto" by Levin, Mark R. The page includes publication details (US List: \$25.00 USD, Pub Date: 03/24/2009, Binding: Cloth, ISBN: 9781416562856) and a table of sales figures. The table has columns for Date, Units Sold, and two monetary columns (\$0.00 and \$0.00). Rows show data for LT (30,997), LYTD (0), YTD (31,406), Past 14 Days (2,181), 6/12/2009 (0), and 6/11/2009 (409). To the right of the table is a callout box with the following text:

**LT (Lifetime):** Based on sales with two-day delay.  
Does not include the most recent Snapshot daily sales.  
**LYTD (Last Year to Date):** Only relevant if the title was available last year at this time.  
**YTD (Year to Date):** Sales from this calendar year, including Snapshot daily sales.

Date	Units Sold	\$0.00	\$0.00
LT	30,997		
LYTD	0	\$0.00	\$0.00
YTD	31,406	\$785,697.95	\$400,413.75
Past 14 Days	2,181	\$54,625.00	\$27,807.75
6/12/2009	0	\$0.00	\$0.00
6/11/2009	409	\$10,225.00	\$5,214.75

- o Also note that Snapshots *still* suppress daily sales for titles with on-sale dates in the future. These are NOT suppressed in LT, however: that figure will always match “lifetime” sales shown in results or on title info pages.

### User-Defined Sorting, Details

In the past, all Excel category buying reports were sorted the same way: first by category and then by catalog page. Now, any sort the user applied on-screen is reflected in the individual Excel reports. For example, users can choose catalog page as the primary sort, so that presentations with buyers go smoothly

according to catalog page. (Remember to use leading zeroes to enable sorting by catalog page.)

User-defined sorting has always been available for those NOT doing category buying. In the past it was not possible to maintain sorts on-screen (when moving throughout the site), but this has also been corrected.

Please feel free to contact us with any questions. Our NH phone number is 603-746-3102 (Lisa ext. 3305 and Jamie ext. 3287). Note that ALL of us can now be emailed at [firstname.lastname@btol.com](mailto:firstname.lastname@btol.com); the ybp email addresses are still active for Jamie, Dan, and Lisa.