



Website Enhancements Related to Category Buying

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As you may have heard, Baker & Taylor is beginning a move to category buying for some publishers. This is scheduled to take place in September 2008 and is described here: http://www.btol.com/viewnews.cfm?press_id=173&typ=c The merchandising department is in the final stages of restructuring now. In the coming weeks, B&T will advise publishers regarding whether their imprints are suited to category buying, or whether the existing process will continue to apply. Some new contacts within the merchandising group will be assigned, and B&T will advise publishers as soon as this information is finalized. A list of the categories is below.

In addition, earlier this year, Baker & Taylor requested that some publishers suggest buys in full carton quantities.

Publisher Alley will introduce an upgraded Buy Report to accommodate both category buying and carton-quantity ordering. **The upgraded report function will do all the sorting and formatting necessary for publishers to present titles by category. It will identify the categories for new and comparable titles, as well as the buyers in charge of those categories. In fact, when existing reports are reopened in the new format, they will be presentation-ready. We will email all users when the new Buy Report functionality goes live, but publishers need not hold off in creating reports.**

For publishers not asked to participate in the new initiatives, the report will function largely as it does now. Those involved with category buying/carton-quantity ordering will be able to utilize the following new features:

- Carton quantities fed directly into the Buy Report and exported to the Excel spreadsheets.
- Categories for new and comparable titles automatically identified in the report.
- Categories identified for all titles in search reports, to facilitate the selection of appropriate comps.

- Advanced export options: separate reports can be automatically created for each buyer, based on the categories they handle.
- Appointment scheduling feature: since appointments with multiple buyers will be required for publishers with larger lists, this feature is available to trigger scheduling at B&T. It can be used as soon as all new titles are entered in the report.
- “Exception reports” for any new titles not assigned to categories. In the event that new titles are not automatically associated with B&T categories, the publisher will receive these titles in a small, separate spreadsheet for reference.

The goal of the new functionality is to simplify preparation of reports: publishers will not need to cut up larger reports or research the buyers responsible for particular categories. There are additional functionality upgrades (such as *searching* by category) that are scheduled for a later rollout.

Pub Alley is currently working out the details on the timing: we are discussing how to transfer reports already created in the older format that are now subject to category buying, as well as a coordinated Pub Alley release with the larger B&T program to avoid workarounds. We will post updates on these topics in this space as they are available.

To reiterate, those publishers not participating in category buying/carton-quantity ordering will be able to use the Buy Report as they do now. Should your press be asked to participate in these programs at a later date, the new functionality will be available.

Of course, Pub Alley staff will be available to conduct orientation/training sessions with the new Buy Report as soon as it is launched. There are no additional fees for the new functionality, and there will be no software to install.

Category Names and Abbreviations (Subject to Change)

ANT	Antiques & Collectibles
ARC	Architecture
ART	Art
BIB	Bibles
BIO	Biography & Autobiography
BUS	Business & Economics
CGN	Comics & Graphic Novels

CKB	Cooking
COM	Computers
CRA	Crafts & Hobbies
DRA	Drama
EDU	Education
FAM	Family & Relationships
FOR	Foreign Language Study
GAM	Games
GAR	Gardening
HEA	Health & Fitness
HIS	History
HOM	House & Home
HUM	Humor
LAN	Language Arts & Disciplines
LAW	Law
LCO	Literary Collections
LIT	Literary Criticism
MAT	Mathematics
MED	Medical
MUS	Music
NAT	Nature
NON	Non-Classifiable
OCC	Body, Mind & Spirit
PER	Performing Arts
PET	Pets
PHI	Philosophy
PHO	Photography
POE	Poetry
POL	Political Science
PSY	Psychology
REF	Reference
REL	Religion
SCI	Science
SEL	Self-Help
SOC	Social Science
SPO	Sports & Recreation
STU	Study Aids
TEC	Technology & Engineering
TRA	Transportation
TRU	True Crime
TRV	Travel
FROM	Romance
FMYS	Mystery
FSUS	Suspense
FSCI	Science Fiction

FFAN	Fantasy
FWES	Western
FGEN	General Fiction
FINS	Inspirational
FCLA	Classical/Canon Authors
FCOL	Story Collections/Anthologies
JFBO	JF Board Books
JFCO	JF Concept Books
JFPI	JF Picture Books
JFER	JF Easy Reader
JFCB	JF Chapter Book
JFFI	JF Fiction
JFGR	JF Graphic Novels
JFYA	JF Young Adult
JFGY	JF YA Graphic Novel
JNBO	JN Board Books
JNCO	JN Concept Books
JNPI	JN Picture Books
JNER	JN Easy Readers
JNCB	JN Chapter Books
JNNF	JN Nonfiction
JNGR	JN Graphic Novels
JNYA	JN Young Adult
JNGY	JN YA Graphic Novels
TEXT	Short Discount
SPAN	Spanish
FROM	Romance
FMYS	Mystery
FSUS	Suspense
FSCI	Science Fiction
FFAN	Fantasy
FWES	Western
FGEN	General Fiction
FINS	Inspirational
FCLA	Classical/Canon Authors
FCOL	Story Collections/Anthologies
CLND	Calendars
GNRC	Generic