

Publisher Alley Dot-Com Reporting Announcement August 4, 2010

New Dot-Com Reporting Now Available.

Publisher Alley now offers customized reporting on dot-com sales for a select group of retailers: **Borders.Com, Buy.Com, Target.Com, Overstock.Com and Wal-Mart.Com**. For the first time, publishers can review title-level sales with select Baker & Taylor customers on a regular basis.

We encourage publishers to request free sample reports to see typical sales volume through the various retailers. Reporting is available for a publisher's *own titles* only.

Dot-com sales detail at the customer level, which is not available in Publisher Alley, can be delivered via an emailed Excel report to a list of up to ten email recipients. The example below shows one publisher's report (with key information blurred for confidentiality).

publisheralley performance reporting from Baker & Taylor				Borders.Com Sales via Baker & Taylor				Report Generated: 8/4/10			
				Reporting Period: 01-Jul-2010 - 31-Jul-2010				All titles listed were purchased from this retailer in the reporting period. When unit sales are zero, purchases plus returns equal zero.			
ISBN	Unit Sales	Title	Responsible Parties	Imprint Name	Vendor Code	Imprint Code	Pub Date	Binding	List Price	Sales	
9781441007103	2	Razor Sharp	Michaels, Fern/ Merlingt	something else	99999	99999	9/29/09	Cloth	\$14.99		
9781441007096	2	Night over Water	Follett, Ken/ Casaletto, T	something else	99999	99999	3/28/07	CD/Spoke	\$38.95		
9781441011982	1	Just Plain Foolishness	Brunstetter, Wanda E./ C	something else	99999	99999	5/20/10	Paper	\$14.99		
9781441012643	1	Fired Up	Krentz, Jayne Ann/ Bear	something else	99999	99999	12/29/09	Paper	\$34.99		
9781441013437	1	Winter of the Wolf Moon	Hamilton, Steve/ Miller, D	something else	99999	99999	2/1/10	Paper	\$29.99		
9781441013439	1	Promises in Death	Robb, J. D./ Erickson, S	something else	99999	99999	2/24/09	Paper	\$38.99		
9781441013439	1	Dragonquest	McCaffrey, Anne/ Hill, D	something else	99999	99999	10/25/05	Paper	\$37.95		
9781441013952	2	Exclusive	Brown, Sandra	something else	99999	99999	2/28/10	Paper	\$39.99		
9781441013952	2	The Shelters of Stone	Auel, Jean M./ Burr, San	something else	99999	99999	4/1/02	Paper	\$79.95		
9781441013952	3	Love in the Afternoon	Kleypas, Lisa/ Landor, R	something else	99999	99999	6/29/10	Paper	\$29.99		
9781441013952	1	Dying to Please	Howard, Linda/ Ericksen	something else	99999	99999	1/20/10	Paper	\$29.99		
9781441013952	1	Dragonspell	Paul, Donita K/ Grafton	something else	99999	99999	6/16/09	Paper	\$19.99		
9781441013952	1	Judgment in Death	Robb, J. D./ Erickson, S	something else	99999	99999	5/28/07	Paper	\$36.95		
9781441013952	1	Dragon Harper	McCaffrey, Anne/ McCaf	something else	99999	99999	11/28/08	Paper	\$14.99		
9781441013952	1	The Dark Highlander	Moning, Karen Marie/ Gi	something else	99999	99999	3/20/08	Paper	\$29.95		
9781441013952	1	Creation in Death	Robb, J. D./ Erickson, S	something else	99999	99999	3/28/08	Paper	\$14.99		
9781441013952	1	Midnight Sons	Macomber, Debbie/ Mille	something else	99999	99999	1/20/10	Paper	\$29.99		
9781441013952	2	Imitation in Death	Robb, J. D./ Erickson, S	something else	99999	99999	11/28/07	Cloth	\$36.95		
9781441013952	1	Gentle Rogue	Lindsey, Johanna/ Merlin	something else	99999	99999	7/29/08	Cloth	\$36.95		
9781441013952	2	Blood Work	Connelly, Michael/ Hill, D	something else	99999	99999	9/30/09	Reinforced	\$9.99		
9781441013952	1	The Orange Code	Kuhlmann, Arkadi/ Philp	something else	99999	99999	11/3/08	Reinforced	\$34.99		
9781441013952	1	Shattered	Robards, Karen/ Erickse	something else	99999	99999	3/23/10	Reinforced	\$32.99		
9781441013952	1	Walk the Walk	Deutschman, Alan/ Bond	something else	99999	99999	9/3/09	Reinforced	\$24.99		
9781441013952	1	Kentucky Sunrise	Michaels, Fern/ Merlingt	something else	99999	99999	9/30/09	Cloth	\$9.99		

Note the tabs at the bottom that organize the results from each retailer.

Pricing is summarized below—for a detailed rate card, please see <http://www.publisheralley.com/content/at/pricecard.pdf>

Summary Pricing:

- Current participants in indirect co-op are eligible to receive *free* monthly reporting for Buy.Com, Target.Com and Wal-Mart.Com through 2010. If you are unsure as to whether your company is a participant, please contact Marin Foster (information below).
- Those not participating in indirect co-op can order monthly reports. For Publisher Alley subscribers, annual rates are \$200 (Target.Com and Buy.Com) and \$300 (Wal-Mart.Com).
- B&T does not administer co-op for Borders.Com or Overstock.com. Publisher Alley subscribers can order monthly reports for sales through these retailers at \$700 (Borders.Com) and \$300 (Overstock.Com) annually.
- Weekly and bi-weekly reporting for all five retailers is also available.
- Non-subscriber report pricing is available, as well as discounted pricing for subscribers with net annual sales below \$600,000.

Questions about dot-com reporting options? Please contact Marin Foster at (908) 541-7392 or marin.foster@baker-taylor.com.