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.
- **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.
- **YTD** is calculated to include the most recent Snapshot sales. For this reason, YTD will often be higher than LT for frontlist titles.

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 is 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; the ybp email addresses are still active for Jamie, Dan, and Lisa.