

The goal of this partnership is to minimize the effort required on your part to create a monthly calendar of events, freeing your time to focus on and develop your community relations program. The standard format we use was developed and refined with the stores and DM in the Atlanta area (which represent a variety of customer bases and CRMs). It is flexible enough to reflect your store's particular personality while providing a consistent look and feel identifiable as Barnes & Noble – like the signage, packaging, furniture and color scheme within your store. Where possible, we will balance both your needs and your wants with the physical limitations of page layout and style. We are professionals, and we want your calendar to be accurate, interesting and reader-friendly – truly, a quality piece of which we can all be proud. Communication and cooperation are the keys to making this happen.

These are a few questions that often come up, along with our recommendations for things you can do to make the whole calendar process faster and easier. Please give us a call if you have any other questions. Thanks.

Kate & David

- **WHAT DO I NEED TO SEND YOU FOR MY MONTHLY CALENDAR?**

Similar to your press releases, we need to know what's going on in your store for the upcoming month. Each event should include the date of month, day of week, time, a **brief** headline (2-3 words), and a 3-4 sentence description. Remember, headlines should be one line only, two when it cannot be avoided. **List your feature event first**, then your other adult events chronologically. List your children's events in chronological order, the weekly storytime titles and authors (if your back page uses a storytime column), and info for the bottom of the back page (i.e. Café, Music, Art, etc.). Actual submissions are included to give you a feel for what we mean. Generally, 7-8 events plus the feature fit well on the front. You should have at least 5 but no more than 10-11 adult events in addition to your feature.

Compare the previous month's calendar, section by section, to the information you are about to send. Make sure your list maps onto the calendar. Every month, we open your file from the month before and replace the blurbs, section by section, with the new events. If what you send is organized like the printed calendar, it reduces confusion in many ways. You will also be able to tell if you have overlooked something that should be included. If you do not have a specific piece of information (like a book title for a discussion group), let us know when we can expect that from you.

We will also need artwork for your main feature event: an Author Promotions' event, a signing by a local author or with a regional focus, an event based on a corporate "monthly theme" (like National Poetry Month), or First Book Storytime. The Buckhead location in Atlanta has agreed to act as our library, so occasionally we can pick up your featured title there. However, if your event is with a local author or publishing company or a community organization, we'll need you to send the dust jacket, a copy of the book itself, a sample cover from

the press kit or the publisher, or a logo “slick.” Photocopies, even color copies, are unacceptable for scanning. Please pack your artwork so that it will not be damaged during shipping. If you are sending a dust jacket, place it securely between two pieces of stiff cardboard or in a tube so that it is not bent or creased. Paperbacks can be sent in padded envelopes, while hardcover books should be boxed. Items should fit snugly in their outer packaging to reduce the chance of ripping the envelope open or damaging the contents. Whenever possible, use a reliable shipping company, not the U.S. Post Office. Sending packages through Airborne, FedEx or UPS helps to assure that we receive your materials in a timely fashion. Additionally, these companies can trace missing items. Unless you specify otherwise, artwork will be returned to you. (Please allow 2-3 weeks.) If you include a pre-addressed airbill, we can forward your materials to the Graphic Arts department when you need signs or flyers made.

Calendars support the community relations program’s goal to broaden and develop your customer base by relating events to books, so please provide at least one relevant title in your descriptions. Also keep in mind that the purpose of the calendar is to promote Barnes & Noble, not to provide free advertising for other commercial ventures. For example, if you are having the owner of a flower shop come in to do a demonstration on flower arranging, “Tammy Jones from Downtown Floral Specialties, 212 555-8932, will show us ...” would be better stated as “Tammy Jones, a local florist, will show us ...”

To save you time and effort, First Book and other corporate event descriptions (i.e., Midnight in the Garden Club) are composed in advance for use in all calendars. You simply need to provide the day, date, and time that your store will be hosting the event. If you are planning a special promotion in conjunction with a corporate event, please be sure to note that for us as well so we can add those details.

Pages need not be typed, but they must be legible. Pencil, fine point pens, cursive handwriting, tinted paper or paper with lines, faint print, or letters less than 12 points in size do not fax well. (Consider this – would you be able to easily read it if you received it on your fax machine?)

- **WHY ISN'T WHAT I WROTE IN THE CALENDAR?**

It is not possible to use all text EXACTLY as it is provided – this is not personal, it is the nature of the layout process. Fortunately, our copywriting and editing skills are some of the services you are already paying for! Often we discover that descriptions must be changed to accommodate space requirements; for clarity and directness; to correct grammatical, punctuation or stylistic problems; or to remove repetitive words or phrases. Should this be necessary, we try to retain the character and spirit of what you have written, and sometimes just a little rearrangement of words, clauses or sentences will take care of it. We may copy a blurb from another store if you are hosting the same event, but we will certainly include a specific fact or detail that you have provided if you let us know its importance.

Please give us more information than you think we will need – finding and getting back to us with additional

details about an event to fill white space is both an inconvenience and a delay that you can avoid. Copies of jacket flaps, back covers and press releases are great supplemental materials to send along with your event list, just in case.

- **WHO PRINTS MY CALENDAR?**

You may choose any local printing facility capable of producing digital copies at 100 lpi (lines per inch) from PostScript files received via e-mail or FTP. Every calendar must be printed directly from the computer file, not copied from a printed master, and we cannot give your printer the original file or send disks (a cumbersome and extremely time-consuming endeavor). Whenever possible, we recommend a facility with a networked Xerox DocuTech – our monitors are calibrated for their output and we have the appropriate drivers. You may be able to take advantage of discounted pricing when multiple stores or an entire district use the same printer.

- **HOW LONG WILL IT TAKE TO PRODUCE MY CALENDAR?**

Stores whose **complete** information (including artwork) is received on or before the district's deadline will be sent an initial proof by the following week (by the 17th, if your deadline is the 10th, for example). We work on a first-come, first-served basis and prioritize based on completeness of information and ease of production. Please review your proof promptly and return changes as soon as possible, no later than 72 hours please. Proof corrections will normally be made and an updated proof sent within 24 hours of when we receive changes or corrections.

If you have not heard from us within these time frames, please check your store's office thoroughly. (As you know, faxes can get lost or misplaced.) Normally, we WILL be in touch with you ahead of time when something may delay your proof. Feel free to call us to check your status.

We will not send your calendar to the printer without your expressed approval – either written or verbal. Final approval to print indicates you accept that the calendar is correct and complete. So that our fax lines remain free during business hours, your file will normally be sent to your printer the night it is approved. Please follow up with your printing facility the next day to let them know to expect a job and to confirm your printing and delivery instructions. Obviously, we cannot control how long it will take your printer's server to post the file to his account (usually less than a day, often only minutes or hours), or how much time it will take your printer to download the file and print your calendars.

Our schedules allow about 10 days for a district, from receiving information to having all stores completed and at their printers. **At the very latest, all calendars should be approved and to their respective printers by the 23rd of the month** so they can be in your store by the 25th. We don't get days off (including weekends and holidays) until every calendar in the region is at a printer – obviously, we want them there as soon as possible. Please do not delay returning a proof to us, and please let us know in advance what alternate arrangements you have made if you will be unavailable during your district's scheduled production time.

Sometimes things change unexpectedly, and we will certainly accommodate these circumstances as best we can. However, alterations or additions to the original information provided – especially after the initial proof has been completed – may require extra time and may also incur additional costs of \$75/hour (in 10-minute increments). You will be given an estimate for any extra charges before we ask your district manager for approval to proceed with the changes. In order to minimize additional costs, please review your latest proof and identify possible ways to modify existing events to work in an addition or deletion.

- **WHERE CAN I CONTACT YOU?**

Both of our studios are in our homes, and we are located just a few blocks apart.

Katherine Siegel Studio, Ltd.

210 Walker St. SW #2

Atlanta, GA 30313

404 521-3767 / 404 521-9088 fax

ksiegel@mindspring.com

Full Moon Graphix

227 Mitchell St. #3D

Atlanta, GA 30303

404 893-9639 / 404 893-5688 fax

ddonnell@mindspring.com

“Office hours” are weekdays 9:00 am to 7:00 pm, but we often work late at night or on weekends, and we can be reached during off-hours (we do ask for your consideration in non-emergency situations). Phone messages are checked and returned regularly. Often during “peak” work periods of the month we receive so many phone calls that it becomes difficult to answer all of them. In such situations, please consider alternate forms of communication such as fax and e-mail.