

# Business Procedures

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For Supplying  
Bargain Books and Products  
To Barnes & Noble

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March 2, 2009

**BARNES & NOBLE**  
BOOKSELLERS

# Table of Contents

Introduction.....	1
Related Guidelines.....	1
Compliance .....	2
Placing Bargain Books and Other Products at Barnes & Noble .....	2
Content Submission and Publication Presentation .....	3
Product Identification .....	3
Bibliographic and Product Data.....	3
See Inside the Book .....	3
Book Cover Images .....	4
Publisher Identification in Books .....	4
Business Procedures .....	5
Confidentiality .....	5
Ordering Quantities .....	5
Purchase Orders .....	5
Shipping.....	6
Invoicing.....	6
Packaging and Packing Guidelines.....	9
Multi-Volume Sets.....	10
Ticketing .....	10
Contact Information.....	11

## Introduction

This document contains guidelines for establishing and maintaining an effective and efficient business relationship with Barnes & Noble.

The information and procedures described apply to vendors supplying bargain books to:

- Barnes & Noble distribution centers
- Barnes&Noble.com
- Barnes & Noble stores.

Shipments to Barnes & Noble College Stores are not covered by these guidelines.

## Related Guidelines

This document addresses overall procedures and merchandising considerations involved with supplying bargain books to Barnes & Noble. It provides a framework for the operational interaction of our companies.

Other Barnes & Noble guidelines address specific aspects of interaction between vendors and Barnes & Noble. The practices and procedures in them must be followed when applicable to a given situation, and not all guidelines apply to all situations. For example, product marking guidelines apply to all products; while the description of the correct configuration of books on pallets applies only to pallet shipments.

The present document is not intended to supersede any provision of the related guidelines. Please discuss any apparent contradiction with your DC Vendor Contact.

The related guidelines can be accessed on the Barnes & Noble, Inc. website at:

<http://www.barnesandnobleinc.com/vendorguidelines>

They consist of:

- Business procedures for supplying books to Barnes & Noble
- Business procedures for supporting the Barnes & Noble specialty departments
- How to mark your products (*Policy on Product Identification and Bar Coding*)
- How to prepare your product data (*Product Data Preparation Guidelines*)
- How to mark your cartons (*Carton Specifications and Labeling Guidelines*)
- How to mark your pallets (*Pallet Specifications and Labeling Guidelines*)
- Domestic freight routing guidelines
- Import shipping and routing guide
- Efficient Receipts Program

## Compliance

Compliance with the instructions in this document is essential to enable Barnes & Noble to offer the books and other products of our vendors to our customers in an efficient and timely manner. It is also a significant factor in our being able to reorder promptly to replace sales.

Action that may be taken by Barnes & Noble in the event of non-compliance with these guidelines is described in the Efficient Receipts Program (also posted on our website).

### **Vendors Active Before January 1, 2009**

Vendors active with Barnes & Noble before January 1, 2009, are expected to be in full compliance, or actively working toward compliance, with all provisions of the Barnes & Noble Business Procedures and Vendor Guidelines.

### **Vendors New After January 1, 2009**

Vendors new to Barnes & Noble after January 1, 2009, are expected to be in full compliance, or actively working toward compliance, within 60 days of selection as a vendor.

### **Questions?**

Page 11 lists contacts in the bargain department who can provide answers for questions regarding the procedures and related operational practices described in all Barnes & Noble guidelines.

## Placing Bargain Books and Other Products at Barnes & Noble

All solicitations for bargain books offered to Barnes & Noble, Inc., are to be made directly to the New York Buying Offices in all cases. Direct solicitation to any retail store by any vendor is not permitted.

Contact information for product presentation is shown on Page 11.

# Content Submission and Publication Presentation

## Product Identification

Proper product identification is critical for successful promotion and sales in today's retail environment. Barnes & Noble's *Policy on Product Identification and Bar Coding* (see Page 1) provides guidance for our policy on the identification of books and other products.

The Barnes & Noble policy is compliant with the international policies of GS1 and the International ISBN Agency; and it is also compliant with national product identification policies of GS1 US, the US ISBN Agency, and the Book Industry Study Group (BISG). Contact information is shown on Page 11.

The International Standard Book Number (ISBN), in the recently adopted 13-digit format, is the only acceptable product identifier for books. In addition, the ISBN and the suggested retail price are to be encoded in the Bookland EAN bar code and displayed on Cover 4 (back cover) of the book.

The following identifiers and their corresponding bar codes are not acceptable for books:

- A U.P.C. in addition to the ISBN
- A U.P.C instead of an ISBN
- An EAN that is not the Bookland EAN

Our *Policy on Product Identification and Bar Coding* (see Page 1) provides product identification guidance.

**Remainders must be assigned a new ISBN, different from the original ISBN, to accurately price the books and record sales. Discuss with your buyer whether Barnes & Noble will assign the new ISBN or use an ISBN that you assign.**

## Bibliographic and Product Data

Complete and accurate product data is essential to successfully promote and sell your publication.

For remainders, Barnes & Noble will use bibliographic data already on file from promoting the book as a trade title. If the trade data is not available at Barnes & Noble, you will be asked to provide it.

For promotional titles, it is important that Barnes & Noble receive bibliographic data as soon as possible after commitment by Barnes & Noble to purchase.

Guidance covering the data elements required and methods of transmitting data to Barnes & Noble are described in *Product Data Preparation Guidelines* (see Page 1). The purpose of these guidelines is to assist vendors in the preparation of bibliographic data for submission to Barnes & Noble. Contacts are identified in that document to coordinate the actual data submission process.

The receipt of any data changes on a timely basis is also critical, to ensure the most accurate information is available to our customers.

## See Inside the Book

*See Inside* is Barnes & Noble.com's online book browse tool. It allows customers to browse the contents of books – just as they would in a bookstore – in order to help them make the best possible purchasing decision. The *See Inside* program provides customers an excellent preview of the book and what they can expect if they buy it.

A publisher or author wishing to participate in *See Inside* must have a Barnes&Noble.com account (the same account used to shop at Barnes&Noble.com). Steps to participate are then:

- Access the *See Inside* website at [seeinside.com](http://seeinside.com)
- Sign in with your Barnes&Noble.com account
- Fill out and submit the *See Inside* application
- Receive an e-mail confirming your participation

Once you are an active *See Inside* participant, you can:

- Access instructions on how to upload documents,
- Check on the status of recently submitted books,
- View reports on *See Inside* activity, and
- Perform other tasks related to the program.

## Book Cover Images

Quality cover images are very important in order that books are displayed in their best light. The images are used to sell your book on Barnes & Noble.com and are made available to Barnes & Noble retail booksellers.

For remainders, Barnes & Noble will use images already on file from promoting the book as a trade title. If the trade image is not available at Barnes & Noble, you will be asked to provide it.

Successful processing requires that all images be composed, formatted, and submitted in accordance with the specifications developed for this purpose by Barnes & Noble.

It is especially critical that book cover images are correctly named in accordance with the Barnes & Noble convention. Incorrectly named images cannot be used, and presenting your book to our customers will be delayed until a correctly named image is received and can be processed.

Detailed specifications for book cover images are included in the guidelines for content submissions at:

<http://www.barnesandnoble.com/help/cds2.asp?PID=8150>

The contact for book image questions or additional information is shown on Page 11.

## Publisher Identification in Books

In order to meet Weights and Measures guidelines, all books shipped to Barnes & Noble must include the following information, generally printed on the copyright page (back of the title page):

- Name and principle place of business of publisher
- Publishers not listed in the current public phone directory must clearly print street address, city, state and zip code (listing a web address only is not acceptable).

# Business Procedures

## Confidentiality

All contractual relationships and transactions between Barnes & Noble, Inc. and our suppliers are to remain in strict confidence and are not to be shared within the market, with the press, or with competition.

## Ordering Quantities

### **Casepack Order Quantities**

If an offer of bargain books is packed in cartons, Barnes & Noble strongly prefers ordering in casepack quantities for efficient handling. Please submit casepack quantities when available as a part of bibliographic data. Carton weight must not exceed 45 pounds.

## Purchase Orders

### **Purchase Order Delivery**

Electronic delivery of purchase orders to vendors via conventional EDI or via the Barnes & Noble Vendor Portal is preferred. Barnes & Noble is continuing the development of electronic means of purchase order delivery, with the goal of achieving 100% participation in these methods by vendors.

Vendors who are not yet capable of either method above may receive purchase orders as e-mail attachments (.tif file format). If you do not currently have a suitable e-mail address, you must obtain one in order to receive purchase orders.

Vendors receiving purchase orders in this manner must acknowledge receipt following the confirmation instructions on the purchase order cover sheet.

### **Modifications**

Requests for modifications to payment, purchasing or freight terms must be submitted in written form to the New York Buyer at least 60 DAYS IN ADVANCE OF THE PROPOSED CHANGE. All requests are subject to Buyer approval. Any open purchase orders must be honored at the previously established price or terms.

ISBN, EAN, or UPC changes must be submitted in written form to the New York Buyer at least 60 DAYS IN ADVANCE OF ANY PROPOSED CHANGE. All change requests are subject to Buyer approval.

### **Expected DC Arrival Date**

The Expected Arrival date is clearly noted on every purchase order and must be strictly adhered to. This is the date by which the books must be received at our distribution center. It is the vendor's responsibility to take into account and calculate any additional shipping time necessary to ensure the book arrives at our distribution center on the Expected Arrival date.

For import shipments, this date is not to be confused with a handover date to the freight forwarder.

Failure to comply with the stated Expected Arrival date may result in refusal of the book and recovery of the cost of additional handling as described in our *Efficient Receipts Program* (see Page 1).

Buyers reserve the right to cancel, reduce, or refuse late purchase orders and return significant overages (overages of 10% or greater are considered significant).

### **Purchase Order Status Requests**

Vendors will receive a file periodically listing all open purchase orders to the distribution center. Your DC Vendor Contact or your buyer can share the review schedule with you.

Please respond promptly, giving a status of each open purchase order. In addition, proactive status updates are welcome and encouraged.

## Shipping

The Barnes & Noble Shipping and Routing Guidelines (see Page 1) describe the directions and procedures for making shipments. Separate guidance is provided for domestic vendors and for import vendors.

Shippers must comply with the provisions of these guidelines. Especially critical elements include:

- Shipments are to be sent to the ship-to address printed on the purchase order.
- Barnes & Noble will advise which of the authorized carriers is to be used if Barnes & Noble pays freight charges.
- Vendors paying the freight may use the carrier of their choice.
- Both the *Domestic Freight Routing Guide* and the *Routing Guide for Import Shipments* are available on the Barnes & Noble website (see Page 1).
- In all cases, the Barnes & Noble Traffic Department must be contacted to schedule a delivery appointment
- Shipments arriving at the Distribution Center without an appointment are subject to refusal and a handling charge to the vendor as described in the Efficient Receipts Program.

## Invoicing

### **Electronic Invoicing**

Barnes & Noble prefers electronic submission of invoices rather than the sending of paper invoices. We have implemented programs to assist vendors in this more efficient means of invoicing.

Barnes & Noble has a very active program of conventional Electronic Data Interchange (EDI). Invoices sent via EDI are to follow formats, content specifications, and procedures established for these documents. If you are not already in an EDI relationship and are EDI capable, your DC Vendor Contact can assist you in obtaining the information necessary for implementation.

Electronic invoices are an integral part of the Barnes & Noble Vendor Portal and do not require additional action outside participation in that program.

### **Hard Copy Invoicing**

Barnes & Noble strongly encourages vendor participation in true electronic invoicing, since these methods are less expensive for both parties and less error prone than hard copy invoicing. Barnes & Noble does provide two mechanisms to receive hard copy invoices from vendors not yet equipped to send invoices electronically.

Invoices may be sent as PDF e-mail attachments or as paper documents to Barnes & Noble Accounts Payable. E-Mail attachments are preferred; however, a vendor must use only one method for any given invoice.

There are different content requirements for invoicing shipments to stores and for invoicing shipments to distribution centers. These requirements are shown in the tables on the two following pages.

#### **All hard copy invoices**

- Invoices must reflect only merchandise actually shipped and may not be sent prior to shipment.
- Invoices for partial shipments must indicate if an item is back ordered or if the balance of the order is canceled.
- All invoices are paid in accordance with the vendor's predetermined payment terms. The payment term for store invoices begin upon receipt of the invoice by Barnes & Noble.

#### **E-Mail Attachments**

- Invoices are to be sent as PDF file e-mail attachments to [MerchInvoices@BN.com](mailto:MerchInvoices@BN.com).

#### **Paper Invoices**

- Paper invoices are to be sent to the bill-to address printed on the purchase order.
- Paper invoices sent with shipments will NOT be processed.

## Paper Invoices – Orders Shipped to Stores

Following are the requirements for invoices submitted on paper or as PDF attachments for shipments to Barnes & Noble stores.

In all cases, each store must be invoiced separately.

Line items from multiple purchase orders combined in a shipment to a store may be included on a single invoice for that shipment. If multiple purchase orders are included, the purchase order must be shown with each line item and there must be a subtotal for each purchase order.

There are different requirements for shipments to a Barnes & Noble distribution center; please see the table on the following page for these requirements.

### Header information:

- Vendor Name and Address
- Vendor Contact Person and Phone (with extension)
- Tax Exempt ID Number (when applicable)
- Fax Number
- E-Mail Address
- Website Address
- Invoice Number
- Invoice Date
- Purchase Order Number (when a single purchase order is invoiced)  
Note: Store Purchase Order Numbers are thirteen digits)
- Ship-to Store Number (four digits) and Address (each store invoiced separately)

### Each line item:

- ISBN (13-digit format)
- Title
- Purchase Order Number (when multiple purchase orders are included on the invoice)  
Note: Store Purchase Order Numbers are thirteen digits)
- Quantity Shipped
- Suggested Retail List Price
- Purchase Discount Applied
- Extended Cost (Dollar Amount)

### Summary totals:

- Subtotals for Each Purchase Order (when multiple purchase orders are included)
- Total Shipment Quantity
- Total Titles on Shipment
- Total Shipment Weight
- Shipping, if any
- Invoice Dollar Total (sum of Extended Costs)

## **Paper Invoices – Orders Shipped to Distribution Centers**

Following are the requirements for invoices submitted on paper or as PDF attachments for shipments to Barnes & Noble distribution centers.

Purchase orders may not be combined in a shipment to a distribution center unless specifically authorized by the purchase order. All purchase orders shipped to a distribution center must be invoiced separately, even if the books are combined for shipment.

There are different requirements for shipments to a Barnes & Noble store; please see the table on the preceding page for these requirements.

### Header information:

- Vendor Name and Address
- Vendor Contact Person and Phone (with extension)
- Tax Exempt ID Number (when applicable)
- Fax Number
- E-Mail Address
- Website Address
- Invoice Number
- Invoice Date
- Purchase Order Number (each purchase order invoiced separately)  
Note: Distribution Center Purchase Order Numbers are eight digits)
- Ship-to Standard Address Number (SAN) for the DC (from purchase order)

### Each line item:

- ISBN (13-digit format)
- Title
- Quantity Shipped
- Suggested Retail List Price
- Purchase Discount Applied
- Extended Cost (Dollar Amount)

### Summary totals:

- Total Shipment Quantity
- Total Titles on Shipment
- Total Shipment Weight
- Shipping, if any
- Invoice Dollar Total (sum of Extended Costs)

# Packaging and Packing Guidelines

## Packaging Responsibility

It is the vendor's responsibility to properly package books and other bargain products to prevent damage during shipment to our distribution centers and subsequent re-shipment to our stores.

## Residual Packaging or Stickers

Books and other units are not to be wrapped individually in paper or poly bags before packing them.

All bargain products must be free of promotional or special pricing stickers, such as those applied for previous campaigns or by other retailers. Excessive packing material or inappropriate stickers slow the process of preparing your products for sale in Barnes & Noble stores.

## Manufacturing Defects

All manufacturing defects are the responsibility of the vendor, and the vendor will bear all costs associated with the return or destruction of defective books or products at the Barnes & Noble distribution center.

## Packing

Barnes & Noble accepts bargain books stacked on pallets (see Pallet Considerations below), as well as carton packing to good industry practice. Please discuss your proposed packaging with your buyer before shipping.

## Carton Specifications and Oversize Provisions

Carton test strength and physical dimension specifications as described in *Carton Specifications and Labeling Guideline* (see Page 1) apply when bargain books are packed in cartons.

Compliance with this guidance is necessary to protect your products and present them to our customers promptly. Weak or mislabeled cartons frequently result in damages to their contents or delays in shipment to our stores.

Barnes & Noble utilizes sophisticated conveyor systems at our distribution centers to move our vendors' products to our stores initially and to replace sales promptly. There are limits to the sizes of cartons that will navigate these conveyor systems.

It is critical that when the product itself is oversized, you discuss the packaging options with the New York Buyer or your DC Vendor contact. You may be required to package the product singly in a re-shippable carton, since oversized items must be handled individually and cannot be sent through our conveyor systems.

## Carton Labeling

Instructions for proper generation of carton labels are also described in *Carton Specifications and Labeling Guideline* (see Page 1).

- A Product Label displaying the correct product identifier is required on each carton.
- For remainders, the ISBN (or EAN) displayed on the Product Label must be the identifier assigned by Barnes & Noble (or by the vendor at the request of Barnes & Noble) rather than the original ISBN of the book (or EAN of a product).
- Any bindery Product Label displaying the original ISBN must be covered by a replacement label with the assigned product identifier.
- The generation of a Product Label with the appropriate product identifier is essential to ensure accurate receiving and proper payment.

## Advance Samples for Packaging Review

Vendors must describe packaging methods during purchase negotiations. Buyers may request advance samples of books or products so that actual packaging can be examined.

Advance samples are to be supplied at no charge and shipment is to be made at vendor expense. Any request for return of the samples to the vendor must be discussed with the buyer prior to sending samples.

## Pallet Considerations

Specifications for pallets and detailed guidance on palletizing bargain books are described in *Pallet Specifications and Labeling Guidelines* (see Page 1). Vendors must comply with this guidance to protect the product and enable accurate receiving. Especially critical aspects include:

- Only wooden pallets of the specified design are to be used
- Pallet building specifications must be followed
- Bargain books may be stacked on pallets (rather than packed in cartons) when so authorized by the purchasing agreement.
- Protective sheets are not to be placed between books when stacking has been authorized.
- The mixing of books stacked and packed in cartons on the same pallet is not permitted.
- The Pallet Header required on each pallet must display the ISBN assigned by Barnes & Noble for remainder books rather than the original ISBN of the book.
- Pallets must be stretched wrapped with corner boards on all four corners and a 40x48 cardboard flat on top.
- Pallets must be secured with plastic banding only. Metal bands must not be used.

## Multi-Volume Sets

A multi-volume set consists of two or more books (or combinations of books and other products) bundled together and intended to be sold together at retail.

### Large Multi-Volume Sets

Large multi-volume sets are those filling an entire carton or requiring two or more cartons. No special packaging is required inside the carton for large multi-volume sets.

However, it is critical that the labeling of the outside of the cartons be in compliance with Barnes & Noble requirements regarding large multi-volume sets. Special labeling requirements are described in *Carton Specifications and Labeling Guidelines*(see Page 1).

### Small Multi-Volume Sets

Small multi-volume sets are those small enough that several are packed in a single shipping carton.

Grouping or packaging must be done in a manner that inhibits separation of individual volumes but does not damage the books. Acceptable grouping or packaging methods include, but are not limited to, the following:

- Boxed
- In a slip case, boxed or shrink wrapped
- Shrink wrapped, with human-readable identification of the set on the wrapping or visible on a slip-sheet through the wrapping

Rubber bands or other elastic bindings are not acceptable.

Product information must be printed on the outside of the package or visible through transparent packaging; the information must not be obscured by opaque wrapping. Product information must be in compliance with the specifications in Barnes & Noble's *Policy on Product Identification and Bar Coding* (see Page 1).

The ISBN and Bookland EAN bar code must be the ISBN for the set, NOT the ISBN for individual volumes. Any ISBNs for individual volumes must be obscured and not be visible.

## Ticketing

In most cases, a proprietary promotional sticker is placed on bargain books prior to shipping them to our stores. DC Vendor Contacts will discuss this process with vendors and determine if stickers can be applied before shipment to our distribution centers. Details will be explained to vendors who have stickering capability.

## Contact Information

The contacts listed on this page are provided as sources of additional information for vendors and potential vendors to Barnes & Noble. They are to be used for assistance or clarification only. Please do not send samples, manuscripts, bibliographic data, or images to these addresses. Representatives at these addresses can provide direction for those submissions.

### Placement of Bargain Books and Other Products at Barnes & Noble

**Communications or questions regarding placement of bargain books at Barnes & Noble:**

New York Buyer

**General Communications regarding offering products to Barnes & Noble**

Barnes & Noble, Inc.  
122 Fifth Avenue  
New York, NY 10011

Main Number: 212-633-3300

**Questions regarding submission of bibliographic data for bargain books and other products:**

New York Buyer

**Questions regarding submitting book images**

Phone 212-414-6399

E-Mail: [imagesInquiry@book.com](mailto:imagesInquiry@book.com)

**Questions regarding *See Inside***

<http://www.seeinside.com/>

### Distribution, Replenishment, and Financial

**All questions regarding distribution and replenishment:**

Your assigned DC Vendor Contact

**Accounts Payable**

Barnes & Noble, Inc.  
Attn: Accounts Payable  
1400 Old Country Road  
Westbury, NY 11590

E-Mail: [vendorrelation@bn.com](mailto:vendorrelation@bn.com)

**Monroe Distribution Center**

Barnes & Noble Distribution  
One Barnes & Noble Way  
Monroe Township, NJ 08831

Main Number: 732-656-7200

**Reno Distribution Center**

Barnes & Noble Distribution  
12660 Old Virginia Road  
Reno, NV 89521

Main Number: 775-327-6500

### Other Sources of Information

**Book Industry Study Group**

370 Lexington Avenue, Suite 900  
New York, NY 10017

Phone: 646-336-7141

E-Mail: [Info@bisg.org](mailto:Info@bisg.org)

<http://www.bisg.org/>

**GS1 US**

7887 Washington Village Drive, Suite 300  
Dayton, OH 45459

Phone: 937-435-3870

E-Mail: [Info@gs1us.org](mailto:Info@gs1us.org)

<http://www.gs1us.org/>