

Product Data Preparation Guidelines

For Supplying Product Data
To Barnes & Noble

March 2, 2009

BARNES & NOBLE
BOOKSELLERS

Table of Contents

Introduction.....	1
Related Guidelines.....	1
How to Proceed.....	1
Product Identification	1
Data Submission - Books.....	2
Bibliographic Data.....	2
Sending Bibliographic Data.....	2
Book Cover Images	2
Bibliographic Elements – Books	3
Data Submission – Bargain Books	4
Bibliographic Data – Bargain Books and Products	4
Sending Bibliographic Data – Bargain Books and Products	4
Data Submission – Specialty Products	4
Product Description Data – Specialty Products.....	4
Sending Product Data – Specialty Products	4
Product Images	4
Product Description Elements – Specialty Products	5
Contact Information.....	6

Introduction

This document contains guidelines to assist in preparing product data for submission to Barnes & Noble. The guidelines cover data for products supplied to:

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

The submission of data describing products supplied to Barnes & Noble College Stores is not covered by these guidelines.

Related Guidelines

Other Barnes & Noble guidelines address specific aspects of the interaction between vendors and Barnes & Noble. The practices and procedures in these related guidelines are crucial to the successful purchase and resale of your books and other products.

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
- Business procedures for supplying bargain books and products to Barnes & Noble
- How to mark your products (*Policy on Product Identification and Bar Coding*)
- 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

How to Proceed

The purpose of this document is to describe the data points that will be required to establish your books or other products on Barnes & Noble databases.

Product presentations and purchase negotiations may (or may not) take place before full product data is submitted. However, purchase orders cannot be issued until product data in compliance with these guidelines has been vetted and accepted by Barnes & Noble

Use the instructions in this document to assemble the data described. Your Barnes & Noble New York Buyer or DC Vendor Contact will assist you in the data submission process. Submission will use either industry established formats and processes or it will use proprietary procedures furnished by your Barnes & Noble contact.

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 above) provides guidance for our policy on the identification of books and other products. The most critical elements of the identification policy are:

- The only acceptable identifier for books is the International Standard Book Number (ISBN) in 13-digit format.
- The acceptable identifier for products that are not books will be determined in discussion between vendors and Barnes & Noble Buyers or DC Vendor Contacts.

Data Submission - Books

Bibliographic Data

The elements of bibliographic data required to successfully promote and sell your publication are shown in the table on the following page. Full compliance requires submission of all elements shown that are applicable to a given publication.

Minimum elements required for Barnes & Noble to accept, purchase, and sell a publication are shown in bold on the table.

Sending Bibliographic Data

While Barnes & Noble prefers to receive bibliographic data using ONIX standards, several non-ONIX file submissions in formats such as text, Excel, and Access are also acceptable. If your company is ONIX capable and interested in establishing this type of data communication, please contact titles@bn.com to establish FTP transfer and testing.

Barnes & Noble requires New Title Data 180 days prior to publication and acknowledges all data is subject to change.

All data supplied to Barnes & Noble must also be submitted to Bowker for inclusion in the *Books In Print* database. For information on contacting Bowker, see Page 6.

Barnes & Noble expects to receive all future data changes on a timely basis to ensure that the most accurate information is available to our customers. Therefore, we ask publishers to provide monthly updates (price, discount, status, carton quantity, etc.) as well as a full title review twice a year. Updates are to be sent to mtdsrl@bn.com.

Book Cover Images

Vendors are encouraged to submit quality images that display books 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.

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 6.

Bibliographic Elements – Books

The elements listed below were identified by the BISAC Metadata Committee as the core list representing “Best Practice” for the book industry in the submission of bibliographic information (or metadata). A full discussion of each of these elements and its use is available at: http://www.bisg.org/docs/Best_Practices_Document.pdf

ISBN (13-Digit Format)

Title

Author/Contributor(s)

Publisher/Imprint (both when applicable)

Suggested Retail Price

Publisher’s Proprietary Discount Code

Publisher Status Code

Product Availability Code

Format/Binding (or other description of Product Form or Packaging)

Publication Date

Strict On Sale Date (when applicable)

BISAC Subject Code

Language of Product Content

Series (when applicable)

Edition Number

Edition Type/Description

Volume Number

ONIX Audience Code

Age Range of Target Audience

Case Pack/Carton Quantity

Replaces/Replaced By

Territorial Rights

Bar Code Indicator

Weight and Dimensions (Length, Depth, and Width)

Return Code (Strippable indicator when applicable)

Page Count, Running Time, and Extent

Distributor/Vendor of Record

Number of Pieces

Textual Description of Product

Illustration Details

The following elements are also highly desirable in presenting a publication to customers, especially Barnes & Noble.com customers:

Table of Contents

Sample Chapter

Reviews

Data Submission – Bargain Books

Bibliographic Data – Bargain Books and Products

The elements of bibliographic or product data required to successfully promote and sell bargain books and products are those shown on the table on the preceding page. Elements shown in bold are the minimum required for Barnes & Noble to accept, purchase, and sell a publication or other product.

Sending Bibliographic Data – Bargain Books and Products

Your Barnes & Noble New York Buyer will assist you in the mechanics of submitting bibliographic or product data, including formats and schedule.

Data Submission – Specialty Products

Product Description Data – Specialty Products

The elements of product data that are required to successfully promote and sell specialty products are shown in the table below. Full compliance with Barnes & Noble guidelines requires inclusion of all elements from the list that are applicable to a given product in the submission of product data.

Sending Product Data – Specialty Products

Your Barnes & Noble New York Buyer will assist you in the mechanics of submitting specialty product data. Data on new products must be received as soon as possible after commitment to purchase. Barnes & Noble acknowledges that all data is subject to change.

Ongoing, all changes to product data must be sent in a timely manner to ensure the most accurate information is available to Barnes & Noble customers.

Product Images

Barnes & Noble encourages vendors to submit a variety of images that display products in their best light, including both product images and lifestyle images. These images will be used to sell the product on Barnes & Noble.com and will be made available to our retail booksellers.

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

The latest Specialty Product image specifications and directions for the submission process are available for download as a PDF file:

<http://images.barnesandnoble.com/pimages/resources/pdf/BnImageGuideForSpecialtyProd.pdf>

Contact information for questions regarding specialty product images is shown on Page 6.

Product Description Elements – Specialty Products

The Product Description Elements listed below are the critical basic elements required to establish a Specialty Product on Barnes & Noble databases. Other elements may be required to describe given products.

- Product Identifier (UPC/EAN or ISBN if assigned by Barnes & Noble)
- Product Name or Description
- Primary Contributor (when applicable)
- Suggested Pricing
 - Suggested Retail Price and Published Discount Schedule
 - or
 - Suggested Retail Price and Unit Cost
- Manufacturer or Distributor
- Availability
- Product Form or Packaging
- Strict on Sale or Release Date
- Category (BISAC Subject when applicable)
- Language of Product Content
- Age Range of Target Audience
- Case Pack/Carton Quantity
- Territorial Rights
- Weight and Dimensions (Length, Depth, Width)
- Textual Description of Product

The following elements are also highly desirable in presenting a specialty product to customers, especially Barnes & Noble.com customers:

- Commentary
- Awards
- Reviews
- Endorsements or Recommendations

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 manuscripts, bibliographic or product description data, or images to these addresses. Representatives at these addresses can provide direction for those submissions.

Providing Bibliographic or Product Description Data to Barnes & Noble

Questions regarding submission of bibliographic information

E-Mail: titles@bn.com

Questions regarding submission of specialty product description data

Your New York Buyer

Submission of updates to bibliographic information already on file at Barnes & Noble

E-Mail: mtdstrl@bn.com

Questions regarding submission of bargain book or product description data

Your New York Buyer

Questions regarding submitting book images

Phone 212-414-6399

E-Mail: imagesInquiry@book.com

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

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

GS1 US

7887 Washington Village Drive, Suite 300
Dayton, OH 45459

Phone: 937-435-3870

E-Mail: Info@gs1us.org

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

Bowker

630 Central Ave.
New Providence, NJ 07974
Phone: 888-269-5372

E-Mail: isbn-san@bowker.com