



20 24

Marketing Guide

 BAKER & TAYLOR



When library
decision-makers need
expert support, they
turn to Baker & Taylor.

MAKE SURE YOU'RE
THERE WITH US.



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Digital Catalogs

Growing Minds

Growing Minds is a comprehensive guide to children's and teen selections, featuring new titles of interest to all age levels, from babies to young adults. Each issue of *Growing Minds* contains editorial content and special collections covering a variety of subjects.

AD RATE | PORTRAIT LAYOUT

- Front Cover (Page 1) \$7,000
- Inside Front Cover (Page 2) \$5,000
- Premium Placement (Pages 3-10) \$4,000
- Companion Ads \$3,800
- Full Page \$3,800
- Half Page \$1,800

Email Circulation
15,000



DEADLINES

ISSUE DATE	RESERVE DATE	AD DUE DATE	EMAIL DATE
January	10/1/23	11/1/23	12/15/23
February	11/1/23	12/1/23	1/15/24
March	12/1/23	1/1/24	2/15/24
April	1/1/24	2/1/24	3/15/24
May	2/1/24	3/1/24	4/15/24
June/July	3/1/24	4/1/24	5/20/24
August	5/1/24	6/1/24	7/15/24
September	6/1/24	7/1/24	8/15/24
October	7/1/24	8/1/24	9/16/24
November/December	8/1/24	9/1/24	10/30/24

Forecast

Forecast, our most extensive publication, is a monthly digital catalog promoting new and forthcoming adult hardcover, trade, and mass-market paperback and large-print titles, as well as audio books and eBooks. *Forecast* lets you speak directly to librarians about future bestsellers and other noteworthy titles.

AD RATES | PORTRAIT LAYOUT

Front Cover (Page 1) \$7,000

Inside Front Cover (Page 2) \$6,000

Premium Placement (Pages 3-18) \$5,000

Companion Ads \$4,000

Full Page \$4,000

Half Page \$2,000

Email Circulation
14,000



DEADLINES

ISSUE DATE	RESERVE DATE	AD DUE DATE	EMAIL DATE
January	10/1/23	11/1/23	12/15/23
February	11/1/23	12/1/23	1/15/24
March	12/1/23	1/1/24	2/15/24
April	1/1/24	2/1/24	3/15/24
May	2/1/24	3/1/24	4/15/24
June	3/1/24	4/1/24	5/15/24
July	4/1/24	5/1/24	6/17/24
August	5/1/24	6/1/24	7/15/24
September	6/1/24	7/1/24	8/15/24
October	7/1/24	8/1/24	9/16/24
November	8/1/24	9/1/24	10/15/24
December	9/1/24	10/1/24	11/15/24

Diversity & Inclusion

Diversity & Inclusion offers libraries an easy resource to discover titles for children and adults, with a focus on diverse cultures, abilities, backgrounds, locations, and identities. Librarians know that when readers see themselves represented in books, they read more. The *Diversity & Inclusion* catalog will be in high demand as libraries seek to diversify their collections.

AD RATES | LANDSCAPE LAYOUT

- Front Cover \$3,500
- Full Page \$2,400
- Half Page \$1,200

DEADLINES

ISSUE DATE	RESERVE DATE	AD DUE DATE	EMAIL DATE
Spring	12/1/23	1/1/24	2/20/24
Summer	4/1/24	5/1/24	6/20/24
Winter	8/1/24	9/1/24	10/21/24



Email Circulation
14,000

CATS Series

CATS Series features series categorized by picture books, easy readers, children’s fiction, children’s nonfiction, graphic novels and manga, teen fiction, and teen nonfiction. This Automatically Yours™ program provides the opportunity for libraries to receive information about ongoing and popular series to meet the collection development needs of youth services.

AD RATES | PORTRAIT LAYOUT

- Front Cover (Page 1) \$5,000
- Inside Front Cover (Page 2) \$4,000
- Premium Placement (Pages 3-10) \$3,000
- Full Page \$2,500
- Half Page \$1,500

Email Circulation
14,000

CS
CATS Series

CONTINUING SERIES FOR CHILDREN'S AND TEEN SERVICES
SUMMER/FALL 2023

Matt McMann Takes Readers on Spooky, Fun-Filled Adventures

Automatically Yours™ Guarantees You'll Never Miss Out on Favorite Series

What's Finished? Check Out the Discontinued Series List Page 64

BAKER & TAYLOR

Orca TIMELINE
#4 IN SERIES
Orca Timeline books explore how big ideas have shaped the past, present and future.

Orca Think
#11 IN SERIES
Orca Think books introduce the issues making headlines in the world today and encourage us to take action.

NONSTOP NONFICTION!
Series for middle graders, with new titles and topics each season

Orca WILD
#11 IN SERIES
Orca Wild books challenge us to think about our relationships with the animals who live in our world.

Orca FOOTPRINTS
#28 IN SERIES
Orca Footprint books answer hard questions about social and environmental issues to inspire kids to take action.

DEADLINES

ISSUE DATE	RESERVE DATE	AD DUE DATE	EMAIL DATE
Winter/Spring	10/15/23	11/15/23	1/10/24
Summer/Fall	3/15/24	4/15/24	6/10/24
Winter/Spring	10/15/24	11/15/24	1/10/25

Graphic Novels

Graphic Novels features recent and forthcoming graphic novel and manga titles. Selections are presented by genre and include age ratings.



Email Circulation
14,000

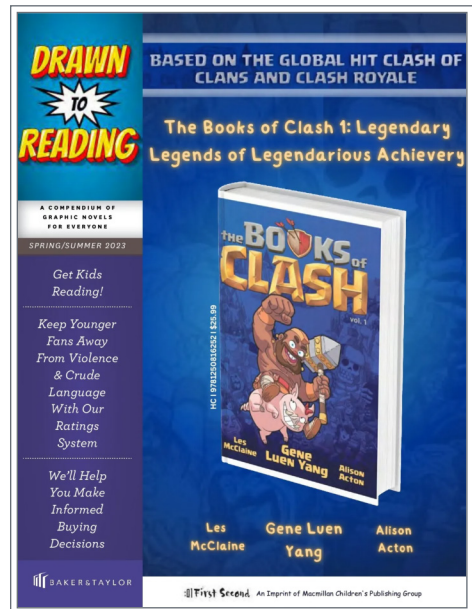
AD RATE | LANDSCAPE LAYOUT

Front Cover (Page 1) \$5,000
Full Page \$3,900
Half Page \$2,100

DEADLINES

ISSUE DATE	RESERVE DATE	AD DUE DATE	EMAIL DATE
Spring	12/15/23	1/15/24	3/1/24
Summer	3/15/24	4/15/24	6/1/24
Winter	7/15/24	8/15/24	10/2/24

Email Circulation
14,000



Love Notes

Love Notes is a twice-a-year collection of newly released and forthcoming titles, all in the popular romance genre. We'll introduce readers to your latest titles by romance authors as well as introduce them to hot new authors. Love Notes includes features to help library selectors easily navigate the online ordering process, such as keyword searches, wish list creation and even printing options.

AD RATE | LANDSCAPE LAYOUT

Front Cover (Page 1) \$2,000

Full Page \$1,200

Half Page \$900

DEADLINES

ISSUE DATE	RESERVE DATE	AD DUE DATE	EMAIL DATE
Spring	1/1/24	2/1/24	3/20/24
Fall	6/1/24	7/1/24	8/20/24



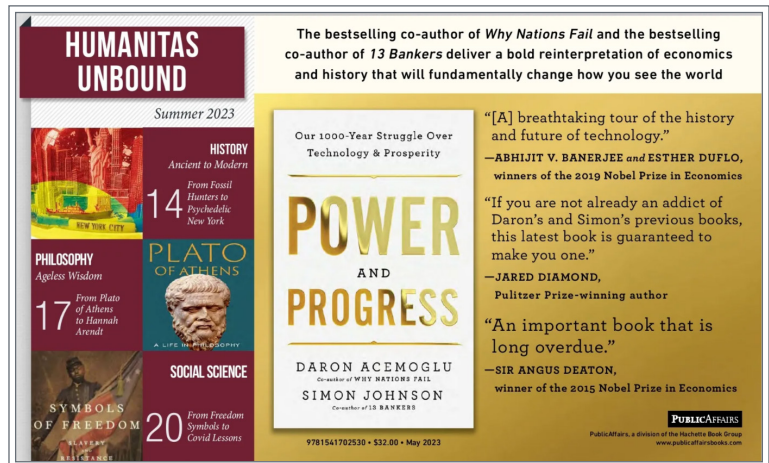
Humanitas Unbound

Humanitas Unbound focuses on the general humanities and social sciences. The catalog features titles on the visual and performing arts, literature, philosophy, law, politics, history, and more.

AD RATE | LANDSCAPE LAYOUT

Front Cover (Page 1) \$2,700
 Full Page \$1,800
 Half Page \$1,200

Email Circulation
14,000



DEADLINES

ISSUE DATE	RESERVE DATE	AD DUE DATE	EMAIL DATE
Summer	2/15/24	3/15/24	5/10/24
Winter	8/15/24	9/15/24	11/10/24



La Vida Español

La Vida Español is Baker & Taylor's resource catalog for Spanish materials. La Vida Español spotlights new and upcoming title selections and is an excellent ordering tool, as well as a guide for developing Spanish collections in both adult and children's libraries.

DEADLINES

ISSUE DATE	RESERVE DATE	AD DUE DATE	EMAIL DATE
Spring	11/1/23	12/1/23	2/2/24
Summer	3/1/24	4/1/24	5/22/24
Fall	7/1/24	8/1/24	9/28/24
Winter	9/1/24	10/1/24	11/22/24

AD RATE | LANDSCAPE LAYOUT

Front Cover (Page 1) \$2,700
 Full Page \$1,800
 Half Page \$1,200

Email Circulation
14,000



Specialty Catalogs

- Enhanced title and publisher search •
 - Buy Now links •
 - Send and share functionality •
- Interactive and multimedia options •
 - Print on demand •
 - And more •

Please contact your Strategic Marketing & Content Coordinator for more details and specific pricing.

Spirit

Spirit previews notable religious and inspirational titles for adults and children. Featuring both fiction and nonfiction titles, *Spirit* provides annotated title listings for topics including world religion, family life, scripture, and related titles.

AD RATE | LANDSCAPE LAYOUT

Front Cover (Page 1) \$2,700

Full Page \$1,800

Half Page \$1,200

Email Circulation
14,000

SPRIT
Spring 2023

ADULT
Fiction & Nonfiction
06
Spring Is In Full Bloom With The Season's Most Anticipated Titles

CHILDREN
Preschool To YA
17
Teach Children The Reason For The Season

HARLEQUIN
Love Inspired
22
Feel Good Stories To Cheer The Heart & The Soul

Fans of Beth Moore have been waiting for this!

On Sale Date
February 21, 2023
9781496472670
Hardcover \$27.99

BETH MOORE
ALL MY KNOTTED-UP LIFE
A MEMOIR

An incredibly thoughtful, disarmingly funny, and intensely vulnerable glimpse into the life and ministry of a woman familiar to many but known by few.

"I saw this life of mine going differently than it has. I saw myself turning out better than I have. I expected to have more riddle solved. More people sorted out. More guys dissolved to black-and-white. I needed reassurance from God. What I got was a tangled-up knot."
Beth Moore

Pyndale | Trusted for 100+

DEADLINES

ISSUE DATE	RESERVE DATE	AD DUE DATE	EMAIL DATE
Spring	1/1/24	2/1/24	3/13/24
Fall	6/1/24	7/1/24	8/13/24

STEAM Ahead

STEAM Ahead is dedicated to providing valuable information from the publishing community and presenting STEAM titles that align with and support the classroom curriculum.

AD RATE | PORTRAIT LAYOUT

Front Cover (Page 1) \$5,000

Full Page \$2,000

Half Page \$1,500

DEADLINES

ISSUE DATE	RESERVE DATE	AD DUE DATE	EMAIL DATE
Spring	11/15/23	12/15/23	2/22/24
Fall	5/15/24	6/15/24	8/22/24

SA
STEAM Ahead

SUPPORTING NEW EDUCATIONAL STANDARDS
FALL 2023

Bethany Barton Demystifies & Brings Humor to the World of Germs

Highlighting Penguin Random House STEAM Titles

Featuring Fiction & Nonfiction STEAM Titles That Support

Super **STEM** reads for super curious kids!

Kirkus ★★★★★ **Kirkus** ★★★★★

THINK LIKE A GOAT
HC 9781525304532
\$21.99 • ebook available

KABOOM!
HC 9781525306495
\$19.99 • ebook available

SPRING THE SPOTTED OWL!
HC 9781525305559
\$19.99 • ebook available

ROVER AND SPECK
HC 9781525305672
\$16.99 • ebook available

OPERATION CUPCAKE
HC 9781525306235
\$7.99 • ebook available

Can Press
Press.com
with the assistance of the Initiative of Ontario Creates.

Email Circulation
14,000

Travel

Travel is an exciting catalog featuring forthcoming travel guides and regional titles, making it the perfect place to highlight your travel titles.

AD RATE | LANDSCAPE LAYOUT

Front Cover (Page 1) \$2,700

Full Page \$1,800

Half Page \$1,200



DEADLINES

ISSUE DATE	RESERVE DATE	AD DUE DATE	EMAIL DATE
Spring	11/1/23	12/1/23	1/18/24
Fall	6/1/24	7/1/24	9/18/24

Email Circulation
14,000

Coming Soon!

NEW in 2024 Latinx

We are excited to introduce our new *Latinx* feature catalog in 2024, showcasing some of the latest and finest works by Latinx authors and illustrators. Shine a light on your Latinx authors and illustrators in this themed, twice-yearly catalog.

AD RATE | LANDSCAPE LAYOUT

Front Cover (Page 1) \$2,700

Full Page \$1,800

Half Page \$1,200

DEADLINES

ISSUE DATE	RESERVE DATE	AD DUE DATE	EMAIL DATE
Spring	2/1/24	3/1/24	4/15/24
Fall	8/1/24	9/1/24	10/15/24

UP Close

UP Close focuses on the best regional titles published by university presses. This catalog features new and forthcoming titles of regional interest for libraries to proudly showcase what their region, state, or city has to offer.

AD RATE | LANDSCAPE LAYOUT

Front Cover (Page 1) \$2,700
 Full Page \$1,800
 Half Page \$1,200

Email Circulation
14,000



DEADLINES

ISSUE DATE	RESERVE DATE	AD DUE DATE	EMAIL DATE
Spring	1/1/24	2/1/24	3/25/24
Fall	7/1/24	8/1/24	9/25/24



Uptake

Uptake focuses on the best trade books published by university presses and features new and forthcoming hardcover and paperback books in all subjects.

AD RATE | LANDSCAPE LAYOUT

Front Cover (Page 1) \$2,700
 Full Page \$1,800
 Half Page \$1,200

DEADLINES

ISSUE DATE	RESERVE DATE	AD DUE DATE	EMAIL DATE
Spring	12/15/23	1/15/24	3/5/24
Fall	6/15/24	7/15/24	9/5/24

Email Circulation
14,000



Emails

CATS Meow

CATS Meow, sent 10 times a year, is a flagship newsletter that focuses on children’s and teen materials and library news.

Emailed to a targeted list of public libraries, CATS Meow includes title descriptions (up to 150 characters) and Buy Now links.

Submission template available.

AD RATES


Featured Title \$1,000




Author Interview (Publisher provided) \$1,100


Subscribers
3,000

DEADLINES

ISSUE DATE	MATERIALS DUE
January	12/1/23
February	1/1/24
March	2/1/24
April	3/1/24
May	4/1/24
June/July	5/1/24
August	7/1/24
September	8/1/24
October	9/1/24
November/December	10/1/24












CATS Meow

Resources and News for Youth Librarians


Children's
And
Teen
Services


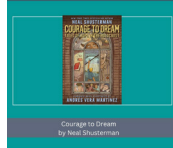
Are you going to launch a winter reading or other specialty reading program for Kids and Teens this year? If so, consider using the Kids and Teens Bundle for Boundless! With the bundle, you can create programs that connect the virtual experience in the app to in an in-person experience in your library. Patrons will also have access to a full resource hub, complete with activities, coloring sheets, discussion guides and more for them to explore and learn at home.

To start exploring the exclusive Kids and Teens bundle for Boundless, please email us at CATS@baker-taylor.com, [explore more here](#), or contact your Baker & Taylor representative today!

Coffee Break



First Chapter Fridays




First Chapter
FRIDAYS

BAKER & TAYLOR


Learn more about the Kids and Teens Bundle for Boundless on our episode of The Digital Dish! Featuring Director at Baker & Taylor, Tarita Murray, and our very own CATS manager, Sara Shepard (MLS) and Checkers TV host Joey Hamilton, you don't want to miss it! [Watch now!](#)

New this Friday October 20th we're excited to share a video from New York Times' Bestselling author, Neal Shusterman, introducing and reading from *Courage to Dream*, his new book! Be sure to subscribe to our YouTube channel to watch on Friday. In the meantime, you can watch previous episodes! [Watch Now!](#)

Summer Reading Coming Soon




Paw Prints Prebinds




We may be right in the middle of spooky season, but we can't keep our minds off of SUMMER READING! We have so many exciting titles for prize books and programs this year, we can't wait to share them with you. Join us November 1st for an exclusive Summer Reading 2024 webinar and get a sneak peak at our offering for the upcoming year! [Register Here!](#)

Phonics and decodable sets are so important to prereader and early reader instruction, and we know you want your titles to last for a long time. That's why we are so excited to offer phonics and decodable boxed sets available in our lifetime Paw Prints Prebinds binding. [Shop Now](#)

Paw Prints Publishing



Paw Prints Publishing



We were so happy to have not one, but two Paw Prints Publishing authors at New York Comic Con this past weekend! Kids got to have a hands on experience learning how to draw for picture books, comics and graphic novels from Rev Valdez (*Bunso Meets a Mummy*) and Rachel Dinunzio (*Forsynthia: Rise of the Cupcakes*).

MISS EDMONIA'S CLASS OF WILDFIRES, is the first book in the Museum Lives in Me "series! These picture books will explore concepts of self-discovery, empowerment, and the power of art, as inspired by our world's museums and the collections within them. Each book follows a fictional story that features a diverse classroom of children and their teacher as they visit a specific museum, and various sub-stories of emotional growth unfold as each child becomes awestruck and engaged with the exhibits they see.

We can't wait for this titles pub date in March, and we were thrilled to share in a special cover reveal from [HereWeRead on Instagram!](#)

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2024 Marketing Guide **EMAILS**

Encouraging Conversations

Encouraging Conversations features titles for children and adults on challenging topics aimed at starting discussions and encouraging growth. Emailed monthly to a targeted list of public libraries, *Encouraging Conversations* includes jacket images and a link to purchase the titles. **Submission template available.**

AD RATES

Multi (up to 10 titles) \$3,000

DEADLINES

MONTH/OCCASION DATE	RESERVE DATE
January	1/1/24
February	2/1/24
March	3/1/24
April	4/1/24
May	5/1/24
June	6/1/24
July	7/1/24
August	8/1/24
September	9/1/24
October	10/1/24
November	11/1/24
December	12/1/24

Encouraging Conversations

Listen. Learn. Share.

What makes us human, how do we interact in the world, and what footprint are we leaving?

Baker & Taylor wants to provide curated resources for your library to participate in the conversations in your community. Explore the children's and adult booklist from HarperCollins Children's Books below related to diversity and inclusion to get the conversation started.

Book covers shown: *That Day*, *To the Other Side*, *Hello, Mister Blue*, *What Happened*, *When Clouds Touch Us*, *You Are Here*, *The Boy Who Followed His Father*, *This Town is on Fire*, *Frontiera*, *America Rewind*.

Email Circulation
14,000

Fast Facts

Fast Facts is Baker & Taylor's weekly list of hot new book releases, current fast-movers, book club selections, *New York Times* bestsellers, and publicity flashes. *Fast Facts* features jacket images, title descriptions (up to 150 characters), and Buy Now links.

Submission template available.

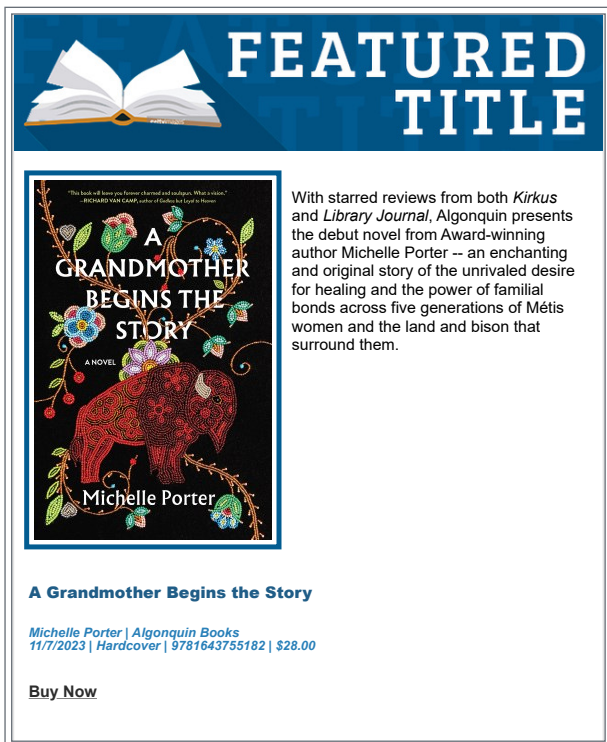
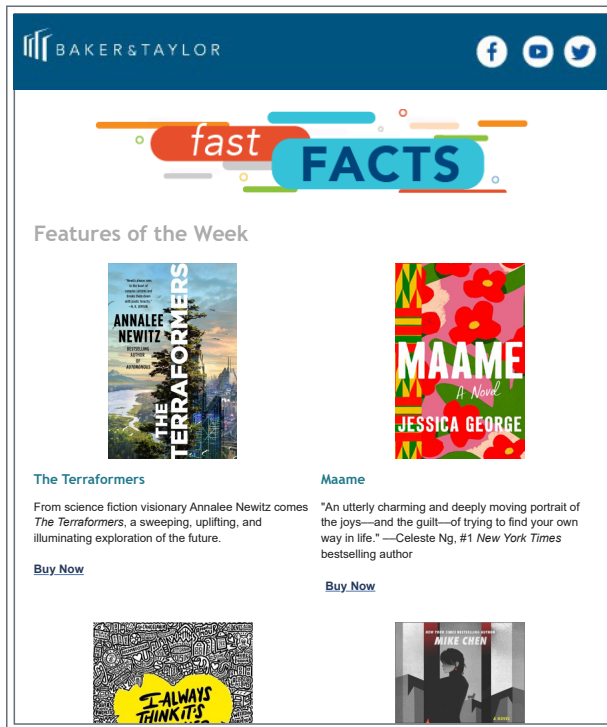
AD RATES

Feature of the Week \$1,000

DEADLINES

One week prior to email send date.

Email Circulation
15,000



Featured Title(s)

This weekly email is a great vehicle to reach our customers. Build your title selections around a specific theme or genre by including descriptive copy and jacket images. Each *Featured Title* email allows up to 450 characters per title and includes Buy Now links.

Submission template available.

AD RATES

Single \$4,000

Multi (up to six titles) \$6,000

DEADLINES

Two weeks prior to email send date.

Email Circulation
14,000

Focus On

Focus On promotes titles relating to popular merchandising themes, including back-to-school, Pride Month, depression, and STEM/computer titles.

Submission template available.

AD RATE

Per Title \$1,000

Email Circulation
350

FOCUS ON

**MENTAL HEALTH
AWARENESS**

Once in a Blue Moon

Sharon G Flake | RH Childrens Books; Alfred A. Knopf BFYR | 9780593480984 | Hardcover | 11/07/2023 | \$17.99 | [Buy Now](#)

A poignant story-in-verse about a young boy's healing journey from guilt to acceptance.

Waking Ben Doldrums

Heather Smith | Orca Book Publishers | 9781459833913 | Hardcover | Available | \$21.95 | [Buy Now](#)

"Smith creates a microcosmic metaphor for supporting someone with depression...A sensitive and socially conscious take on mental health." -- Kirkus Reviews

Loving You Is Hurting Me

Laura Copley, PhD, LPC | Balance / Grand Central Publishing | 9781538741399 | Hardcover | Available | \$30.00 | [Buy Now](#)

A roadmap for healing the toxic emotions that come from being bonded by trauma in relationships.

DEADLINES

MONTH/OCCASION	TITLE INFO DUE	EMAIL DATE
January - Women's History	1/1/24	1/15/24
February - Spring	2/1/24	2/15/24
March - Mother's Day	3/1/24	3/15/24
April - Father's Day	4/1/24	4/15/24
May - Pride Month	5/1/24	5/15/24
June - Back-to-School	6/1/24	6/14/24
July - Mystery & Suspense	7/1/24	7/15/24
August - Halloween	8/1/24	8/15/24
September - Kindness & Empathy	9/1/24	9/16/24
October - Mental Health Awareness	10/1/24	10/15/24
November - New Year, New You	11/1/24	11/15/24
December - Celebrate Black History	12/1/24	12/16/24

Holiday

The holiday season is a great time to give books and other entertainment products to family, friends, co-workers, and children. Spotlight your gift titles to the perfect audience with this annual holiday email.

Submission template available.

AD RATES

Per Title \$1,000

DEADLINES

8/1, Release Date: October

<p>CHRISTMAS MITTENS MURDER</p> <p>Lee Hollis, Lynn Cahoon, Maddie Day Kensington Cozies 9780593480984 Hardcover Available \$27.00 Buy Now</p>	<p>RUDOLPH THE RED-NOSED REINDEER</p> <p>Robert Lewis May Arcadia 9781557091390 Hardcover Available \$14.95 Buy Now</p>	<p>american christmas stories</p> <p>Connie Willis Library of America 9781598537062 Hardcover 10/26/2021 \$29.95 Buy Now</p>
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Adult Titles

- THE INTERNET CON HOW TO SEIZE THE MEANS OF COMPUTATION** by CORY DOCTOROW
- Confederacy of Monarchs: Pirate's Honor** by Everett Ruess
- THE GENESIS OF GENESIS** by Dan O'Rourke Pokima
- I HEAR SMOKE!** by Dr. Sherry A. White
- AGING WISELY** by Viola R. Mecke, Ph.D., ABPP
- ANIMAL AMIGURUMI ADVENTURES** by Michael Marschall
- MODERN WATERCOLOR BOTANICALS** by TERRY WEBB

Children's Titles

- Big Snake My Name**
- FIRST WORDS**
- Leaves!**
- I Think I Think a Leaf**

Indie Press Featured Titles

Monthly email highlighting current and forthcoming releases for adults and children from independent presses. Jacket images are linked to Title Source 360 for easy purchase. Emailed to a targeted list of public libraries. **Submission template available.**

AD RATES

Per Title \$200

DEADLINES

One month prior to email send date.

Email Circulation
14,000



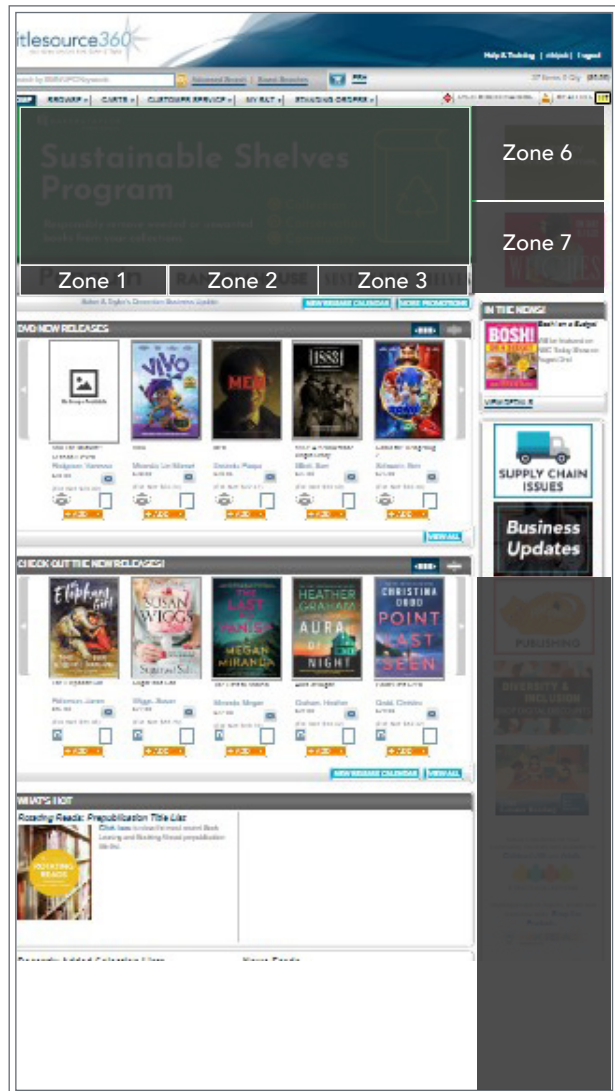
Websites

Title Source 360

A dynamic ordering system that allows our customers to purchase print and digital titles from one trusted source. *Title Source 360's* customizable profiles provide personalized search results that ensure you reach the right buyer for your product(s) every time. *Title Source 360* has two instances, children's/YA and adult, so now you can personalize your search results even more effectively!

ZONE RATES

- Homepage Leaderboard** (Weekly) \$2,500
Zones 1, 2, 3
- Homepage Banner** (Weekly) \$1,500
Zones 6, 7
- Homepage Promotion** (Weekly) \$1,000
Zones 16-20



whisper, Shout, YELL!

whisper, Shout, YELL! is a showcase for exciting new authors. The program is designed to build interest and enthusiasm for debut authors in three ways: The “whisper” comes in the form of a dedicated microsite introducing forthcoming debut authors in categories including fiction, narrative nonfiction, middle grade, and young adult; the “Shout” is through featured titles (like yours) and staff picks (endorsed by a committee of readers and participants) that will be posted on the site; and the “YELL” will be a comprehensive marketing plan that will include emails, banners, and other initiatives to present first-time authors to the people they need to know most—our customers! An email is sent to our customers notifying them of the newest site update.

Submission template available.

AD RATE

Per Title \$1,500

The screenshot shows a website interface for the 'FIRST TIME AUTHOR SHOWCASE'. At the top, there are navigation links for 'HOME', 'ADULT FICTION', 'ADULT NONFICTION', 'MIDDLE GRADE', 'YOUNG ADULT', and 'RELEASE DATE'. A shopping cart icon shows '\$ 0.00 (0 ITEMS)' and a 'VIEW YOUR CART' button. The main content area is a grid of four featured books:

- STORIES FROM THE TENANTS DOWNSTAIRS** by SIDIK FOFANA. Description: Set in a Harlem high rise, a stunning debut about a tight-knit cast of characters grappling with their own personal challenges while the forces of gentrification threaten to upend life as they know it.
- THE BONOBO SISTERHOOD: REVOLUTION THROUGH FEMALE ALLIANCE** by Diane L. Rosenfeld. Description: The Bonobo Sisterhood is a revolutionary call to action for women and their allies to protect one another from patriarchal violence. Internationally recognized legal expert Diane L. Rosenfeld introduces us to a groundbreaking new model of female solidarity.
- THIS IS WHY THEY HATE US** by Enrique. Description: Enrique has one goal this summer—get over his crush on Soleem by pursuing other romantic prospects. Never mind that he's only out to his best friend, that he has absolutely zero game – or that the unattainable Soleem is leaving LA for the summer to meet a girl his parents are setting him up with...
- MARKIT AND THE OCEAN OF STARS** by CAPT. MARIANNE LEE. Description: Markit, a destitute Filipino girl, ventures into the land of the engkantos, or nature spirits, to save herself and her mother from a sinister fate.

DEADLINES

ISSUE DATE	RESERVE DATE	AD DUE DATE	EMAIL DATE
Winter	11/1/23	12/1/23	1/22/24
Spring	2/1/24	3/1/24	4/22/24
Summer	5/1/24	6/1/24	7/22/24
Fall	8/1/24	9/1/24	10/22/24
Winter	11/1/24	12/1/24	1/22/25



Additional Programs & Services

2025 Cat Calendar

The *Cat Calendar*, which features winning photos from our Cat Calendar contest, is a favorite among our library customers. With your ads appearing in front of our customers for a month at a time, this is a fantastic opportunity to promote selected titles to librarians and patrons. Measuring 12" x 9", this 12-month calendar will be on constant display.

AD RATE

Monthly Page \$2,000

AD SPECIFICATIONS

3.3264" (W) x 7.1397" (H) PDF (no bleed)

DEADLINES

ISSUE	RESERVE DATE	AD DUE DATE	MAIL DATE
2025 Cat Calendar	7/1/24	8/1/24	10/15/24

Quantity
7,500



Adult TitleTalks

Deliver title information for adult materials as a preview or trend overview for librarians and library patrons through *Adult TitleTalks*. Corresponding bibliographies are posted on Title Source 360 to support materials covered.

Please contact your Strategic Marketing & Content Coordinator for event details and pricing.

Advance Reading Copy (ARC)

This program is used to promote new or breakout authors. Baker & Taylor’s ARC program enables publishers to distribute physical copies of forthcoming titles to core accounts before the actual street date. Publisher-created flyers/blads may also be inserted in the mailings.

Adult

FREQUENCY

Mailed Monthly

QUANTITY

500

Young Adult

FREQUENCY

Mailed three times a year
(January, April, and September)

QUANTITY

550

Children

Includes samples and pre-published materials appropriate for toddlers through sixth grade

FREQUENCY

Mailed three times a year
(January, April, and October)

QUANTITY

500

AD RATE

- Adult ARC \$1,900
- Adult Blad \$1,300
- Adult Flyer \$1,000
- Young Adult ARC \$1,400
- Young Adult Blad \$1,000
- Young Adult Flyer \$1,000
- Children’s ARC \$900
- Children’s Flyer \$600

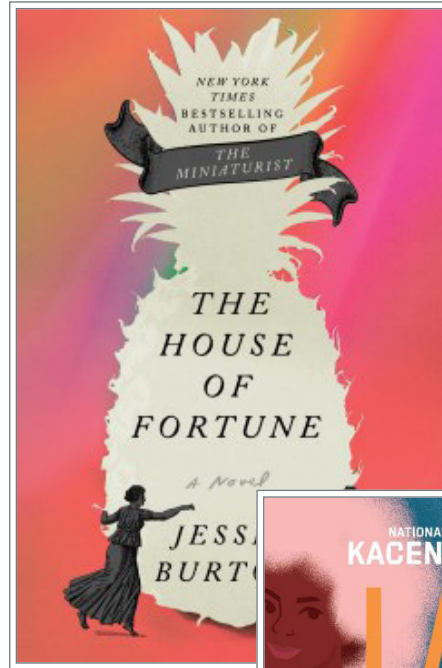
DEADLINES & REQUIREMENTS

Books and flyers/blads must be bound with a two- or four-color cover.

Send copies two weeks prior to scheduled mail date to:

Baker & Taylor ARC Program
c/o Midland Adult Services
60 Industrial Parkway
North Branch, NJ 08876

Please send flyers to your Strategic Marketing & Content Coordinator.



Author Events

Build awareness and connect with readers through author events and signings. A packet of customized promotional materials will be provided to the library, including an event poster, web banners, and social media assets.

Please contact your Strategic Marketing & Content Coordinator for event details and pricing.

Join the fun with three hilarious authors in one event!



J. Dillard
J.D. Series

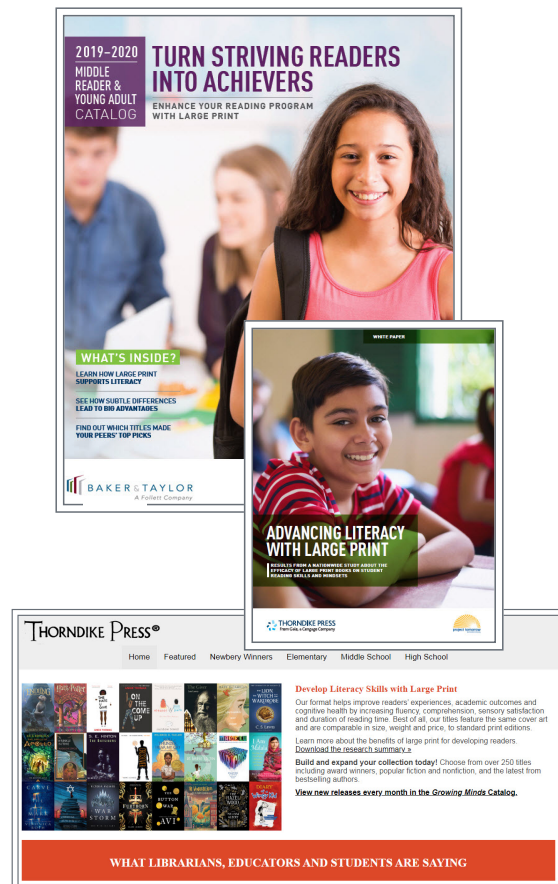
Matthew Swanson & Robbi Behr
Cookie Chronicles Series

Custom Integrated Campaigns

Whether you want to promote a significant title release or high-profile event, Baker & Taylor offers a great opportunity to leverage a smart mix of targeted communications to effectively reach buyers and drive purchases. Our *Custom Integrated Campaigns* are tailored to the size and scope of the release and publisher goals. Our marketing teams will leverage the right channels to cut through the noise and capture the attention of Baker & Taylor customers. Because we utilize multiple channels simultaneously, we deliver greater value for your co-op dollars, which means lower costs (than purchasing numerous one-off ad buys) and more customer impact.

Opportunities include website exposure, targeted emails, social media campaigns, digital catalogs, banner advertising, and more.

Contact your Strategic Marketing & Content Coordinator for more information and specific pricing.



2019-2020 MIDDLE READER & YOUNG ADULT CATALOG
TURN STRIVING READERS INTO ACHIEVERS
ENHANCE YOUR READING PROGRAM WITH LARGE PRINT

WHAT'S INSIDE?
LEARN HOW LARGE PRINT SUPPORTS LITERACY
SEE HOW SUBTLE DIFFERENCES LEAD TO BIG ADVANTAGES
FIND OUT WHICH TITLES MADE YOUR PEERS' TOP PICKS

BAKER & TAYLOR
A Houghton Mifflin Company

ADVANCING LITERACY WITH LARGE PRINT
LEARN HOW LARGE PRINT SUPPORTS LITERACY
LEARN HOW LARGE PRINT SUPPORTS LITERACY
LEARN HOW LARGE PRINT SUPPORTS LITERACY

THORNDIKE PRESS
Home Featured Newbery Winners Elementary Middle School High School

Develop Literacy Skills with Large Print
Our format helps improve readers' experiences, academic outcomes and cognitive health by increasing fluency, comprehension, sensory satisfaction and duration of reading time. Best of all, our titles feature the same cover art and are comparable in size, weight and price, to standard print editions.
Download the research summary.
Build and expand your collection today! Choose from over 250 titles including award winners, popular fiction and nonfiction, and the latest from bestselling authors.
View new releases every month in the *Growing Minds Catalog*.

WHAT LIBRARIANS, EDUCATORS AND STUDENTS ARE SAYING

Social Media

Whether you want to promote a single release, bolster a high-profile event, or support a topical theme, Baker & Taylor offers a great opportunity to effectively reach influencers through the use of social media.

Please contact your Strategic Marketing & Content Coordinator for event details and pricing.



Summer Reading 2024

In addition to offering books for Summer Reading program participants to borrow, many public libraries reward their participants with a high-quality, engaging book to take home.

Please contact your Strategic Marketing & Content Coordinator for event details and pricing.

The logo features the text "GOBI® Library Solutions" in white, centered on a dark green rounded rectangular background. The background of the entire image is a light green gradient with a pattern of vertical lines in various shades of green and white, creating a textured, barcode-like effect.

GOBI®
Library
Solutions

GOBI Library Solutions
 60 Second Update Newsletter
 June 2022



New in GOBI: Cairn.info E-Book Platform

More than 13,000 French-language e-books on the Cairn.info e-book platform are now available in GOBI. Founded in 2005 by a group of Belgian and French academic publishers, Cairn.info offers the most comprehensive online collection of francophone publications in social sciences and humanities. All titles are French-language, DRM-free and offer unlimited user access. Find Cairn.info titles easily on the Regional & Non-English Titles tab of Spotlight Lists and visit the eSuppliers section on the Library tab in GOBI to request a contract.

60 Second Update

60 Second Update from Global Online Bibliographic Information® (GOBI) is a monthly newsletter that delivers publisher news directly to academic libraries. Your message can be delivered through a short paragraph of up to 140 characters. **Submission template available.**

AD RATES

60 Second Update \$2,000

DEADLINES

Materials are due on the first of the month prior to promotion.

GOBI®

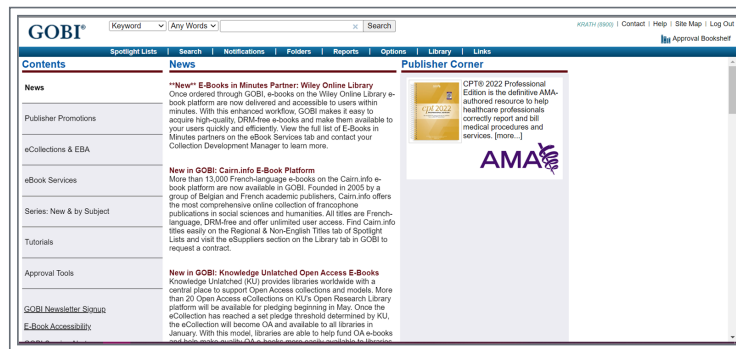
Featured advertisement space for individual titles is available on GOBI®, allowing you to reach thousands of academic librarians daily. GOBI® provides access to more than 15 million titles, including more than one million ebooks from more than 25 publishers and aggregators, all in one place. GOBI® offers libraries sophisticated acquisitions and collection management support. Advertisements are featured for one month. **Submission template available.**

AD RATES

Publisher Corner Ad \$3,200

DEADLINES

Materials are due on the first of the month prior to promotion.



GOBI® Library Solutions Website

Featured Title

Feature the latest titles or high-ticket items on the Homepage or on the Publishers & Partners Page on <https://gobi.elsevier.com>. Titles, jackets, annotations, and excerpts from reviews give academic librarians the information they need to make informed collection development decisions. **Submission template available.**

Featured Publisher

Highlight your publishing programs, special topics, authors, and subject categories, along with a link to your website.

AD RATES

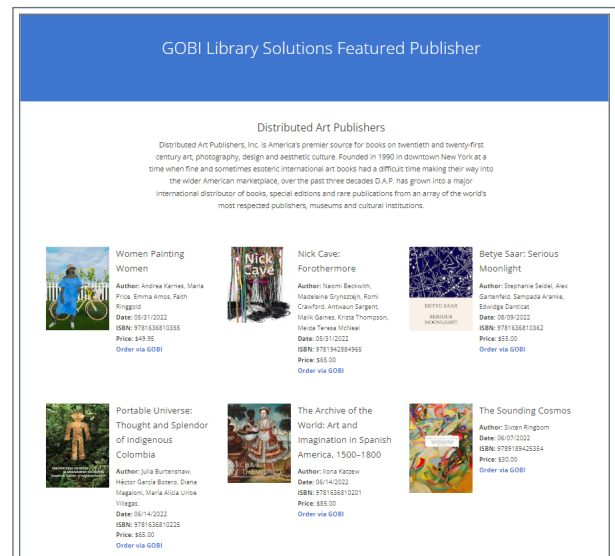
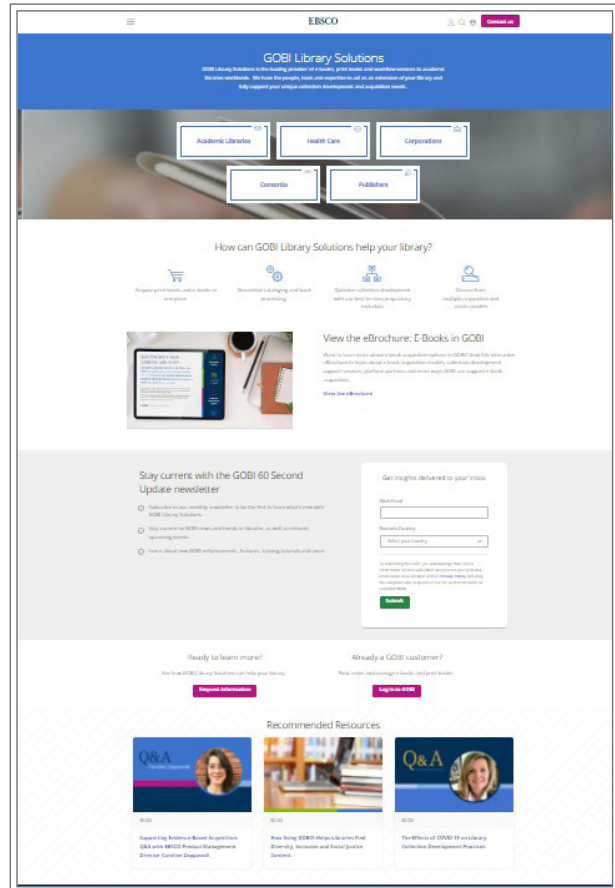
Homepage \$2,500

Publishers & Partners Page \$1,800


Featured Publisher \$1,600

DEADLINES


Materials are due on the 15th of the month prior to promotion.



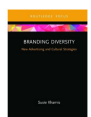
Featured Titles




Berkowitz's Pediatrics Instructor's Guide



Routledge Handbook of Public Criminologies



Branding Diversity



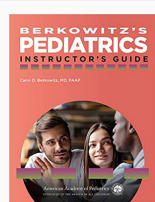
Routledge Handbook of International Cybersecurity

GOBI FEATURED TITLE

Berkowitz's Pediatrics Instructor's Guide

This new resource was created as a companion to Berkowitz's Pediatrics: A Primary Care Approach, 6th edition.

Author(s): Berkowitz, Carol D., M.D.
Publisher: AAP
Publication Date: 04/15/2020
ISBN: 9781511022390
Price: \$64.95



Order via GOBI

Featured Title

Featured Publisher

Health Science Report

Emailed to public and academic libraries, *Health Science Report* is essential for publisher promotions and providing the latest information on new titles.

AD RATE | LANDSCAPE LAYOUT

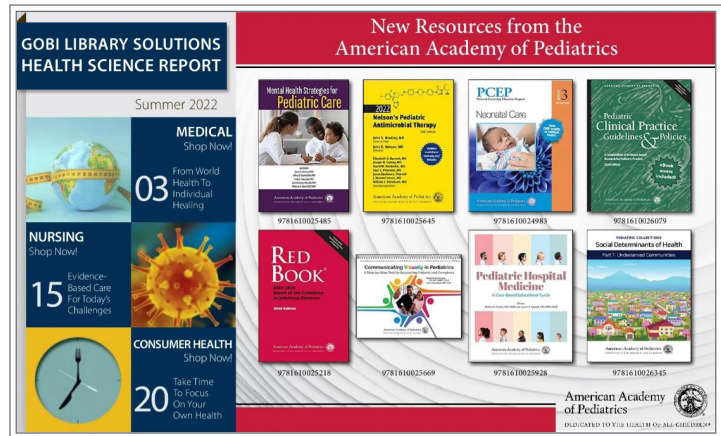
Front Cover \$4,400

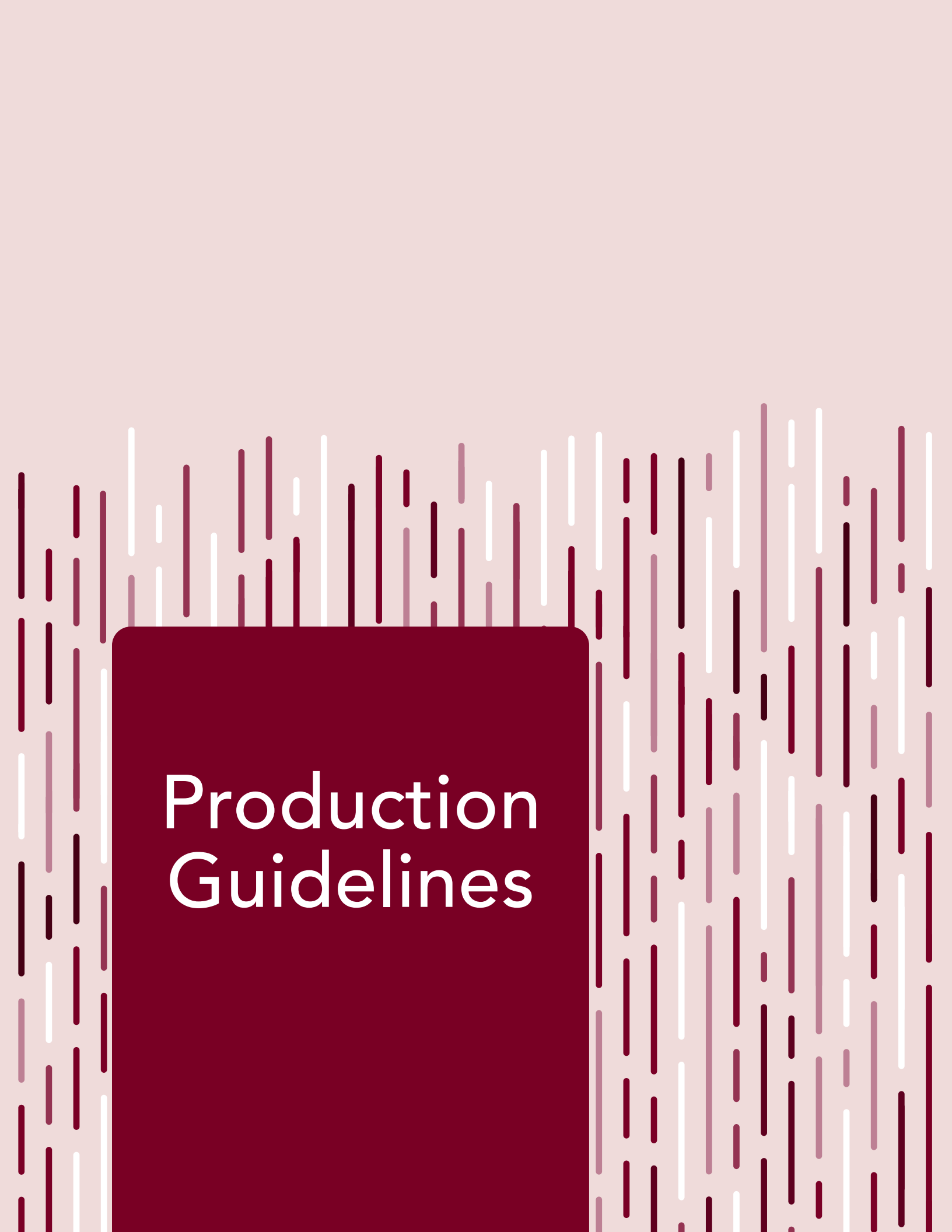
Full Page \$2,600

Half Page \$1,800

DEADLINES

ISSUE DATE	RESERVE DATE	AD DUE DATE	EMAIL DATE
Spring	11/1/23	12/1/23	3/13/24
Summer	3/1/24	4/1/24	6/13/24
Fall	6/1/24	7/1/24	9/13/24
Winter	9/1/24	10/1/24	12/13/24





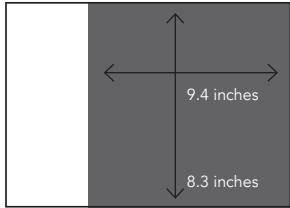
Production Guidelines

Catalog Ad Specifications

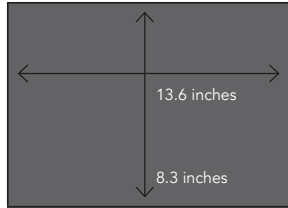
Ads must be PDF format.
Please adhere to the following:

LANDSCAPE LAYOUT

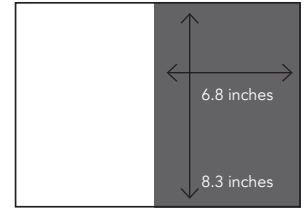
Diversity & Inclusion, Graphic Novels, Humanitas Unbound, La Vida Español, Spirit, Travel, UP Close, Uptake, GOBI® Health Science Report



Front Cover 9.4 x 8.3 inches



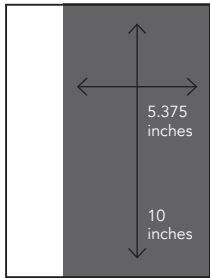
Full Page 13.6 x 8.3 inches



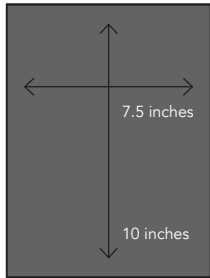
Half Page 6.8 x 8.3 inches

PORTRAIT LAYOUT

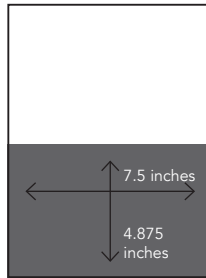
Forecast, Growing Minds, CATS Series, STEAM Ahead



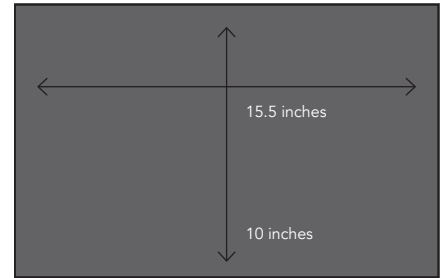
Front Cover
5.375 x 10 inches



Full Page
7.5 x 10 inches



Half Page
7.5 x 4.875 inches



Spread 15.5 x 10 inches

Ads must be placed on the Baker & Taylor ad portal located at bakerandtaylor.mb.rrd.com/app/api/request/bakerandtaylor/index.html#!/login.

See page 38 for more instructions.

TEXT AND FONTS

- Minimum font size for all text in advertisements is 12 point. Limit the use of fonts that feature thin or light typefaces.
- ISBNs listed within publisher ads cannot contain dashes.
- Must contain embedded fonts and images.

AD RESOLUTION AND DESIGN

- Artwork should be submitted in PDF format and should have a *minimum* resolution of 72 DPI.
- Ads with transparent or white backgrounds may not be submitted. Advertisements using white backgrounds should be designed with a border.
- If using logos or other images in ads, please adhere to a minimum height of 75 pixels.
- Jacket images used in ad design should have a minimum height of 130 pixels.

OTHER

- **Printer Marks and Page Bleed:** Do NOT use bleed, gutter, or crop marks.
- **Masked Text:** Have no masked text. Hidden layers will be brought to the top layer during the vector conversion process. Please remove all masked text in your document if you would like to use the vector converter.
- **Selectable Text:** In order for our system to search the issue, we must be able to select, copy, and paste the text. If you use text outlines or raster images and you cannot select, copy, and paste the text, then your ad will not be searchable. Also, private-use Unicode characters will not be searchable.
- **RGB Colorspace:** Use RGB colorspace. Using CMYK is supported, but CMYK colors must be converted to RGB colors to display in a digital edition. Depending on your color profile, some colors transitioned from CMYK to RGB may come through as washed out or not as true as you might like. Using RGB colorspace obviates the need for color conversion and can result in truer colors in the resulting digital edition.
- **Overprint:** Do not use overprint. Overprint data included in a PDF source will be ignored.

Title Source 360 Banner Ad Specifications

AD TYPE	DIMENSIONS
Homepage Leaderboard Zones 1, 2, 3	738 x 252 pixels
Homepage Banner Zones 6, 7	160 x 120 pixels
Homepage Promotion Zones 16-20	160 x 120 pixels

AD SPECS

Homepage Leaderboard ads MUST BE JPG format.

Homepage Banner ads MUST BE GIF format.

Maximum file size is 40KB.

Ads cannot link to materials that offer ordering information for vendors other than Baker & Taylor.

OTHER

Ads with transparent or white backgrounds may not be submitted. Advertisements using white backgrounds should be designed with a border.

OFFERING DESIGN SERVICES FOR ALL PRINT AND DIGITAL PROGRAMS

Baker & Taylor offers design services to publishers who are unable to submit art files.

Please contact your Strategic Marketing & Content Coordinator for details.

Interactive and Downloadable Content

Below are suggestions and guidelines to use when providing multimedia, interactive, or downloadable content for inclusion in an integrated campaign or digital catalog. In the event that a specific item/format isn't outlined below, please discuss with your Strategic Marketing & Content Coordinator.

GENERAL REQUIREMENTS

Resource or asset should not include ordering information or access.

Assets should be submitted in PDF format unless alternate format is necessary.

Exclusive or customized content is preferred when possible.

LOGOS

Please submit high-resolution vector art files.

No white backgrounds.

Acceptable formats include EPS, TIFF, JPG, or PNG files.

Sending Art to the Baker & Taylor Ad Portal

Ads must be placed on the Baker & Taylor ad portal located at bakerandtaylor.mb.rrd.com/app/api/request/bakerandtaylor/index.html#!/login. Please follow the instructions that are on the page, also shown below.

PLEASE ENTER ALL REQUESTED INFORMATION (REQUIRED FIELDS ARE BOLD).

Only single-page PDFs can be uploaded to the ad portal.

Once you have completed all required elements of the form, click "Browse..." / "Choose Files..." and select the PDF from your computer to upload. Then, click "Submit" to upload the file.

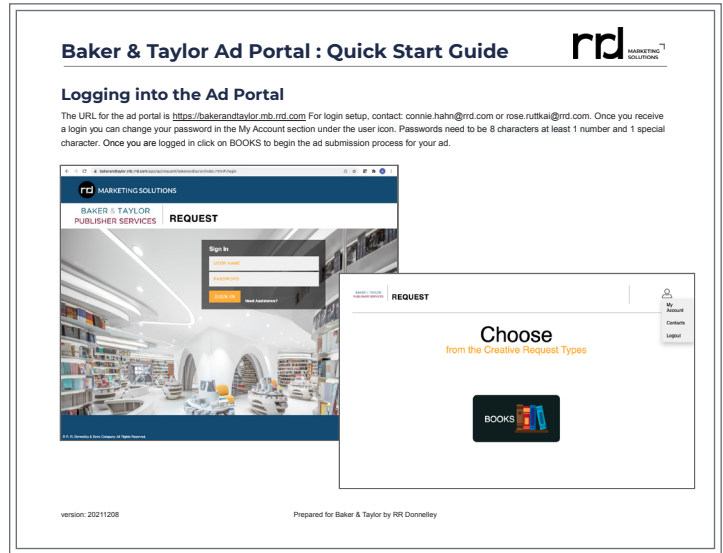
Please be sure to name the file: Month of publication, year, your company name or imprint name, and publication name.
Example: April_2023_Macmillan_Forecast

A confirmation email will be sent to the contact email address after the file is successfully uploaded.

For other advertising information, click the navigation tabs on the website.

Supported Browsers:

Safari, Firefox, Google Chrome, and IE 10. Other browsers may work but are unsupported.



QUESTIONS?

<p>Email your Strategic Marketing & Content Coordinator at Baker & Taylor:</p>	<p>Alicia Gathers alicia.gathers@baker-taylor.com Elaine Richman elaine.richman@baker-taylor.com</p>
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Copy and Contract Requirements

1. Baker & Taylor reserves the right at its absolute discretion at any time to reject any advertisement. The advertiser and advertiser's agency (if applicable) assumes liability for all provided content of advertisements and any claims arising as a result of ads.
2. Cancellation of ads must be received before the space reservation closing date. Submit via email to your Strategic Marketing & Content Coordinator: **Alicia Gathers**, alicia.gathers@baker-taylor.com
Elaine Richman, elaine.richman@baker-taylor.com
3. Advertisers who cancel an advertisement after the space reservation closing date are subject to a cancellation/closing charge of \$500, or will be responsible for the full insertion cost if the ad is canceled on or after the due date.
4. Baker & Taylor cannot guarantee advertising space for advertising material arriving after the published materials due date.
5. Advertising space prices are based on artwork for ads provided as per our specifications. Ads requiring artwork adjustments or conversion to digital art by Baker & Taylor will be surcharged.
6. First-time advertisers must remit full payment for advertising space by the materials due date. All the invoices for advertising space or production surcharges have regular invoice terms of Net 30 days unless prior payment arrangements are in place.
7. All advertising, except covers and preferred positions, is ROP ("Right of Placement") by Baker & Taylor. Location of advertising is integrated with editorial content and design, and is at the discretion of Baker & Taylor.
8. When an advertiser provides final artwork as digital artwork, Baker & Taylor is responsible for color, copy, and design reproduction only as designated on the artwork. Baker & Taylor cannot be responsible for errors of omission or content.
9. Payment will automatically be deducted from publisher invoices. Deductions will be initiated within 30-60 days of notification date. Publishers cannot forward credit memos or other forms of reimbursement unless there is a prior agreement noting otherwise.
10. Agency Commission: Recognized advertising agencies are eligible for 15% off gross billing on space and position.
11. Publication mail dates indicated in this brochure are approximate and are subject to change.
12. Discrepancy Claims: All discrepancy claims or backup paperwork requests against any advertising space sales billings must be submitted within six months of the original invoice date. Any requests for claims submitted after six months will not be honored.
13. All above policies are strictly enforced.
14. Please send discrepancy claims information to:

Baker & Taylor
Pam Bloomquist
Advertising Space Sales/AR
501 S. Gladiolus Street
Momence, IL 60954-1977
p 815-802-2468 f 815-802-1672
spaces@baker-taylor.com



WWW.BAKER-TAYLOR.COM