Marketing Program Overview
Advocacy
Education
Tools for Success
Marketing

Public Relations
Goals
Awareness of a single title

Building your brand

Sales of a single title
Trade

Consumers
Consumers

• Awareness/Buzz
• Availability
• Social Proof
• Purchase
• Consumer Reviews
• Repeat Customers

Metadata
Acquire Knowledge:

- **IBPA Publishing University Online Webinar: "Metadata Makeover"
  Now that half of book sales happen online, how do you make sure your books sell. You can be your own best bookseller by approaching your description, author biography, and keywords in a new way. In this record webinar, Independent Publishers Group (IPG)’s director of digital strategy Kelly Peterson helps you turn your metadata from a necessary evil into a selling machine. (63 minutes)
  - Presentation Slides (PDF)

- **IBPA Publishing University Online Webinar: "Metadata Checklist"
  How does metadata impact your sales? What are best practices for subject codes, descriptions, and keywords? In this recorded webinar, Firebrand Technologies’s director of sales and education Joshua Tallent helps you create better quality metadata. (64 minutes)
  - Presentation Slides (PDF)
  - IBPA Metadata Checklist (PDF)

- **IBPA Publishing University Online Webinar: "Using Free Online Data To Get Your Audience To Your Book"
  Every consumer leaves behind little bits of data in the wake of their online journey—on your website, on social media platforms, and on other online communities. In this recorded webinar, Ingram’s publisher engagement specialist Bailey Davis shows you how to identify the most useful data morsels and use them to point customers toward the book products you have—that they want. Includes a discussion of Facebook, Google, Amazon, Twitter, Instagram, Sovee, Answer the Public, LibraryThing, Goodreads, and Right Relevance. (61 minutes)
  - Presentation Slides (PDF)

Apply Knowledge:

- **BISAC Categories Currently Selling Well.** Every two weeks, Ingram updates this list of what’s selling strongly now. A powerful tool for staying nimble with your metadata, advertising, and marketing.
  - IBPA Metadata Checklist, a downloadable PDF.
  - Sovee, a Keyword research tool suggested by Ingram.
  - Keywordtool.io, an additional Keyword research tool suggested by Ingram.

Get Help:

- IBPA has two metadata experts, Kelly Peterson and Joshua Tallent, who are offering a limited number of one-on-one “Metadata Makeovers.” Available to IBPA members only, the program costs $249 to makeover a single title’s metadata. [Click here to learn more.](#)

Read More:

- Explore the IBPA Independent magazine archive for articles about the importance of metadata and how to improve the metadata for your book(s).
Consumers

**BOOKY CALL**

**BOOK “DATING” APP**

Over 200,000 users
growing 3-5K daily
normally $299
IBPA members pay $249

**PUBLIC RADIO AUTHOR INTERVIEW**

IBPA-branded **Insight Daily Radio**:
A five-part series of two-minute
non-commercial programs
distributed to National Public Radio (NPR) and more than 115 local community radio stations nationwide, playing M-F, with over 2.3 million listener impressions.

normally $3,000
IBPA members pay $1,500

**Over 200,000 users**

growing 3-5K daily
normally $299
IBPA members pay $249
Trade

- Booksellers
- Librarians
- Foreign Rights Agents
- Industry Media
- Industry Influencers

(Creators, Other Publishers)
Trade

- Booksellers
- Librarians
- Foreign Rights Agents
- Industry Media
- Industry Influencers

(Creators, Other Publishers)

- Publications
  - Bookstore Catalogs, Magazine Advertising
- Conferences
  - ALA, Frankfurt
- Programs
  - NetGalley, Library Eblasts,
    IBPA Benjamin Franklin Awards,
    Media Outreach
Publishing is a Team Sport.

**UPCOMING EVENTS**

**IBPA Publishing University 2021**  
April 7–10, 2021  
**With Attendify**

The premiere educational event for indie publishers and author publishers. Attendify’s social and event features will help attendees engage in a virtual environment like never before. The new format enables lower admission fees, more scholarships, additional educational opportunities, and authentic connections that honor the networking and one-to-one mentoring attendees have come to expect from an IBPA event.

**ALA Annual Conference 2021**  
June 23–29, 2021  
**Virtual Conference**

Over 10,000 librarians attend the American Library Association annual conference. IBPA member publishers can include their book (or shelf of books) in our booth display and conference catalog.

**Frankfurt Book Fair 2021**  
October 20–24, 2021  
**Frankfurt, Germany**

From renting a full booth to displaying a single title, IBPA makes participating in the largest global marketplace for books, media, rights, and licenses easy. 2021 marks IBPA’s 30th year at the fair and we have a list of more than 500 international contacts with whom we request meetings in order to make contacts for you to license your rights throughout the world.

**IBPA is Your Coach!**

**SELECT PROGRAMS**

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<th>YOUR GOALS</th>
<th>Build Buzz</th>
<th>Reach Booksellers</th>
<th>Reach Librarians</th>
<th>Reach Foreign Rights Agents</th>
<th>IBPA Award Consideration</th>
<th>Upcoming Deadlines</th>
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<tr>
<td>ALA ANNUAL CONFERENCE</td>
<td>Book display with signing opportunity at this premier librarian event. Annual</td>
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<td>Submission April 16, 2021 Winter: October 2021 Spring: January 2022</td>
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<tr>
<td>FOREWORD ADVERTISERS</td>
<td>See our annual.</td>
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<td>Registration Deadline: September 2021</td>
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<tr>
<td>FRANKFURT BOOKFAIR</td>
<td>Annual</td>
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<td>Registration for book display: September 2021</td>
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<tr>
<td>LIBRARY JOURNAL ADVERTISING</td>
<td>Quarterly, bi-annually, to 5,000 print and online readers. 2021 issues: 8 monthly, + 4 monthly online.</td>
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<td>Registration Deadline: Summer: April 2021 October: April 2022 Winter: October 2021 Spring: January 2022</td>
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<tr>
<td>MEDIA CONTACT PROGRAM</td>
<td>Single title/sales list in a coordinated media roll-out of approximately 5,000.</td>
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<td>Rolling deadline</td>
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<tr>
<td>MEDIA GALLERY</td>
<td>Professional readers from a pool of 100,000+ request digital access to your title.</td>
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<td>Rolling deadline</td>
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<tr>
<td>PUBLISHER MEDIA ADVERTISING</td>
<td>Annual</td>
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<td>Registration Deadline: April 1, 2022</td>
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</table>

**JOIN IBPA TODAY!**

Access these programs and much more. For additional information and to register visit ibpa-online.org

**For work program is rolling out!**

**See full benefit list at IBPAOnline.org**
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<td>LIBRARY E-BLASTS</td>
<td>Quarterly E-Blasts to 5,000: - Elementary School Librarians - Middle and High School Librarians - College and Academic Librarians - Public Library Children's and YA Librarians - Public Library Adult Librarians: Nonfiction - Public Library Adult Librarians: Fiction</td>
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<td>MEDIA OUTREACH PROGRAM</td>
<td>Single-title emails sent to a customized media contact list of 5,000+.</td>
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<td>Rolling deadline</td>
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<td>NETGALLEY</td>
<td>Professional Readers from a pool of 300,000+ request digital access to your title.</td>
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<td>Rolling deadline</td>
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<td>PUBLISHERS WEEKLY ADVERTISING</td>
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*or until program is sold out

**See full benefit list at bit.ly/IBPAbenefits
Awareness of a single title

Building your brand

Sales of a single title
Set up for success:

how do they order/terms

1) customer asks/interest
2) staff hand-sells
3) display face out/sells itself

Sales of a single title

Set up for success:

how do they order trade reviews
patron interest -perceived -expressed
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*or until program is sold out

**See full benefit list at bit.ly/IBPAbenefits
Independent Book Publishers Association

IBPA Members Save With Valuable Member Benefits
Over 60 Unique Member Benefits Wait for You!

Learn More

IBPA is an association of independent book publishers dedicated to professionalism and excellence.
Hello Librarian Friends,

Alex's Lemonade Stand Foundation started with one lemonade stand, hosted by Alexandra "Alex" Scott in her front yard which raised $2,000. Alex was just 4 years old and battling neuroblastoma when she asked to give the money so doctors can find cures for all children battling cancer. Since then, Alex's Lemonade Stand Foundation has funded over 1,000 grants at nearly 150 institutions, and is named one of Charity Navigator's "10 Best Medical Research Organizations" in the U.S.

We invite you to take a few moments to explore the five titles in the foundation's Childhood Cancer Guides series – books that help families of children with cancer. These books, reviewed by renowned experts in pediatric oncology, feature stories from more than 500 parents, children with cancer, and survivors of childhood cancer.

Thank you for your consideration. We – and the team at Alex's Lemonade Stand Foundation – appreciate all you are doing to keep libraries open during these difficult times.

All of us at the Independent Book Publishers Association (IBPA)

CHILDHOOD LEUKEMIA
by Nancy Keene
Childhood Cancer Guides

This comprehensive guide covers acute lymphoblastic leukemia (ALL), acute myeloid leukemia (AML), chronic myelogenous leukemia (CML), and juvenile myelomonocytic leukemia (JMML). It contains essential information that families and friends need after diagnosis, including how to:

- Understand the diagnosis
- Get excellent treatment
- Cope with side effects
- Find emotional support
- Identify helpful resources

After diagnosis, families have a huge need for accurate information and a steep learning curve. To help them cope, this book contains easy-to-understand text that has been reviewed by distinguished experts in childhood cancer. Woven throughout the text are true stories—practical, poignant, moving, funny—from more than 170 children with leukemia, their siblings, and their parents.

ISBN: 978-1941089040 (Paperback)
Ordering info: IPG, Baker & Taylor, Brodart

"Keene has written a comprehensive handbook to serve as a road map for others, from diagnosis through treatment."
— Library Journal "starred review" of Childhood Leukemia, and chosen for their "Nursing Your Children’s Health Collection"
Online Store: Media Outreach Program

Media Outreach Program
Regularly: $99.00
Your Price: $56.00
View

Additional Media Contacts
Add additional media contacts (250-400 per contact list) to your IBPA Media Outreach Program order.
Regularly: $75.00
Your Price: $45.00
View

Additional Keyword Search
Add a keyword search to find media contacts who have recently covered that subject. This will add an additional 250-400 media contacts to...
Regularly: $95.00
Your Price: $55.00
View
No Way, They Were Gay?
Hidden Lives and Secret Loves
From the Series Queer History Project
by Lee Wind


“History” sounds really official. Like it’s all fact. Like it’s definitely what happened.

But that’s not necessarily true. History was crafted by the people who recorded it. And sometimes, those historians were biased against, didn’t see, or couldn’t even imagine anyone different from themselves.

That means that history has often left out the stories of LGBTQIA+ people: men who loved men, women who loved women, people who lived outside gender boundaries. Historians have even censored the lives and loves of some of the world’s most famous people. From William Shakespeare and Pharaoh Hatshepsut to Cary Grant and Eleanor Roosevelt.

Join author Lee Wind on this fascinating journey through primary sources—poetry, memoir, news clippings, and even ancient artwork—to explore the hidden (and often surprising) Queer lives and loves of two dozen historical figures.

CLICK HERE TO REQUEST A COMPLIMENTARY REVIEW COPY

“Fascinating, ambitious, diverse, rigorously researched, and much-needed—this book will save lives.”—Kathleen Krull, winner of the Children’s Book Guild Nonfiction Award for body of work, and author of the Lives Of series

“Such an important book, both enlightening and entertaining. Highly recommended for readers age 10-110!”—Linda Sue Park, Newbery Medalist

“I can’t believe this book hasn’t existed until now! It’s a joyful and fascinating read that reminds us that LGBTQ+ people have always existed, thrived and made important contributions to society. No matter what your age, orientation or gender identity, Lee Wind makes you feel like this book was written for you.”—Michael D. Cohen, Actor, Writer, Director, Acting Coach

THE STORY BEHIND THE STORY

“I’m gay, but I didn’t come out until my 20s. Growing up I felt so alone, like I was the only boy who liked other boys in the history of the world. In school, history was taught as medicine (names and dates to memorize) and it was ‘saviored’ to benefit the people in power, leaving out the Queer stories that would have changed my life had I known them.

No Way, They Were Gay? is me paying it forward. Primary source materials bypass the hundreds of years of historians who have in many cases hidden the truth and let these historical figures speak for themselves. Men who loved men. Women who loved women. People who loved regardless of gender. And people who lived outside gender boundaries. And instead of medicine, it’s presented as chocolate. Empowering chocolate.

I want readers to know that if they are lesbian, gay, bi, pan, trans, questioning, queer, intersex, asexual, gender queer, or gender non-conforming, they are not alone. We are not alone. These stories, and so many more, are our legacy. We have a history. And that’s what the Queer History Project, and No Way, They Were Gay? is all about.”—Author Lee Wind

ABOUT THE AUTHOR

Lee Wind is a playwright, writer, and educator who has dedicated his career to Queer history and Queer education. His work has been featured in the New York Times, BuzzFeed, and CNN. He is the author of the award-winning young adult novel Queer as a Five-Dollar Bill.

With day jobs for the Independent Book Publishers Association (as their director of marketing and programming) and the Society of Children’s Book Writers and Illustrators (as their official blogger), Lee’s hero job is storytelling to empower readers to shine with their own light. Visit www.leewind.org to learn more.

Available from Zest Books/Lerner Publishing Group
Publish date: April 6, 2021

Hardcover: 978-1541561580
Paperback: 978-0-451-98163
eBook: 978-1-77049-191-6

This message is brought to you as part of the Independent Book Publishers Association’s (IBPA’s) Media Outreach Program.
Review Copy Request for "No Way, They Were Gay?"

Please enter your information to receive a complimentary review copy of "No Way, They Were Gay?" from Zest Books/Lerner Publishing Group!

Please note that if requesting from outside the U.S., a digital copy will be provided.

If you have any questions, please contact Lee Wind, IBPA's Director of Marketing and Programming, at lee@ibpa-online.org, we'll be happy to help!

First Name *
Last Name *
Email Address *
Phone
Organization *
Address Line 1 *
Address Line 2
City *
State/Province *
Zip/Postal Code *
Country (if outside U.S.A.)

Notes for publisher

Submit
Online Store: NetGalley Program

- **NetGalley Program - 3-Month Digital Galley Listing**
  - Regularly: $99.00
  - Your Price: $119.00
  - Offer your titles to NetGalley's community of professional and consumer readers...

- **NetGalley Program - 1-Month Audiobook Listing**
  - Regularly: $979.00
  - Your Price: $79.00
  - Offer your audiobooks to NetGalley's community of professional and consumer listeners...

- **NetGalley Program - 2-Month Audiobook Listing**
  - Regularly: $320.00
  - Your Price: $139.00
  - Offer your audiobooks to NetGalley's community of professional and consumer listeners...

- **NetGalley Program - 3-Month Audiobook Listing**
  - Regularly: $445.00
  - Your Price: $213.00
  - Offer your audiobooks to NetGalley's community of professional and consumer listeners...

- **NetGalley Add-On - Category Spotlight - Top 4 Categories**
  - Regularly: $300.00
  - Your Price: $100.00
  - Give your digital galley or audiobook extra exposure on one of NetGalley's "Top 4 Category" pages for a full week with the Category Spot...

- **NetGalley Add-On - Category Spotlight - All Other Categories - Group 1**
  - Regularly: $500.00
  - Your Price: $155.00
  - Give your digital galley or audiobook extra exposure on one of NetGalley's specific category* pages for a full week with the Category Spot...

- **NetGalley Add-On - Category Spotlight - All Other Categories - Group 2**
  - Regularly: $999.00
  - Your Price: $155.00
  - Give your digital galley or audiobook extra exposure on one of NetGalley's specific category* pages for a full week with the Category Spot...

- **NetGalley Add-On - Featured Placement**
  - Regularly: $500.00
  - Your Price: $105.00
  - Join NetGalley's weekly Featured Placement to get extra exposure for digital galleys and audiobooks...

- **NetGalley Add-On - NetGalley Newsletter Bonus Section**
  - Regularly: $949.00
  - Your Price: $320.00
  - Reach a targeted list of NetGalley members by promoting your title through a NetGalley Newsletter Bonus Section promotion...

- **NetGalley Add-On - NetGalley Newsletter Banner Ad**
  - Regularly: $425.00
  - Your Price: $425.00
  - Reach a targeted list of NetGalley members by promoting your title through a NetGalley Newsletter Banner Ad...
The Vines
by Shelley Nolen

Description
In the shadows of New York City lies forbidden North Brother Island, where the remains of a shuttered hospital hide the haunting memories of century-old quarantines and human experiments. The ruins somehow, the scarred and beautiful: Cora, imprisoned by contagions and the doctors who torment her. When Finn, a young urban explorer, arrives on the island and glimpses an enigmatic beauty through the foliage, intrigue turns to obsession as he seeks to uncover her past—and his own family’s dark secrets. By unraveling these mysteries, will he be able to save Cora? Will Cora meet the same tragic ending as the thousands who’ve already perished on the island?

The Vines intertwines North Brother Island’s horrific and elusive history with a captivating tale of love, betrayal, survival, and loss.
68,000 booksellers, publishers, public and academic librarians, wholesalers, distributors, educators, agents, and writers.

100,000+ library directors, administrators, and staff in public, academic, and special libraries.

20,000 librarians and booksellers who are indie book lovers.
<table>
<thead>
<tr>
<th>SELECT PROGRAMS**</th>
<th>Build Buzz</th>
<th>Reach Booksellers</th>
<th>Reach Librarians</th>
<th>Reach Foreign Rights/Agents</th>
<th>IBPA Award Consideration</th>
<th>Upcoming Deadlines</th>
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<tr>
<td>ALA ANNUAL CONFERENCE</td>
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<td>Book display and signing opportunity at this premier librarian event. Annual.</td>
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<td>• Elementary School Librarians</td>
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* or until program is sold out

**See full benefit list at bit.ly/IBPAbenefits
Marketing Program Overview

Questions?
lee@ibpa-online.org