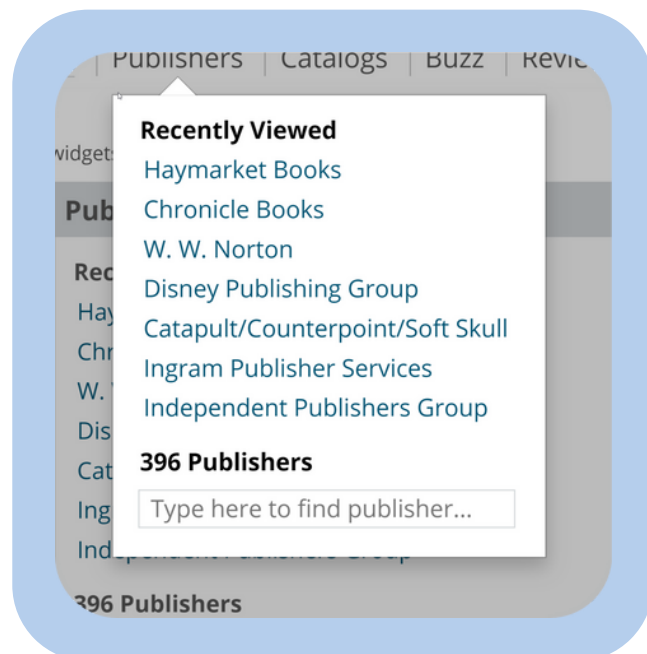


Independent Publisher Listing

Small or independent publishers often partner with service providers to sell, market, and distribute their titles. These “distributors” post their clients’ titles on Edelweiss for inclusion in the distributors’ catalogs, thereby making the titles easily accessible for their sales reps. This means that the publisher’s titles can be found on Edelweiss by searching within the distributor’s catalogs or searching for a specific title. However, in this instance, the publisher does not have a unique presence on Edelweiss and is reliant on their distributor to manage their titles in Edelweiss.

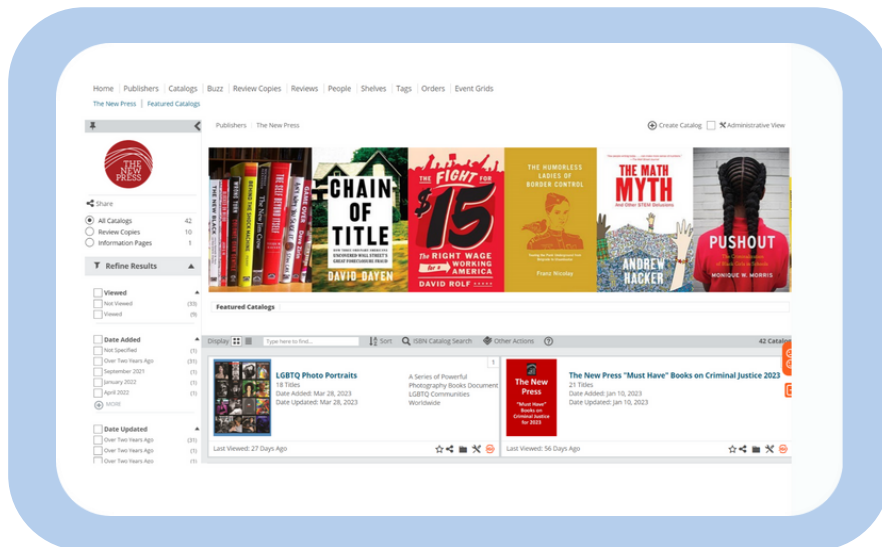
For distributed publishers that are actively marketing their own titles and looking to have more control, an Independent Publisher Listing might be a good option. While the distributor continues to send the publisher’s title data for inclusion in the distributor’s catalogs, the publisher is also able to manage their own titles and presence in Edelweiss.



Independent Publisher Listing

Benefits of managing your presence in Edelweiss

- ✓ Direct traffic to your publisher Edelweiss page from your website and in your marketing efforts.
- ✓ Add sales and ordering information for potential buyers to reference.
- ✓ Customize your publisher page to align with your branding and current marketing campaigns.
- ✓ Enable users to easily search for your publishing house within Edelweiss.
- ✓ Advertise your titles in the weekly Edelweiss newsletter or add a banner (i.e. "insert") above your title in Edelweiss to draw users' attention.
- ✓ Create unique catalogs for your titles for specific seasons, audiences, or categories. New catalogs are highlighted in the weekly newsletter to all Edelweiss users.
- ✓ Allow non-distributor sales reps or publisher marketing teams access to Contacts and markup features in Edelweiss to improve their workflow.
- ✓ Create event grids to collect event proposals / bids for touring authors.



Promote your titles to over **240,000** book professionals

- ✓ Draw attention to your title in Edelweiss with a banner ad above your title listing ("insert")
- ✓ Feature your title in the weekly "New in Edelweiss" newsletter that goes to the US Market
- ✓ Highlight your title or catalog with a banner ad in monthly newsletters to librarians, booksellers, or reviewers
- ✓ Generate pre-publication buzz with digital or print review copies