

Marketing Your Work to the Lee County Library System



Helpful Guidelines

As a public library, the Lee County Library System selects materials whose content is produced for the general public and local interest rather than for specialists or professionals.

The library system selects materials based on positive professional reviews, patron demand and awards. Positive reviews in one or more review journals, such as *Kirkus Reviews*, *Publisher's Weekly*, *Library Journal*, *Booklist*, *School Library Journal*, *VOYA* (Voice for Youth Advocates) or *The New York Times Book Review*, will give your material an excellent chance of being purchased by LCLS (and other public libraries as well). A list of contact information for these publications is listed at the end of this information sheet.

Write-ups in local newspapers, such as the News Press, Cape Coral Breeze, Lehigh Acres Citizen, Bonita Banner, Pine Island Daily News or the Naples Daily News are also useful and informative.

To **request that the library consider purchasing your title**, please submit the purchase consideration form (last page), and a copy of the title to the LCLS Collection Development staff. *Please note that a review copy is helpful, but not required, and will not be returned regardless of the library's ultimate purchase decision.*

If you are **donating material**, please note that we follow the same selection guidelines for donations. If we determine that the donated material is not appropriate for the collection, we will donate the material to other agencies as appropriate. (e.g. Library Friends Group Book Sales, Goodwill or the School Foundation.)

For purchase consideration requests, please remember to provide as much detail as possible:

- **When/Where** was the work published? Complete bibliographic data, including the date of publication/production, publisher, price, and ISBN are required.
- **What is the format?** Book, video, audio, etc.
- **Who is the intended audience?** Adults, teens, children, parents, college students, professionals, hobbyists, etc.
- **How is the material bound?** Because library materials get heavy use from the public, we look for materials with sturdy bindings. Flimsy paperback covers and spiral bindings are not appropriate because they are not durable under multiple uses library books often receive.

- **Why is the material important or useful for the LCLS collection?** If the item has been reviewed, please attach copies of the reviews.
- **What is it about?** Summaries should be brief, and publisher descriptions are acceptable.
- **Who is the author?** This should include qualifications, such as education, experience in the field, and experience as a writer/producer/performer. Be sure to mention that you are a local author or publisher, since this may affect our selection. **While the Lee County Library System always considers local interest and authorship when making selection decisions, selectors apply the same criteria to the works of local authors as they do to other works purchased for the collection.**
- **How/Where** can the library purchase the item? The library system prefers to purchase from wholesale vendors such as Baker & Taylor, Ingram, Book Wholesalers Inc., and Midwest Tape. Unfortunately, the library system cannot purchase items from Amazon.com, but other online stores such as www.bn.com are acceptable. If the material is only available directly from you, be sure to provide a phone number, address, and email address.

Please remember to check the Library catalog to find out if your work has already been ordered. The catalog includes records for all materials, including those still on order.

Please keep the following in mind about your submission -- About 15,000 new titles are ordered each year and the selection staff considers thousands of additional titles that are not purchased. For this reason, the library does not notify individual sellers of the decisions made for every purchase request.

Contact information for submitting materials for review:

Booklist (adult and children's books, audio, and video)

50 East Huron St.

Chicago, IL 60611

<http://www.ala.org/booklist/submit.html>

Kirkus Reviews (adult and children's books)

770 Broadway

New York, NY 10003

http://www.kirkusreviews.com/kirkusreviews/about_us/submission.jsp

Library Journal (adult books, audio, and videos)

360 Park Avenue South

New York, NY 10010

<http://libraryjournal.reviewsnews.com/index.asp?layout=forReviewersLJ>

Publishers Weekly (adult and children's books and audio)

360 Park Avenue South
New York, NY 10010

<http://publishersweekly.reviewsnews.com/index.asp?layout=submissions>

School Library Journal (children's books, audio, and video)

360 Park Avenue South
New York, NY 10010

<http://slj.reviewsnews.com/index.asp?layout=SubmissionsSlj>

Voice of Youth Advocates (Young adult materials)

Linda Benson, Review Editor

Voice of Youth Advocates

4501 Forbes Blvd., Suite 200

Lanham, MD 20706

<http://www.voya.com/Publishers/submit.shtml#submit>

Editor

The New York Times Book Review

229 W. 43rd Street

New York, New York 10036

<http://www.nytimes.com/membercenter/faq/books.html#booksga2>

Lee County Library System Purchase/Donation Consideration Form



1 Author/Donator information:

Name: _____ Date: _____

Address: _____

Phone: _____

2 Information about the material:

Title: _____

Author: _____

Publisher: _____ Publication Date: _____

ISBN: _____ Format? Book DVD CD Other: _____

HOW is the material bound? _____

WHO is the intended audience? _____

If the item is not a donation, WHERE can the library purchase the item? _____

WHY is the material important or useful for the LCLS collection? _____

3 Please attach additional pages to provide the other information requested, including reviews, summary and author background. If the material is independently published, remember to include price information and how and where the material can be purchased.

4 Send the completed form, a copy of the title (optional) and supporting information to:

Attn: Collection Development
Library Processing Center
881 Gunnery Road N., Suite 2
Lehigh Acres, FL 33971