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## Marketing Your Book To The Las Vegas-Clark County Library District

For Small Presses and Local authors

Revised May 28, 2002

Las Vegas-Clark County Library District actively seeks books that are written and/or published locally. We are especially interested in those about Las Vegas and Southern Nevada. As a public library we select books whose content is written for the general reader rather than for the specialist or practitioner. We do not collect textbooks. Books with pages designed to be filled in or torn out by the reader are not appropriate.

Because books in a public library get heavy use from the public, we look for titles which are sturdily bound, preferably sewn or glued. Spiral and comb bindings do not stand up well in our setting.

The best way to bring your book to our attention is through reviews. A positive review in one or more of the library review journals, such as *Library Journal*, *School Library Journal* (for children's books,) *Kirkus*, *Booklist* or *Publisher's Weekly* or in *The Las Vegas Review Journal* or *Las Vegas Sun* will give your book an excellent chance of being bought by LV-CCLD (and other public libraries as well).

The next best method is a flyer mailed to the Las Vegas Clark County Collection Development Department. Librarians generally have only a few seconds to look at a flyer, so your best bet is to emphasize the essentials. We look for:

- WHAT the book is about. This should be brief and pithy.
- WHY the book is needed at LVCCLD. Here you should include quotations from reviews, or reader testimonials if you have them. If the book has been reviewed you could also attach a copy of the review.
- WHO the intended audience is for this book. Is it intended for adults, young adults or children? Parents, business persons, hobbyists, etc.?
- WHO the author is. This should include qualifications, such as education, experience in the field, experience as a writer. Be sure to mention that you are a local author or publisher, since this is a factor in our decision whether to buy.
- WHEN, WHERE, etc. the book was published. We need all the bibliographic data, including **date of publication, price, ISBN number** (very important), edition statement, type of binding. If the book is self-published, please give some indication of its physical appearance, including how it is bound.
- HOW we can get it. Libraries prefer to buy from wholesale vendors, such as Ingram, Brodart, Baker and Taylor, etc. There are also national vendors that specialize in small press books, including Quality Books and Unique Books. If the book is only available directly from you, be sure to provide a phone number, address, and email address if you have one. Be prepared to accept purchase orders.

A sample copy of the book sent with the above information is helpful to us, but not necessary. We cannot return unsolicited sample copies.

You may also want to consider attending library conferences. This is one way to reach many librarians in a short space of time. National conferences such as the American Library Association or Public Library Association, as well as regional

associations, such as the Mountain Plains Library Association or the Nevada Library Association.

Send flyers to:

**Collection Development Department**

833 Las Vegas Blvd North

Las Vegas, NV 89101

For Information on how to submit a book for a review:

*Booklist*

50 East Huron St.

Chicago, IL 60611

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

*Kirkus Reviews*

[/www.kirkusreviews.com](http://www.kirkusreviews.com)

*Library Journal*

245 West 17th St.

New York, NY 10011 Phone: 212-463-6819

Fax: 212-463-6734

<http://libraryjournal.reviewsnews.com>

*Publisher's Weekly*

245 W. 17th St.

New York, NY 10011

<http://publishersweekly.reviewsnews.com>

LIBRARY ORGANIZATIONS

The American Library Association (<http://www.ala.org/events>) lists upcoming conferences. Information on exhibiting at each conference is available through the links for the individual events.

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