

FOR SMALL PRESSES AND LOCAL AUTHORS

Marketing your Material to the Salt Lake County Library Services

The Salt Lake County Library Services (SLCLS) is often asked to include items in our libraries that are written and/or published independently. This can include materials that are self-published/produced or items published through micro-niche publishers. The number of “nontraditional” titles published now dwarfs that of traditional books. The librarians at (SLCLS) have no effective way to sift through the nontraditional titles to make informed decisions on selection. As a public library that focuses on items in popular demand, we select materials whose content is aimed at the general reader/listener rather than for the specialist or practitioner. We do not collect textbooks.

The best way to bring an item to our attention is through reviews. Review sources for self published materials include:

- [*PW Select*](#) A quarterly Service for the Self-Published
- [*Kirkus Discoveries: Featured Indie Releases*](#)
- [*Net Galley*](#)

Review sources that specialize in small press reviews include the following:

- [*ForeWord: Reviews of Good Books Independently Published*](#)
- [*Small Press Review: an online review source for small press books*](#)
- [*Midwest Review*](#) which has a monthly Small Press Bookwatch.
- [*Independent Publisher*](#) an online magazine that includes book reviews and other resources for small presses and authors.

A positive review in one or more of the library review journals, such as [*Library Journal*](#) [*School Library Journal*](#), [*Kirkus Reviews*](#), [*Booklist*](#), [*Publisher's Weekly*](#) or in the Sunday edition of the *Salt Lake Tribune* or *Deseret News* book sections will give your book an improved chance for purchase by Salt Lake County Library System (and other public libraries as well). It is also to your benefit if your item is being carried by a local book or music store, which would generate a demand for its purchase by our System.

Please keep in mind that books in a public library get constant and sometimes careless use from the public. Because of this, we look for ones that are sturdily bound, preferably sewn or glued. Spiral and comb bindings do not stand up well in our setting and books with pages designed to be filled in or torn out by the reader are not appropriate.

If you would like us to consider your materials, please send a **flyer** with the professional reviews attached to:

Salt Lake County Library
Attention: Marsha Leclair-Marzolf, Associate Director Collections
2197 East Fort Union Blvd, Salt Lake City, UT 84121

Librarians generally have only a few seconds to look at a flyer so your best bet is to emphasize the essentials. The **flyer** sent to the Salt Lake County Library System should include:

- **WHAT** is the content of the item? This summary should be brief and pithy.
- **WHY** the item is needed at SLCLS. Here you should include quotations from reviews, or reader/listener testimonials if you have them. If the item has been reviewed, you should also attach a copy of the review.
- **WHO** is the intended audience? Is it intended for adults, young adults, or children? Parents, businesspersons, hobbyists, etc.
- **NAME** of the author/artist? This should include qualifications, such as education, experience in the field, and experience as a writer. Be sure to mention that you are a local author/artist or publisher, since this is a factor in our decision whether to buy materials.
- **WHEN, WHERE**, etc. the item was published/created. 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 appearance (size, type of binding, etc.). CDs and other audiovisual materials need ID numbers.
- **HOW** we can get it? Libraries prefer to buy from wholesale vendors, such as Baker and Taylor, or Ingram. There are also national vendors that specialize in small press books, including Quality Books and Unique Books. If the item is only available directly from you, be sure to provide a phone number, address, tax number and e-mail address if you have one. Be prepared to accept purchase orders, and to wait **several weeks** for payment.

If you choose to send us a sample copy of the item, we will not be able to return it in the event we do not purchase other copies. We will treat your item as a donation and its disposition will be covered under our Gifts and Donations Policy.

Drop in visits are not encouraged. Our schedules are very crowded, and you may end up wasting your time if no one is available when you arrive.

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's Annual Conference or Midwinter Meeting or the Public Library Association's Annual Conference, can be overwhelming. However smaller ones, such as the [Utah Library Association's Annual Conference](#), attract many librarians from the local area.

There are also several local organizations that might be able to assist you in your publishing endeavor. Some of the ones to consider are [LDS Booksellers](#) and Utah Booksellers Association, which is part of the [Mountains & Plains Booksellers Association](#)

Some websites which might benefit self-published authors/artists include:

- [Small Press Center for Independent Publishing](#) offers information and workshops on how to get published.
- [Independent Book Publishers Association](#) (IBPA) is the self proclaimed largest non-profit trade association representing independent publishers
- [Dustbooks](#) is a publishing company that claims to be the leading international supplier of small press information since 1964.
- [The American Booksellers Association](#) provides general publishing information and offers workshops.
- [Independent Publishers Group](#) is a book distributor for a large number of independent publishers and small presses.
- Additional small press distributors include [Consortium Book Sales and Distribution](#), [Publishers Group West](#), and [Small Press Distribution](#).
- Two sites for self-publishing, which offer editing and marketing services are [Xlibris](#) and [iUniverse](#).

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