



Celebrate Our Independents!

IEI is proud to introduce “Celebrate Our Independents”, a program designed to increase sales & visibility in partnership with our valued Indie Vendors.

- ❖ Featuring two distinct programs – New Release & Catalog
- ❖ New Release promotion will run for 30 days (starting during solicitation period)
- ❖ Catalog program will run for 60 days
- ❖ Catalog participation – 30% POS, New Release participation – 20% POS
- ❖ Catalog program will feature a wide breadth of titles in order to enhance revenue, with the goal of targeting 75% to 100% of a vendors catalog over 12 months
- ❖ Both NR and Catalog promotions will be featured in the Entertainment Preview and on our B2B site, AccessIngram (approx. 1,500 users)
- ❖ Program will target specific customers such as:
 - ❖ CDF Accounts
 - ❖ Libraries through Baker & Taylor (reaching 1000’s of libraries nationwide)
 - ❖ DORS/Coalitions
- ❖ IEI will provide performance review and funding request at the end of the 30 or 60 day promotion period
- ❖ Anticipated annual lift - 20%

