

BookSpots introduces a new Digital Signage Network connecting NAIBA Booksellers and Publishers



NEVER JUDGE A BOOK BY ITS COVER.

The changing landscape of book marketing means independent booksellers need to compete within a saturated, competitive online environment, while publishers now require a more economical form of advertising that takes advantage of new digital platforms to meet changing consumer habits.

Publishers and authors are now aware that they must target customers at every touchpoint—which is why digital signage has become the perfect media solution.

BookSpots is creating a dynamic digital signage network that will deliver a new standard in book marketing. The service will finally provide promotion that informs your audience of the latest books while inspiring conversation and more sales.

All digital signage networks are based on :15 or :30 spots—the ideal length to reach consumers on-the-go. BookSpots has refined its creative model in order to launch a BETA test in the Fall, and we want you to participate and grow with us.

The BookSpots Network

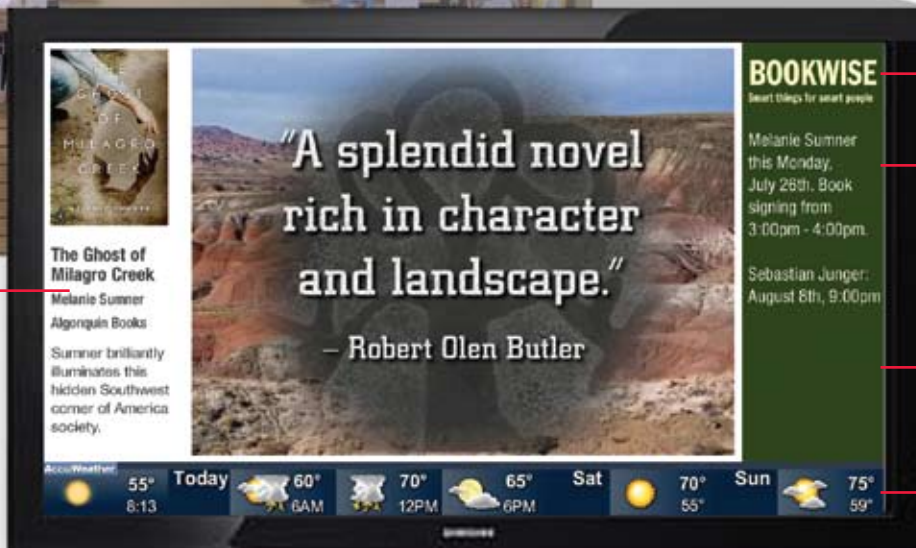
- Geared to your customers (pre-disposed to buying)
- Playlist choices based on BISAC Subject Heading List
- Simple access/feed (cellular or internet)
- Revenue sharing
- Choice of monitor sizes
- Ad or sponsorship opportunities



The BookSpots Network Digital Signage Monitor

A custom designed screen features a layout with specific zones to promote your store and publisher titles.

Each BookSpot shows the book's cover, author, publisher, and a short description



Store branding

Booksellers can control their own daily message

Zone available for local advertising (not at launch)

Weather and/or news feed available



The BookSpots Video Player On Your Website

As part of our Fall BETA test, BookSpots will deliver the playlist (video loop) in a video player to imbed on your site. Video streaming will be from our server. If this option is well received, we can provide the biweekly playlist feed for a nominal fee.

The video player will be customized for your bookstore.

How to Participate in the BETA Test

BookSpots has developed the following BETA program to gauge patron reaction and to obtain bookseller feedback.

Our introduction for the Fall will use a Sharp 22" HDTV playing a loop of BookSpots via a DVD. This will *not* include the actual zones provided over the digital signage network (see opposite page). The cost to receive the monitor and DVD is \$200 (below cost). If you decide to partner with the BookSpots Network and its digital signage program, we will credit your account \$250.

As part of the BETA test, BookSpots will deliver the playlist (video loop) to imbed in a video player on your site.

Partnering with the BookSpots Network

We will use the BISAC Subject Heading List (51) to organize and manage videos for the digital signage network. When you sign on, you'll be able to pick from the same categories (that best match your inventory) in order to create your video playlist. There may be one or more videos playing in that category, however, there is no guarantee that videos will be available for that subject during every two week rotation. As an added bonus, the playlist will be made available to stream on your Website.



The BETA test will appear on a 22" HDTV running a variety of :15 and :30 BookSpots. If you choose to sign up for the BookSpots Digital Signage Network, keep the TV and you'll receive a \$250 credit.

Network Cost and Revenue Sharing

Monitor Cost

A 42" costs \$3,500, 32" is \$2,800, and a 19" monitor is \$2,400. The player and Cellular/DSL/Cable connection is built in and configured for each monitor/location, so there is no intricate set up. It is literally plug and play. They have a full two year warranty and are designed to last 4 to 5 years running in a typical retail environment. Shipping and installation is extra.

Portal Costs

There is a yearly portal fee of \$780 to deliver and manage the playlists and content for each monitor. This includes *your* control of your store's messaging. If you want BookSpots to provide this service, there's an additional charge of \$50 per month. If you want the National News or local AccuWeather, the cost is \$5.00 per month for each content feed.

Revenue Sharing

After extensive research with booksellers and publishers, we have developed the following revenue sharing model. It's easy to manage, allows customization, does not require any daily maintenance, and most importantly, can offset the yearly portal fee.

Publishers will label every title/video as per the BISAC List. The current list includes 51 subject headings. Booksellers are encouraged to accept videos in as many categories that match a store's inventory. For every new video that's delivered to each monitor, BookSpots will issue \$1.00. Payment is only for that original video, no matter how many times it appears in your loop or for how long it runs.

As we grow and deliver more videos in each category/subject, your revenue share will also grow. You will have the ability to add or delete subject categories at any time.

Executive Team

Jason Calfo

As creative director and principal of Calfo Ives and several other leading New York design agencies for 30 years, Jason has provided integrated marketing, branding and design communications for many of America's top brands. As the founder of BookSpots, Jason has brought his team's Web design and new media experience to create an innovative digital signage program connecting booksellers and publishers.

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David Nudo

David has extensive sales and marketing experience in the book sector. He was Director of Sales & Marketing for Shelfari, a consumer social networking site for book lovers, now owned by Amazon. He was formerly the Vice President, Publisher of *Publishers Weekly* and Managing Director, Book Advertising, for *The New York Times*. Currently, David is president of PAMA—Publishers Advertising & Marketing Association.

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