

ITASCA BOOKS FULFILLMENT

Making a beautiful, well-crafted book is just the first step of the publishing process. Our Itasca Books division provides a full-service distribution option to help small and large publishers reach their markets. Itasca handles warehousing and fulfillment, letting you focus on the marketing and promotion that will build demand.

Itasca Books operates its own order processing and shipping facilities, in close affiliation with Book-Mobile. Keeping these essential functions in-house enables us to offer highly cost effective distribution services for publishers and very responsive customer service for book buyers.

Itasca offers fulfillment of both consumer and book trade orders.

Consumer orders come in via our toll-free 800 number, our fax line, the mail and our own bookselling website www.itascabooks.com. These facilities are provided for every title, along with electronic credit-card order processing, to service direct-to-consumer, mail order, and advertising campaigns of our client publishers. Itasca Books is available via email or telephone to take orders and to answer questions and solve logistical problems.

On the book trade side, we distribute to wholesalers Ingram and Baker & Taylor and to retailers, including Amazon and other online and bricks-and-mortar booksellers.

Warehousing. Itasca Books will store books in a dry, heated warehouse.

Meta data. Itasca Books will disseminate ordering information, publication data, and a cover image (provided by publisher) to book trade databases including those published by RR Bowker, Baker & Taylor, Amazon.com, and Ingram Book Company. Itasca Books will be specified as the exclusive distributor of the publication to the book trade. The “book trade” includes online bookstores, brick-and-mortar bookstores, book wholesalers, and any other reseller that utilizes Amazon.com, Bowker, Baker & Taylor, or Ingram databases for ordering books. Because of the consortium arrangement that Itasca Books offers for their clients, small publishers will have the advantage of getting into major distribution chains and enjoying the advantage of combining their titles for sales with other publishers.

Website. Itasca Books maintains a web store to accept consumer orders for the publisher’s title(s) on our website, www.itascabooks.com. The site processes credit card information and we pick, pack, and ship the order, as well as handle customer service issues related to the order. Publishers can use this web site and shopping cart for direct web site links, advertising, and promotional activities.

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DISTRIBUTION