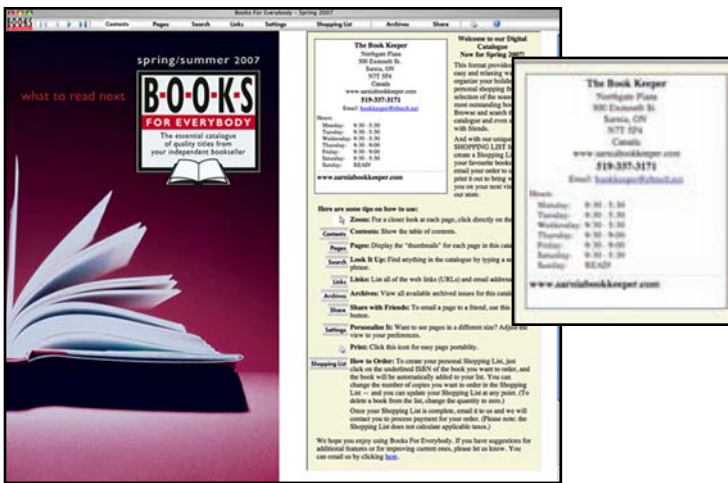


DIGITAL BOOKS FOR EVERYBODY

CONTENT FOR YOUR WEBSITE *plus* ORDERING CAPABILITY

Your customers and other browsers can now access an online version of *Books For Everybody*: they can view your catalogue as clickable thumbnails, browse through it page by page (identical in look to the print edition), search the catalogue by keyword, and build their own shopping list that they can email directly to your store.



SHOPPING LIST

Every ISBN hot links to the Shopping List. The system will automatically add title, author, ISBN, price and pub month to the list when the customer clicks on the link.

Browsers can add or delete titles or change quantities on an ongoing basis. The Shopping List displays your store's contact information, and it can be emailed to the bookstore, printed, or deleted. The Shopping List can be emailed only to the store address specified by the bookseller.

The browser can enter their contact information. The Shopping List allows a customer to send an order to the retailer, but does not process online transactions. On receiving the emailed Shopping List, the retailer confirms the order and payment method with the customer.

NOTE: Shopping Lists and emails generated from the unique URLs are NOT tracked in any way by *Books For Everybody*.

ADDITIONAL PAGES

Bookstores can include an additional insert (4-12 pages) to the digital edition (approximate cost: \$450.00 per insert).

AVAILABILITY

Mid-October to mid-January

COST

(3 months): \$75.00

UNIQUE EDITION FOR EACH STORE

Every participating independent bookseller has a uniquely branded digital URL (with contact information, store hours etc.) that can be used for web and email marketing to customers.

- 1) The URL can be linked to your web site: the customer will move seamlessly between your site and the BFE pages.
- 2) If you do not have a web site, the link can be provided in an email message and will take the reader to your unique URL (e.g. <http://www.bfe-digital.com/bfe/2007spring/?vendor=37>).

