



Avid Bookshop at Five Points | 1662 S. Lumpkin St. | Athens, GA 30606 | 706-850-2843

## CONSIGNMENT APPLICATION

revised August 2022

Thank you for contacting Avid Bookshop about stocking your book. Please complete the following application and return it to Avid Bookshop either physically or through email, along with a physical finished copy of your book for review. We will email you when the review copy of your book is ready for pickup. If there is no response from you within 3 weeks of our notifying you that the copy is ready for pickup, we reserve the right to do whatever is convenient with your review copy.

### Important Information

Please review all of the bullet points below as they contain important information for authors if your book is stocked at Avid Bookshop.

- If Avid decides to stock your book, we will gladly display marketing materials on our community bulletin boards (i.e., flyers, handouts, posters, etc.). However, we ask that the marketing materials you give us to display in our shop list only Avid Bookshop as a place to purchase your book. Due to space constraints, we do not have the capability to pass out any flyers or bookmarks.
- If Avid decides to stock your book, we require that Avid Bookshop be listed as a place to purchase your book in any spaces where you list other retailers (your website, for example).
- **If stocked, the sales price of your book will be split with Avid Bookshop at a 50%/50% split.**

- ~~— If stocked, there is a fee of \$20 to have your book on our shelves for 3 months. After that period of time, the match between your book and Avid Bookshop will be re-evaluated.~~
- If your inventory has had no activity for 3 months, we reserve the right to “un-stock” your books.
  - If Avid Bookshop decides to “un-stock”/return your book, we will email you asking if you’d like us to ship the copies left in our bookshop (for which you will need to prepay for postage to your home/office), set them aside for in-store pick up, or donate them. **If there is no response after 2 weeks and a final follow-up email, we reserve the right to do whatever is convenient with the copies.**
  - Avid Bookshop is not responsible for lost or stolen titles.
  - If you’d like to check inventory levels up to once a month, please email [rachel@avidbookshop.com](mailto:rachel@avidbookshop.com) to contact Rachel Watkins, operations & events director. Please note that we may not be able to accommodate frequent inventory level checks, so a max of one check-in per month is recommended to keep the program running smoothly.
  - **If there has been any sales activity between the last time we did a stock check and the date of your current inquiry, you will be paid via PayPal within 3 weeks of the current inquiry. For example, if you dropped off your signed consignment agreement and books on January 1st, you could make your first stock inquiry on February 1. If any copies sold during that time frame, you’d be paid within 3 weeks of the stock inquiry (meaning you’d be paid on or before February 22). If no copies have been sold, you can check back again after another month has passed.**

## Common Considerations

The books we stock at Avid Bookshop are not randomly chosen. They are a reflection of the opinions, preferences, and quality standards of our booksellers and the Athens community. When we decide what books to bring into our shop, these elements are the things at the forefront of our minds. **Before submitting your application, consider the questions below. It is not necessary to submit the answers, but these are things we will be considering when we look at your book.**

- Is the book professionally bound?
- Are there any production quality issues?
- Is the book’s trim size too large to fit on our shelves?
- Has the book been professionally edited?
- Does the text have excessive typographical errors?

- Does the text have excessive copy-editing errors?
- Does the book have an ISBN?
- Are the title and author's name printed *on the spine*?
- Is the jacket art pixelated?
- Is the book's pricing competitive?
- Does the book have a following in the community?
- Is there enough supply of the book to meet its demand?
- Is the book locally sourced or produced?

## Contact Information

Your Name: \_\_\_\_\_

Email: \_\_\_\_\_

Phone Number: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

(City, State, Zip Code): \_\_\_\_\_

Website: \_\_\_\_\_

### Social Media

Facebook: \_\_\_\_\_

Instagram: \_\_\_\_\_

Twitter: \_\_\_\_\_

Other: \_\_\_\_\_

For Bookseller Use Only

Date Application Received: \_\_\_\_\_ Date Review Copy Received: \_\_\_\_\_

Comments: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

### Book Information

Title: \_\_\_\_\_

Author(s): \_\_\_\_\_

Illustrator(s): \_\_\_\_\_

ISBN: \_\_\_\_\_ List Price: \_\_\_\_\_

Description of Book:



What other author(s) would you compare yourself to and why?

Where should we shelve your book? What genre best describes your work?

What makes your book different from other books currently on the market?

What is your intended audience for this book? Who do you see buying this book when they come across it in a bookstore?

Briefly describe your marketing strategy for this book (so far and in the future).

What role do you wish Avid Bookshop to play in your overall marketing strategy?

How long have you been a customer and shopping at Avid Bookshop?

Have you attended an author event at Avid Bookshop and, if so, which one?

What is your favorite book purchased at Avid Bookshop or favorite author event you attended?

Why do you think independent bookstores are important for books and communities?

Why is it important to you to have your book placed in an independent bookstore? Why is it important to have it placed in Avid Bookshop specifically?

Which publishing platform do you use to produce your books?

How does your book compare to other books in your genre or category (price, physical appearance, visual style, writing style, etc.)?

How many books have you read in the past six months? As well as you can remember, from where did you purchase/borrow those books and why?

What is your favorite and least favorite book of all time and why?

Tell us something interesting about yourself and/or your book!

Again, thank you for submitting your book! We will try and respond to you within 2 weeks of your submitting a review copy and this completed application. If you haven't gotten a response, please email [rachel@avidbookshop](mailto:rachel@avidbookshop) to inquire where the book is in the review process.