



**Marketing Your Book to the
Las Vegas-Clark County Library District**
For Small Presses and Local Authors

Las Vegas-Clark County Library District actively seeks books or audiovisual titles that are written and/or published locally. **We are especially interested in those about Las Vegas and Southern Nevada.** As a public library we select books or audiovisual material whose content is written for the general reader, viewer or listener rather than for the specialist or practitioner. We do not collect text books. Books with pages that are designed to be filled in or torn out by the reader are not appropriate.

Because books in a public library get heavy use from the public, we look for titles that are sturdily bound, preferably sewn or glued. Spiral and comb bindings do not stand up well in our setting. Audiovisual titles should come sturdy packaging appropriate for circulation.

The best way to bring your book or audiovisual title to our attention is through reviews. A positive review in one or more of the library review journals, such as *Library Journal*, *School Library Journal* (for children's books,) *Kirkus*, *Booklist*, *The New York Times*, *Publisher's Weekly*, *Video Librarian*, or in *The Las Vegas Review-Journal* or *Las Vegas Sun* will give your book an excellent chance of being bought by LVCCLD (and other public libraries as well).

The next best method is a flyer mailed to the Las Vegas Clark County Library District's Collection Development Department. Librarians generally have only a few seconds to look at a flyer, so your best bet is to emphasize the essentials. We look for:

- WHAT the book or audiovisual title is about. This should be brief and informative.
- WHY the book or audiovisual title is needed at LVCCLD. Here you should include quotations from reviews, or reader testimonials if you have them. If the book has been reviewed you could also attach a copy of the review. We prefer reviews from professional, established entities as those mentioned above.
- WHO the intended audience is for this book, video, or CD. Is it intended for adults, young adults or children? Parents, business persons, hobbyists, etc.?
- WHO the author is. This should include qualifications, such as education, experience in the field, and experience as a writer. Be sure to mention that you are a local author or publisher, since this may be a factor in our decision whether to buy.
- WHEN, WHERE, etc. the book was published. We need all the bibliographic data, including **date of publication, price, ISBN number** (very important), edition statement, type of binding. If the book is self-published, please give some indication of its physical appearance, including how it is bound.

- HOW we can get it. Libraries prefer to buy from wholesale vendors, such as Ingram, Brodart, Baker and Taylor, etc. There are also national vendors that specialize in small press books, including Quality Books and Unique Books. If the book is only available directly from you, be sure to provide a phone number, address, and email address if you have one. Be prepared to accept purchase orders.
- You may also include a photocopy of the front, back and inside of the book or jacket of the audiovisual item.

Please do not send the District a copy of the book or item. The District is under no obligation to order, return, or add to the Library District's collection, unsolicited sample copies or donations.

Send flyers to:

Collection Development Department
833 Las Vegas Blvd North
Las Vegas, NV 89101

For information on how to submit a book for a review:

Booklist
50 East Huron St.
Chicago, IL 60611
1-800-545-2433

<http://www.ala.org/booklist/submit.html>

Kirkus Reviews
VNU US Literary Group
770 Broadway
New York, NY 10003
1.866.890.8541

www.kirkusreviews.com

Library Journal
360 Park Avenue South
New York, NY 10010
Phone: 646-746-6819

<http://libraryjournal.reviewsnews.com>

Publisher's Weekly
360 Park Avenue South
New York, NY 10010
Phone: 646-746-6758

<http://publishersweekly.reviewsnews.com>

Library Organizations

You may also want to consider attending library conferences. This is one way to reach many librarians in a short space of time. National conferences such as the American Library Association or Public Library Association, as well as regional associations, such as the Mountain Plains Library Association or the Nevada Library Association.

The American Library Association (<http://www.ala.org/events>) lists upcoming conferences. Information on exhibiting at each conference is available through the links for the individual events.