



## Vendor Key Contact List

[www.baker-taylor.com](http://www.baker-taylor.com)

1-800-775-1800

### **Establishing a Vendor Account**

Publisher Relations:

[pubsvc@baker-taylor.com](mailto:pubsvc@baker-taylor.com)

### **New Title Information**

Submit new title information of less than 10 titles through our web template:

<http://edi.btol.com/PublisherSubmissions/Pubinfo.aspx>

Submit new title information of 10 titles or more in electronic format (Excel or tab delimited files) to:

[newtitles@baker-taylor.com](mailto:newtitles@baker-taylor.com)

Questions about title submissions, assistance with entering titles through the web template, or to request an excel title template:

[btitles@baker-taylor.com](mailto:btitles@baker-taylor.com)

Establish an FTP account to load cover images onto Title Source 3:

[coverimages@baker-taylor.com](mailto:coverimages@baker-taylor.com)

### **Changes to the Database**

Title, subtitle, author, publication date, binding, price changes, report code changes or any electronic files of 30 records or more:

[datafix@baker-taylor.com](mailto:datafix@baker-taylor.com)

Price Changes from purchase order confirmation reports or discrepancies on a purchase order:

[pc@baker-taylor.com](mailto:pc@baker-taylor.com) 815-802-2521 or 815-802-2414

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### **Accounts Payable**

704-998-3200 (tel) 704-998-3304 (fax)

Contact the Accounts Payable representative associated with the letter of the alphabet that corresponds to the first letter in your company name. Use the extension number as the last four digits of the direct dial telephone number.

**A** Carmela Salerno, X3431

[carmela.salerno@baker-taylor.com](mailto:carmela.salerno@baker-taylor.com)

**B** John Branch, X3143

[john.branch@baker-taylor.com](mailto:john.branch@baker-taylor.com)

**C** Mindy Boyd, X3121

[mindy.boyd@baker-taylor.com](mailto:mindy.boyd@baker-taylor.com)

**D** Lorri Vickery, X3280

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**Accounts Payable – cont.**

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[carmela.salerno@baker-taylor.com](mailto:carmela.salerno@baker-taylor.com)

**Children's and Teen Services (CATS)**

For information on all of our services and programs dedicated to the children's and teen areas in the public library market:

Jill Faherty, Director of CATS                      [Jill.Faherty@baker-taylor.com](mailto:Jill.Faherty@baker-taylor.com)    908-541-7405

**Co-op Advertising & Market Development**

Baker and Taylor has numerous advertising vehicles that reach the various market channels including Library, Academic, Retail, International, and Schools. We have qualified advertising specialists on hand to assist in making the appropriate selection to effectively target your core demographic.

View our Advertising Guide at: <http://www.alleytalk.com>

If you have not previously worked with a Publisher Advertising Rep, please contact Patty Szeplaki.

***For Publishers***

Tanika Bradshaw	<a href="mailto:Tanika.Bradshaw@baker-taylor.com">Tanika.Bradshaw@baker-taylor.com</a>	908-541-7480
Alicia Gathers	<a href="mailto:Alicia.Gathers@baker-taylor.com">Alicia.Gathers@baker-taylor.com</a>	908-541-7447
Patty Szeplaki	<a href="mailto:Patty.Szeplaki@baker-taylor.com">Patty.Szeplaki@baker-taylor.com</a>	908-541-7431

***Indirect Co-Op:***

Linda Sinisi	<a href="mailto:Linda.Sinisi@baker-taylor.com">Linda.Sinisi@baker-taylor.com</a>	908- 541-7476
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### **Continuations (CS)**

Standing order program available to libraries seeking to obtain series titles as they become available. Reps should ensure accuracy of product information for titles in series. Updated information should be provided at least 3 months prior to pub date. Larger vendors should meet 1-2 times a year with appropriate CS researcher to obtain master listings of series and discuss potential advertising.

Rob Daniels, Director, Standing Order Services

[Robert.Daniels@baker-taylor.com](mailto:Robert.Daniels@baker-taylor.com) 800-775-3600 x7289

### **Collection Management**

At the discretion of appropriate contact, reps should meet regularly to review lead titles for the library market. Contact should be placed on all appropriate catalog and ARC mailing lists.

Martin Warzala, Director, Collection Management & Technical Development

[Martin.Warzala@baker-taylor.com](mailto:Martin.Warzala@baker-taylor.com) 908-541-7043

### **EDI (Electronic Data Interchange)**

All vendors are expected to be compliant with ordering and acknowledgement, invoicing and ASN (Advanced Ship Notice). For Publisher EDI Testing Guidelines visit our Suppliers page on our website:

[http://www.baker-taylor.com/suppliers\\_supplier\\_info.cfm](http://www.baker-taylor.com/suppliers_supplier_info.cfm)

### **Editorial**

Responsible for B&T Publications and promotional information. Publishers are expected to submit advance book information (at least 4 months pre-pub) directly or by catalog.

Annette Bahmer (Graphic Novels, Religion, & Spanish titles)

[Annette.Bahmer@baker-taylor.com](mailto:Annette.Bahmer@baker-taylor.com) 908-541-7411

Pamela Day (Children's titles)

[Pamela.Day@baker-taylor.com](mailto:Pamela.Day@baker-taylor.com) 908-541-7415

Charles Pizar (Adult, Audio, House & Home, Cooking, and Craft titles)

[Charles.Pizar@baker-taylor.com](mailto:Charles.Pizar@baker-taylor.com) 908-541-7414

### **Entertainment**

Responsible for the buying and distribution of Video and Music product.

Veronica Adamcik, Senior Video Buyer

[veronica.adamcik@baker-taylor.com](mailto:veronica.adamcik@baker-taylor.com) 908-541-7509

Michael Chait, Merchandising Manager (Video)

[michael.chait@baker-taylor.com](mailto:michael.chait@baker-taylor.com) 908-541-7503

Jim Ogletree, Buyer (Vinyl and Universal Music)

[jim.ogletree@baker-taylor.com](mailto:jim.ogletree@baker-taylor.com) 704-998-3460

### **International Sales**

Baker & Taylor exports US books to online booksellers, bookshops and libraries in more than 100 countries.

Chitra Bopardikar, Vice President & General Manager, BT/Global Publishers Services

[Chitra.Bopardikar@baker-taylor.com](mailto:Chitra.Bopardikar@baker-taylor.com) 908-227-0096

### **ONIX (Online Information Exchange)**

Developed in partnership with the Book Industry Study Group, ONIX is an international standard for representing and communicating book industry product information in electronic form. ONIX was developed to provide richer, more comprehensive data records in a standard, unified format by marrying the widely varied formats currently required by wholesalers and e-tailers in the book industry today. For further information, please visit [www.bisg.org](http://www.bisg.org).

Eleanor Fanicase, Director, Database Management

[Eleanor.Fanicase@baker-taylor.com](mailto:Eleanor.Fanicase@baker-taylor.com) 908-541-7320

### **Print-on-Demand – Digital Print Solutions**

Extend the life of your backlist titles through Baker & Taylor's Print-on-Demand services, available for a wide variety of cover options and trim sizes.

[pubsvc@baker-taylor.com](mailto:pubsvc@baker-taylor.com)

### **Publisher Alley**

Publisher Alley is an online tool for analysis of book sales through GOBI Library Solutions from EBSCO, and Baker & Taylor. It features detailed bibliographic data, including review and award citations, as well as daily sales, demand and inventory updates. An online demonstration is available by clicking the "Demo & Trial" box at [www.puballey.com](http://www.puballey.com). Contact your buyer for information on subscribing or contact:

Lisa Parker, Mgr, Publisher Alley

[lparker@ybp.com](mailto:lparker@ybp.com) 800-258-3774 x8958

GOBI Library Solutions from EBSCO, 999 Maple St, Contoocook, NH 03229

### **Publisher Digital Services**

Digital distribution via aggregator platforms and web-based storefronts can be easily managed by Baker & Taylor Digital Media Services. Digital asset management, conversion, distribution, merchandising and planning support are available through this group.

Lisa Vira, Manager, Publisher Relations (for new inquiries) [Lisa.Vira@baker-taylor.com](mailto:Lisa.Vira@baker-taylor.com) 908-541-7429

Marin Foster, Manager, Publisher Digital Business [Marin.Foster@baker-taylor.com](mailto:Marin.Foster@baker-taylor.com) 908-541-7392

### **Spanish**

Baker & Taylor offers a wide variety of books, movies and Latin music titles for all ages, including many thousands of import titles from Mexico, Spain and other Latin American countries.

Robin Bright, Buyer

[Robin.Bright@baker-taylor.com](mailto:Robin.Bright@baker-taylor.com) 908-541-7425