



DISCOVER SONGS

Baker & Taylor has partnered with NPR® to offer you a branded merchandising program! Combine NPR's highly recognized brand with Baker & Taylor's service and inventory, and you have a win-win opportunity: *NPR: Discover Songs*.

NPR: Discover Songs Program Benefits

- Shipment program includes 24 CDs (6 unique titles) every 6 weeks
- Titles selected by knowledgeable experts at Baker & Taylor and NPR
- Unique selection of music for your customer's "discovery"
- Merchandising display sign promoting individual CDs included
- Free counter display unit with small footprint*
- 100% returns privilege
- Program has averaged over 70% sell through

**A one year commitment is required to qualify for the free counter display.*

Keys to Music Success for Booksellers

- Over 33 million people listen to NPR weekly
- High turns of exciting product line
- Easily merchandised and displayed
- Minimum risk



I love music. Our staff loves music. Our customers love music. And, all of us are remarkably thankful to Baker & Taylor and the NPR Discover Songs program for helping to bring the best of all that's new to Books & Books!"

MITCHELL KAPLAN, BOOKS & BOOKS, MIAMI, FLA.

DISCOVER SONGS

In the **NPR®: Discover Songs** auto-shipment program from Baker & Taylor, you receive exciting new CD titles every 6 weeks. The program is set up so you won't need to replenish stock and your selection is always fresh! We work closely with music labels to provide you a high margin on these products. Please provide us with your email address so we can alert you to the new titles being shipped your way. You can return unsold product from the prior shipment when you receive each new shipment.

Each shipment contains a total of 24 CDs with 6 unique titles. Every CD is handpicked by Baker & Taylor and NPR music specialists for the maximum selling potential for the independent bookstore market. The free counter display unit is 1 foot x 1 foot, so it easily fits on your store counter. The merchandising display sign **NPR: Discover Songs** will attract customers' attention and give them an exciting description of each CD showcased.



Get Started Today!

Simply call your Baker & Taylor Sales Representative directly, call 800-775-7930 x3348 or email NPR@baker-taylor.com. To register online go to www.baker-taylor.com/npr. Please note you'll need a separate account for this program. Ask your Sales Representative about establishing a Baker & Taylor entertainment account.



The NPR Discover Songs Program has been a welcome addition to our checkout counter. NPR has introduced listeners to a great variety of wonderful music from all genres. Our customers respect their judgment, which makes them much more willing to consider taking a chance on something new. And no-penalty returns make this program a no-brainer for the independent bookseller!"

JEFF BROYLES, BAY BOOK & TOBACCO CO, HALF MOON BAY, CALIF.