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IBPA Partners with NetGalley to Bring Online Galley Distribution to Member Publishers

Newburyport, MA (June 28, 2012)---IBPA is pleased to launch a new benefit in partnership with NetGalley, the innovative and easy-to-use online service and connection point for book publishers and professional readers. The partnership will allow IBPA members to expand their galley distribution to reach more buzz-makers securely and cost-effectively. Publishers who are members of IBPA can sign up for NetGalley services through an IBPA portal that will enable them to keep their galley available on NetGalley for 6 months. IBPA members may also participate in specially-priced marketing programs to send their title information out to NetGalley's more than 67,000 members.

IBPA President Florrie Binford Kichler says, "IBPA is delighted to partner with NetGalley in order to bring smaller and independent publishers cost-effective access to an expanded network of 'influencers' for their new titles."

Susan Ruzala, President of NetGalley, commented, "This program is an efficient, creative way for small and independent publishers to increase awareness of their titles by utilizing digital galleys. We are proud to be working with IBPA on this initiative, and look forward to welcoming IBPA publishers on board."

Professional readers can sign up with NetGalley at no cost and request content from over 150 publishers in Australia, Canada, the UK and the US at www.netgalley.com. Once approved, readers can view the secure digital galleys on all major reading devices. Currently, NetGalley members number over 67,000 professional readers (reviewers, media, bloggers, librarians, booksellers, and educators).

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About IBPA

Founded in 1983, the Independent Book Publishers Association <http://www.ibpaonline.org> is the largest not-for-profit trade organization for publishers in the United States, serving 3000 book publishers of all sizes. IBPA's mission is to help independent publishers market their titles, to provide education on all aspects of publishing, and to act as an advocate for publishers' rights. For more information visit IBPA's website at <http://www.ibpa-online.org>

About Firebrand Technologies

Firebrand Technologies (www.firebrandtech.com) provides steadfast leadership and seamless information flow throughout the publishing process. Firebrand's Title Management Enterprise Software tracks titles from pre-acquisition through post-production, marketing and sales; our Eloquence Metadata Services are the fastest, most accurate and cost-effective way to implement ONIX. With Content Services, publishers manage, store, convert and distribute final book content for discovery and sales. NetGalley delivers digital galleys to professional readers; our Ecommerce Solutions help deliver direct-to-consumer sales and landing pages.