



American Booksellers Association and NetGalley Announce New Ways for ABA Members to Access Titles via NetGalley

FOR IMMEDIATE RELEASE

New York, October 2014—NetGalley today announced a new initiative for American Booksellers Association (ABA) members to gain fastest access to new digital galleys, by validating ABA member ID numbers within NetGalley profiles. ABA members will receive a prominent badge that publishers can rely on to approve requests, auto-approve booksellers and feature their reviews on NetGalley title records.

Booksellers who add an ABA member number to NetGalley will also receive the monthly Digital White Box email, featuring exclusive digital access to forthcoming titles from a wide variety of publishers and indie authors. The Digital White Box program launched in January of this year and has steadily gained readership.

“This is a clear member benefit for ABA stores,” said Joy Dallanegra-Sanger, Senior Program Officer at ABA. “NetGalley’s large selection of titles from both traditional and indie publishers/authors, coupled with easy and creative ways to browse and discover titles, means indie booksellers are exposed to the largest number of titles to stock for their store. We’re pleased to extend this partnership with NetGalley.”

ABA booksellers can also nominate titles for the Indie Next list via NetGalley. Titles selected for the Indie Next and Indies Introduce Debut Authors lists are promoted to NetGalley’s larger community of 200,000 members. NetGalley President Susan Ruzsala commented, “Promoting these lists benefits the selected titles and authors, and reminds NetGalley’s far-reaching and vibrant audience of the critical importance of indie stores as places to discover and purchase books.”

NetGalley has long had a similar program in partnership with the American Library Association (ALA), so that publishers and authors can easily approve librarian requests. Professional readers (reviewers, bloggers, media, librarians, booksellers, and educators) can register for free at www.netgalley.com to request titles, or be invited to view titles directly by publishers.

About NetGalley

[NetGalley](http://www.netgalley.com) is part of Firebrand Technologies (www.firebrandtech.com), which provides leading software and services to help publishers achieve success. NetGalley delivers secure, digital galleys to professional readers to help promote and market new books. Find out more at www.netgalley.com.

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