DIRECTED MERCHANDISING FOR PUBLISHERS

Q4 2014 PROGRAMS
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Amazon.com's mission to be the earth's most customer-centric company means we endeavor to offer an ever-improving range of services for you to help our customers discover and buy your books that best meet their needs. In Q4 2014, we've added an array of exciting new seasonal and specialty events and brought back some popular favorites from previous years. We have automated Trade Books events so your top titles are automatically included in our events, and are continuing to provide the opportunity for you to nominate an unlimited number of titles for inclusion in Textbooks events. We think you'll find many ways to engage our customers with exciting selections from your frontlist and backlist.

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Amazon.com reserves the right to decline nominated titles for inclusion in any merchandising plan. Amazon.com will only feature books of high quality with an anticipated high level of appeal to our customers. Note: Nomination for participation in aforementioned programs indicates approval of and compliance to guidelines. All information enclosed herein is company proprietary and confidential.
Changes to the Directed Merchandising Program

IMPORTANT: Automation of ASIN Selection for Directed Merchandising Events

To make event participation more convenient for you, we have taken steps to automate title selection for all Trade books events starting Q4 2014. As such, **Events nominations are now only required for Academic and Professional events, which are still due Sept. 19.** As long as your events contain the correct catalog and BISAC information, our queries will select both your frontlist and backlist books into a pool, from which relevant categories will be selected for our seasonal and Evergreen events. For more information, see pages 5-11 for selection criteria.

Here are the catalog attributes you should make sure are up to date in order for our queries to identify and select your titles. You can update those attributes via your ONIX feed.

- **BISAC codes**: Our seasonal event queries will mainly select titles based on relevant BISAC codes that match our event descriptions in pages 8-11. Please make sure your titles are assigned the proper codes so we can effectively categorize your titles to customers looking for certain genres and events. Please also refer to the Browse Tree Guide for more information on how to assign BISAC codes to your titles.
- **Publication date**: Please ensure all frontlist and backlist titles have the publication date filled in. As many of our queries select within a publication date range, not filling in a pub date may cause your title to not be selected.
- **Series number**: For our “Start a New Series” program, please make sure all first books in a series are labeled as such under the “Series number” category.
- **Binding**: This is important for programs such as New & Notable and Paperback Picks.

Since this is our first quarter implementing this program, we have included an ASIN inclusion report for Q4 events, indicating the books you can expect to be included in our Q4 events. Please review and provide feedback as directed in our email by Sept. 19.
Dynamic Coop programs show customers a multipack of the most personally relevant books as selected by Amazon.com's personalization algorithms from a larger list of titles.

How does Dynamic Coop work?

1. We will run Dynamic Coop campaigns on all category pages. Any vendor eligible for participation in the directed merchandising program will be able to submit titles quarterly for inclusion in these campaigns.

2. All participating vendors’ titles that have at least 5 units sold or pre-ordered in the last quarter will be automatically included in Dynamic Coop.

3. When a customer visits a category page, he or she will see a carousel of the most personally relevant titles in that category that are automatically selected from the cross-publisher submissions. The selection is based on real-time information about the customer, such as clickstream history, purchase history, items in wish lists, and search history.

4. If there is not enough real-time information to personalize the carousel, it will show a predetermined backup option, such as the best-selling titles from the complete category-specific list.

Participating Categories: All Books categories are eligible for Dynamic Coop campaigns. We are not obligated to run Dynamic Coop campaigns on any category page where included ASINs will not result in high-quality, relevant merchandising campaigns.
Category Page Programs

We offer the following cross-publisher programs on our category pages. Titles for the events will be refreshed once a month with books published 1 month prior to 3 months after the refresh date, unless otherwise indicated.

- **New & Notable**: Frontlist titles that are the hottest, most-talked-about new releases:
  - The top 30% of your titles published, as measured by forecasted sales, between September 2014 and December 2014 will be selected.
  - We will select books in the following formats: hardcover, paperback, mass market paperback, Kindle book, audio CD, MP3 CD. If a significant portion of your titles fall outside one of these bindings, please contact your VM.

- **Paperback Picks**: For best sellers past and present, re-released in paperback.
  - The top 30% of your titles published as measured by forecasted sales between September 2014 and December 2014 that fulfill the following criteria:
    - New paperback editions of hardcover best sellers from the last year.
    - Backlist paperbacks that have a new edition released.
  
  NOTE: This is only for physical books and will not appear in the Kindle store.

- **Start a New Series**: First titles in series—no sequels or prequels, just the book that started it all. This event will feature genre fiction and comics. All first titles in a series will be selected regardless of pub date.

- **Debut Authors**: This program features new voices in both fiction and non-fiction.
  - The top 20% of your titles published a first-time primary author between September 2014 and December 2014 will be selected.
  - Titles that are currently on sale will need an average customer review rating of at least 3 stars to be included.

- **Book Club Picks**: This event helps customers find the next great read for their book club, from general fiction book clubs to genre-specific or spiritual book clubs. We want to present customers with only the best of the best – titles that are highly respected and good for discussion, both frontlist and backlist. **We will select literary fiction titles that have at least 100 customer reviews and an average rating of at least 4 stars.** Any title that does not meet this threshold will not be considered.

**How do category page programs work?**

1. Each program will have a faceout in a dynamic navigation pack that links to all titles that meet the basic participation criteria. Your title’s place in the list of featured titles will be determined by its sales rank relative to other titles. It will remain in this list for the full quarter.
2. We will create dedicated site campaigns and e-mails linking to these booklists for the categories selected in the table on page 3.

Amazon.com reserves the right to decline nominated titles for inclusion in any merchandising plan. Amazon.com will only feature books of high quality with an anticipated high level of appeal to our customers. Note: Nomination for participation in aforementioned programs indicates approval of and compliance to guidelines. **All information enclosed herein is company proprietary and confidential.**
3. We will select the ASINs to feature in these category-page campaigns and e-mails based on our expertise to ensure the best customer experience. There is no guarantee that any of your titles will be included in category-page or e-mail campaigns.

**Participating Categories:** All Books categories eligible for campaigns and e-mail in the category page programs are shown in the table on page 3. We are not obligated to run campaigns or e-mails for any category or program if the titles do not meet our criteria.

**Duration:** Each program will have a merchandised page that displays all accepted titles for all of Q4.

Titles featured in the category-page site and e-mail campaigns that drive customers to the full booklists are selected at our discretion based on our knowledge of Amazon.com customers and our goals for the Books merchandising experience. We make no promises about which titles will be displayed in these campaigns or about the duration of inclusion of any titles that do appear there.
**Directed Merchandising: Trade Books for Adults**

**Calendars Store**

**Categories:** Calendars (from any category, but see suggested themes below).

**Theme:** We’ll be continuing our Calendars store in Q4 2014 with similar category call-outs, shop-by-type experience, and options to place/call out your top calendars. All titles that fit the below themes will be automatically featured in our merchandising, so Calendars Store will not be included in our inclusion report.

**Featured 2015 Calendars**

**Shop by Type:**
- Engagement
- Wall
- Mini Wall
- Day by Day
- 18 Month
- Advent

**Merchandising:** Dedicated calendar store, filterable by category, plus relevant site and e-mail campaigns to drive traffic to the calendars.

**Duration:** All Q4

**Seasonal Events**

Seasonal events offer opportunities to reach customers through highly visible cross-publisher stores. Our goal in Q4 is seasonal events that can run the whole quarter wherever possible, sometimes spanning into Q4 2014.

**Seasonal Stores** include:
- A landing page dedicated to the event or happening with carousels spotlighting key titles and custom navigation to the titles in the store
- Merchandising placements for the seasonal store throughout the Books store
- Some events may have a dedicated e-mail campaign at the event manager’s discretion; all events will be considered for, though not guaranteed, merchandising placement in Books mass e-mails
Duration: Varies depending on the event (see details below):

**Thanksgiving Feasts**

**Dates:** November  
**Categories:** Cookbooks, Food & Wine  
**Theme:** From simple, intimate dinners to extravagant, banquet-style feasts, Thanksgiving can require a lot of planning and preparation. Help customers organize any kind of Thanksgiving meal. This event will feature season-specific cookbooks, wine and entertaining guides, as well as dessert and decoration ideas. Besides the titles in the report, we will also include any books in our Thanksgiving category that are in-stock.

**Holiday Deals**

We will reach out to you separately regarding participation in our Holiday deals and events programs.

Please note: New Year, New You has been moved to Q1 2015 in order to ensure a more complete selection of your upcoming new releases.

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Holiday Store: Gift Ideas for Young Readers

In Q4, our popular “Shop by Ages” pages and Teen & Young Adult store will host a rich selection of great gift ideas in books for children and young adults. We offer specialty campaigns in which we highlight popular titles for that specific age range.

**Dates:** Late October - December

**Categories:** Children’s, Teens

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<td>Sci-fi &amp; Fantasy</td>
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<td>Beginning Readers</td>
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**Featured Kids Books By Age Range Example (for Baby-2):**

**Featured Categories**

- **Board Books**
- **Picture Books**
- **Touch & Feel**
- **Pop-up & Lift the Flap**

Seasonal events offer opportunities to reach customers through highly visible cross-publisher stores.

**Seasonal Events**

**Seasonal Stores** include:

- A landing page dedicated to an important event with shovels spotlighting key titles and custom navigation to all titles in the store
- Shop by Age and Shop by Format organization to ease customer shopping
- Merchandising placements for the seasonal store throughout the Books store
- A dedicated e-mail or placement in relevant Books e-mail campaigns

**Duration:** Varies depending on the event (see details below)

**Halloween**

**Dates:** October 1 - October 31

Children’s event featuring new and backlist titles with Halloween themes or relevant seasonal fiction and nonfiction ("true" ghost stories, DIY Halloween decoration, costumes, and treats). All titles in the **Halloween subcategory** in the Children’s Holidays and Celebrations section will be included.

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Thanksgiving

Dates: November 1-November 27

This Children’s event will feature new and backlist titles with Thanksgiving traditions, history, and other relevant seasonal themes or seasonal messages. All titles in the Thanksgiving subcategory in the Children’s’ Holidays and Celebrations section will be included.
Directed Merchandising: Academic & Professional

ACADEMIC & PROFESSIONAL: SPECIALTY CAMPAIGNS AND E-MAILS

Segment Stores- Money & Markets Campaigns:

This professional segment store (www.amazon.com/moneyandmarkets) is for customers working in, or interested in finance, investing, economics, and accounting.

To nominate titles: Use the Acad & Pro – Specialty & Events tab in the nomination spreadsheet; select the appropriate Segment Store specialty campaign from the dropdown in the Event/Specialty Campaign column for each nominated title. Submit nominations for any of the monthly booklists that will be featured in the store. To increase chances of acceptance, focus on providing relevant professional-level (mid- to advanced) titles and resources unless otherwise specified.

Merchandising: All the options below comprise site placement in a booklist with traffic-driving campaigns on Money & Markets, social media posts, and possible e-mail inclusion.

Popular Sales Guides
Month: October
Theme: Nominate your best sales strategy guides and references. These will be featured on both the Money and Markets homepage, as well as on the Business and Money category.

Credit 101
Month: November
Theme: Help customers understand the do's and don'ts of credit and how to optimize their overall credit health. We will feature on our normal placements, but also have opportunity for cross-category merchandising as well.

Budget Planning for the Holidays
Month: December
Theme: With the holidays in full swing, provide resources on how to budget the amount customers spend during the holiday madness. Most will be focused on personal finance but also can be open to buying/consumer behavior.

Segment Store- tech.book(store) Campaigns:

This professional segment store focuses on providing technology professionals such as software developers, software architects, TPMs, and CIOs resources that are timely, relevant, and interesting to their profession.

To nominate titles: Use the Acad & Pro – Specialty & Events tab in the nomination spreadsheet; select the appropriate Segment Store specialty campaign from the dropdown in the Event/Specialty Campaign column for each nominated title. Submit nominations for any of the monthly booklists that will be featured in the store. To increase chances of acceptance, focus on providing relevant professional-level (mid- to advanced) titles and resources unless otherwise specified.

Merchandising: All the options below comprise site placement in a booklist with traffic-driving campaigns on tech.book(store), social media posts, and possible e-mail inclusion.

Protecting your Identity Online
Month: October
Theme: With recent headlines of massive identity breaches, provide guides on what steps customers can take to protect themselves online, and how to know whether they are being targeted for identity theft.
Wearable Tech Guides
Month: November
Theme: Wearable tech is a new and upcoming trend. With the popularity of the Fitbit and GoPro, give customers a better understanding of how to get the most out of these creative gadgets.

Popular iOS Guides
Month: December
Educate consumers and professionals with your newest releases on iOS development.

Segment Store – Digital Design Bookstore:
Amazon.com is excited to continue the segment store, “Digital Design Bookstore”—a destination for graphic and web design professionals. The Digital Design Bookstore will feature the most popular and highest-rated titles on graphic design, web design, web development, and computer-aided design books. The customer experience includes exclusive blog posts by relevant industry professionals, a newsletter, and social media posts on Twitter and LinkedIn to continually drive traffic and interest to this modern and exciting destination.

Fall Photography
Month: October & November
Theme: Whether it is the beautiful leaves everywhere or the crisp dew on the apple tree, fall is beautiful. Nominate your most popular photography guides, focused on capturing nature and landscape scenes.

Capturing the Perfect Family Photo
Month: December
Theme: With the holidays among us, educate consumers on what makes beautiful portrait photography and provide titles that will help them send out the best holiday card in town.
**Product Guide Dynamic E-mails:**
These e-mail campaigns offer a way to merchandise relevant titles on an ongoing basis throughout the quarter. Titles are nominated once for the quarter, but each week, these e-mails reach a new, refreshed, highly relevant target set based on purchase and browse behavior in the Kindle and physical book stores or other relevant Amazon product lines.

The 8 books shown in Dynamic e-mails are personalized based on the recipient’s past purchases, filtering out titles they’ve already purchased.

**To nominate titles:** Use the Acad & Pro – Specialty & Events tab in the nomination spreadsheet; select the appropriate specialty e-mail campaign from the dropdown in the “Event/Specialty Campaign” column for each nominated title. Make sure to choose an appropriate subcategory.

**Duration:** Weekly personalized campaigns sent throughout the quarter containing titles about the topics below.

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**Product Guides—Photography/Electronics**
- Canon professional cameras
- Canon consumer cameras
- Nikon professional cameras
- Nikon consumer cameras
- Nikon lighting systems
- Canon lighting systems

**Dynamic E-mail Example:**

Amazon.com reserves the right to decline nominated titles for inclusion in any merchandising plan. Amazon.com will only feature books of high quality with an anticipated high level of appeal to our customers. Note: Nomination for participation in aforementioned programs indicates approval of and compliance to guidelines. **All information enclosed herein is company proprietary and confidential.**
Seasonal Events and Conference Packaging:
Seasonal events offer opportunities to reach customers through highly visible cross-publisher merchandising. Event stores include:

- A custom list of curated titles pertaining to a theme or happening
- A campaign on relevant Books category page(s) highlighting key titles and linking to the full list
- Some events may have a dedicated e-mail campaign at the event manager's discretion; all events will be considered for, though not guaranteed, merchandising placement in Books mass e-mails

Merchandising related to professional conferences in the quarter offers a way to showcase cross-publisher professional titles to their most relevant customers. Conference packages include:

- On-site campaigns explaining the conference, its topics, and a showcase for related books
- A headline mail sent during the conference period of key titles pertaining to the event
- At our discretion, a conference-related booklist if the nomination pool is of sufficient quality and quantity

To nominate titles: Use the Acad & Pro – Specialty & Events tab in the nomination spreadsheet; select the appropriate event or conference from the dropdown in the “Event/Specialty Campaign” column for each nominated title.

Duration: Event stores will run for the calendar month listed (see details below). Conference-related campaigns will run from the first day of the month in which the conference will occur until the first Monday after conference has ended.

Store Example:
Conference Carousel Example:

Arts & Photography:

**Digital Photography and Design (Booklist)**
- **Month:** October
- **Category:** Photography Techniques, Graphic Design Techniques
- **Link:** photoplusexpo.com
- **Theme:** Concentrating on intermediate and advanced imaging professionals, this event is designed to capitalize on PhotoPlus Expo and AIGA Design, two large conferences during the month of October. Titles should concentrate on techniques and guides that industry professionals can use to improve their skills in photography and graphic design.

Fashion Featured Reads
- **Month:** November
- **Category:** Fashion Design, Biographies, General Fashion Interest
- **Link:** Fashion Design, Biographies, General Fashion Interest
- **Theme:** Taking place during Fashion Houston—a large fashion event in November—this event is designed to drive interest in fashion titles. These can be brand biographies, titles for fashion students or designers, look books, and other fashion-related books.

Digital Filmmaking Resources (Booklist)
- **Month:** November
- **Link:** DSLR Videography, Video Editing Software, Screenwriting
- **Theme:** As DSLR cameras continue to add more advanced HD video capabilities, they become a way for filmmakers to enter the industry on a budget. This event will cater to the beginning and intermediate filmmaker, with guides on DSLR videography, principles of filmmaking, video editing software guides, and titles on screenwriting/storywriting for film.

Camera and Software Companion Guides
- **Month:** December
- **Category:** Camera guides, software guides, beginner photography
- **Theme:** This event is intended to be a premiere destination for shoppers to find companion guides to complement photography and design products during the holiday season and through January. Please nominate guides to specific products in the following categories: DSLR cameras, point-and-shoot cameras, lighting & accessories, design software. This event will also include space for photography and design guides for beginners.

Key Figures in Music
- **Month:** December
- **Theme:** Intended for holiday gift shoppers, this event concentrates key figures in music. Nominations can include biographies, memoirs, and history books about popular music.

Business & Money:

**Innovation**
- **Month:** October

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**Theme:** This booklist will explore the art of finding great business ideas and bringing them to life. Categories featured will be business creativity and idea generation; product development; and marketplace differentiation and competition.

**Investing for the Future**
**Dates:** 10/29-12/31
**Theme:** This piped booklist will focus on guides for personal investors and businesses looking to keep their finances in shape during the holidays and looking ahead to the new year and tax season. Topics will include personal investing guides, tips for saving money and sticking to a budget, retirement planning, early tax guides, bookkeeping and financial records for businesses, and relevant software guides.

**Business Biographies and Company Profiles**
**Dates:** 10/29-12/31
**Theme:** Aimed at a consumer audience shopping for the holidays, this piped booklist will feature new or popular biographies of business leaders, as well as profiles of industries and companies.

**Tomorrow’s Economics Today**
**Month:** November
**Theme:** This booklist will offer up the latest thinking on the economy. Categories featured will be recent (and future) economic trends; local economics; global finance and investing; micro- and macroeconomics; and more.

**Management and Leadership**
**Month:** December
**Theme:** A booklist focusing on the skills good leaders need to develop in order to become great. Categories featured will be problem-solving, leadership, strategy & competition, team-building, and planning.

**Computers & Technology:**

**Game Guides**
**Month:** December
**Theme:** Game and strategy guides for new, popular, and upcoming video games.

**Gadget Guides (Booklist)**
**Month:** December
**Theme:** User guides for phones, tablets, and other electronics.

**AWS re:Invent**
**Month:** November
**Category:** IT, Software Development
**Link:** https://reinvent.awsevents.com/
**Theme:** Amazon Wireless Services conference, pertaining to application architecture, development boot-camp. Topics include: mobile programming, gaming, big data, and enterprise IT.

**DevConnections**
**Month:** October
**Category:** Programming, Software Development, Big Data
**Link:** http://www.devconnections.com/dev13/public/mainhall.aspx
**Theme:** Conference for developers and IT pros. Topics include: HTML5, ASP.NET, Exchange, SQL Server, Window Server, Windows Azure, SharePoint, and Office 365.

**SIC (Seattle Interactive Conference) (booklist)**
**Month:** October
**Category:** Programming, Software Development, Big Data
**Link:** http://www.devconnections.com/dev13/public/mainhall.aspx
**Theme:** Conference for developers and IT pros. Topics include: HTML5, ASP.NET, Exchange, SQL Server, Window Server, Windows Azure, SharePoint, and Office 365.

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UI Design (booklist)
Month: October
Category: Computers & Technology, Web Design, Programming
Theme: Focus on building and designing user interfaces: object-oriented programming, mobile programming, user experience.

Education & Reference:

SAT Prep (Test Prep Store)
Month: October
Theme: Nominate your best SAT study guides as we head back into school in 2014. The Test Prep homepage will serve as a major traffic driver as well as traditional merch including search, email and detail page campaigns.

Resources for the NCLEX
Month: November
Category: Medical
Theme: Nominate your best NCLEX study guides. The Test Prep homepage will serve as a major traffic driver as well as traditional merch including search, email and detail page campaigns.

Holiday Gifts for the Bookworm
Month: December
Categories: Dictionaries and Thesauri
Theme: Giftable dictionaries and thesauri for the student or writer in your life.

Schools & Teaching Events & Conferences

Test Prep Central Page
This is a new store within Academic & Professional solely dedicated to featuring resources for high school, graduate, and professional level exams. With an improved customer experience, shoppers will be able to navigate to exams most relevant to them whether it is the Advanced Placement U.S History exam or the CFA exam. Within the scope of Directed Merchandising, vendors will be able to nominate titles to a featured booklist each month, inclusion in a category mass mail, as well as a link from the store billboard. Topics will be determined by a combination exam seasonality and customer demand.

Prepare for the Fall SAT & Subject Tests
With the first round of exams occurring in October and November, make sure that you are prepared to reach your target score.
Date: October
Target Segment: These students fall into our high school segment. With the option of taking the test in either the fall or spring, most taking the earlier exams are either juniors taking it for the first time or seniors on their re-take.
Test Sections: The SAT focuses on 3 main areas listed below:
- Critical Reading
- Mathematics
- Writing
SAT Fall Subject Tests: The main subject tests occurring during the month of October include the following:
- Literature
- US History
- Math
- Biology & Chemistry

Prepare for the Winter GRE Test
Make sure that you are prepared to conquer this exam and take the next step towards graduate school.
Date: November
Target Segment: These students are seeking to jump start their academic career at a graduate level. Some disciplines require separate exams so students studying Medical, Law, or Business will not be the prime target for this event.
Test Sections: Sections within the standardized GRE include the following:
- Verbal Reasoning (Grammar and Writing)
- Quantitative Reasoning (Algebra, Geometry, and Data Analysis)

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- Analytical Writing (Critical Thinking and Creative Writing)

**Ace the CFA and CPA Exams**
Are you graduating soon with a degree in Accounting? If so, make sure that you are prepared well in advance for the upcoming CPA and CFA exams.

**Date:** December  
**Target Segment:** These students are seeking to jump start their professional career as a Certified Public Accountant of a Certified Financial Accountant.  
**Test Sections:** Sections within CPA and CFA include:  
- CPA Sections  
- Business Environment and Concepts (BEC)  
- Financial Accounting and Reporting (FAR)  
- Regulation (REG)

**Law:**

**Jump Start Your Legal Career**

**Month:** December  
**Theme:** Graduating from Law school soon? Looking for change in the direction of your career? Check out these featured resources which will focus on everything from industry trends to landing your first job as an attorney. Nominate titles relevant to the following subcategories:  
- Law Practice  
- Legal Self-Help  
- Professional Development in Law

**American Association of Law Schools Annual Meeting**

**Month:** December  
**Theme:** This conference is designed to help professionals increase their legal education. With the meeting held in New York City, there is hope to build off of last year’s 2,000 person attendance. Areas of focus will include: legal education, legal theory & systems, and procedures.

**Category Packs**  
**Quarterly**  
**Theme:** We will be featuring titles specifically from the area of Business Law throughout the entire quarter. These nominations will be shown both on the Law homepage and within a separate curated destination.

**Medical:**

**2014 5th International Conference on Behavioral, Cognitive and Psychological Sciences**

**Month:** October  
**Link:** http://www.ipedr.com/bcps/  
**Theme:** Check out featured titles on Behavioral, Cognitive, and Psychological Sciences.

**American Academy Of Pediatrics National Conference and Exhibition 2014**

**Month:** October  
**Link:** www.aapexperience.org/  
**Theme:** The AAP National Conference and Exhibition event will include general and specialty references for pediatric care.

**Neuroscience 2014**

**Month:** November  
**Link:** http://www.sfn.org/annual-meeting/neuroscience-2014  
**Theme:** The Neuroscience 2014 event will include general neuroscience references as well as titles focused on neurological diseases and disorders.
American Speech-Language-Hearing Association Convention 2014  
Month: October  
Link: http://www.asha.org/Events/Audiology/Audiology-Conference/  
Theme: This event will spotlight titles ideal for students and professionals in the fields of audiology, speech-language pathology, and hearing science.

Radiologic Society of North America Annual Meeting  
Month: December  
Link: www.rsna.org/  
Theme: This event will feature a wide range of topics in medical imaging, including PET, MRI, ultrasound, and more.

Medical Quick References and Study Guides  
Month: December  
Theme: Help medical students jump-start their return to class. The ideal nomination is compact, has a low price point, and serves as a great elective compliment to core medical textbooks.

Medical Books Category Packs and Subcategory Carousels:  
This navigational pack on the Medical Books category page points to a booklist comprising nominations in the following categories:

- Year One - Gross Anatomy
- Year One - Biochemistry
- Year One - Genetics
- Year One - Physiology
- Year One - Molecular & Cellular Biology
- Year One - Cell Bio & Histology
- Year One - Microbiology
- Year One - Behavioral Science
- Year One - Clinical Correlations
- Year Two - Pathology
- Year Two - Neuroscience
- Year Two - Microbiology
- Year Two - Immunology
- Year Two - Parasitology
- Year Two - Physical Diagnosis
- Year Two - Epidemiology
- Year Two - Pharmacology
- Year Two - ICM: Intro to Clinical Medicine
- Year Three - Medicine
- Year Three - Ob/Gyn
- Year Three - Pediatrics
- Year Three - Psychiatry
- Year Three - Surgery
- Year Four - Emergency Medicine
- Year Four - Family Medicine
- Year Four - Neurology
- Year Four - Radiology
- Exams - USMLE Steps 1-3
- Exams - Specialty Board Exams
- Exams - Coding
- Exams - CMA/RMA

The Medical books subcategory carousels display up to 20 cross-publisher titles at 10% guaranteed placement on subcategory pages. Nominate titles for inclusion on these select medical subcategories:

- Allied Health Professions
- Anesthesiology
- Anesthetics
- Basic Sciences
- Cardiology
- Critical Care
- Dentistry
- Family Medicine
- Internal Medicine
- Neurology
- Radiology
- Psychiatry
- Surgery- General
- Surgery- Orthopedic
- Surgery- Cardiovascular
- Surgery- Neurosurgery
- Surgery- Plastic Surgery
- Pharmacology
- Nursing- General
- Nursing- Surgical

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To nominate titles: Use the Acad & Pro – Specialty & Events tab in the nomination spreadsheet; select the appropriate specialty campaign from the dropdown in the “Event/Specialty Campaign” column for each nominated title. Make sure to choose an appropriate subcategory.

Duration: One month with the potential to extend throughout the quarter at our discretion. Our merchandisers will choose the titles per month—no recommendations are required.

NOTE: Titles will be featured only on physical book category pages.

Politics & Social Science

Election Season Reading
Month: October
Theme: Election season is in full swing, brush up on some of these featured political titles.

11th High Desert Linguistics Society Conference (HDLS)
Month: November
Theme: Check out the top titles on linguistics and get ready for the many different conferences to attend throughout the country.

American Anthropological Association
Month: December
Link: http://www.aanet.org/
Theme: One of the largest Anthropological meetings, the 113th Annual Meeting in Washington, DC is December 3-7, 2014, take a look at some featured titles.

Engineering & Transportation (formerly Professional & Technical):

Power & Petroleum
Month: October
Category: Engineering, History, Economics, Politics
Theme: This will be a multi-category event that will highlight Petroleum Engineering & Petroleum Investing textbooks for the technical/student customer. This event will also include biographies & memoirs of famous oil tycoons such as John D. Rockefeller, Thomas Boone Pickens, Jr., Ray L. Hunt, etc. and oil companies such as BP, Exxon, Shell, etc. Political, social, and fictional books about oil and gas will also be relevant to this event. The submitted titles will be featured on a landing page with Traffic drivers that will include multi-title campaigns and search campaigns.

An Ode to Auto: Gifts for the mechanic and car enthusiasts
Month: All Q4
Category: Arts & Photography
Link: http://www.laautoshow.com/
Theme: This event will be a quarter long event for car enthusiasts, mechanical engineers, and customers who enjoy restoring classic cars. This is a time of year where many car shows and conventions are taking place. Categories that will be highlighted will be: Mechanical Engineering, Car Restoration, Classic Cars, Cars of the Future, and Car Pictorials/Coffee Table Books. A landing page will be built with Traffic drivers including shoveler on relevant sub-category pages that will drive traffic to the landing page. A headline mail will also take customers to the main landing page.

Urban Design
Month: December
Category: Arts & Photography
Theme: This event will highlight Urban Design titles during the holiday season. A shoveler will be featured on the architecture landing page. This event will be for the customer who is studying architecture or is already in the architecture/urban design field.

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Science and Math:

**Popular Behavioral Science & Neuropsychology**

*Month:* October-November  
*Theme:* Help the average person delve into the science behind the thoughts, emotions, personality, talents, and behaviors of both himself and others. Popular books about the way brains are "wired" and "training your brain" in specific behaviors and tasks also fit into this event. Core textbooks are not well suited for this event.

**Explore the Winter Skies - Astronomy and Space Science Books**

*Month:* October-November  
*Theme:* Please nominate books in the following subcategories and specify subcategory at the time of nomination: Telescopes and Star Gazing, Stellar Astronomy, Galactic Astronomy, Astrophysics, Cosmology, Planetary Science and Astrobiology.

**Popular Mathematics**

*Month:* October-November  
*Theme:* Forget winter cabin fever with cool math games, recreation and reading for all levels. Relevant subject areas include arts and crafts, puzzles and brain teasers, history and biographies, mathematical thinking, and mathematics in popular culture.
At Amazon.com, we strive for the highest level of customer service. As an Amazon vendor, you can help us meet our customers' expectations by following these requirements when participating in our merchandising program:

1. The nomination form includes the merchandising services available to you and serves as the order for the placement. Verbal statements do not replace the nomination form or guarantee placement; the nomination form controls all terms related to the participation in this merchandising program, including defining your placement.

2. There is no limit to the number of nominations you may submit for these merchandising programs in which you may participate. All relevant nominations will be considered.

3. Submission of a nomination form does not guarantee placement in a merchandising program; Amazon.com reserves the right to decline nominated titles. In deciding which books to feature editorially or to merchandise on the site, we will feature only high-quality books with an anticipated high level of appeal to our customers, in a context that makes sense and enhances the customer experience. We also reserve the right to modify or to cancel any offering in this menu at any time to help maintain a high-quality customer experience or for any other reason.

4. Changes in the publication dates of nominated titles should be sent immediately to catalog (via Onix or Vendor Central). Please note that the publication date listed on Amazon.com is the date we use to determine if your title is eligible for any time-bound merchandising (e.g., “within 90 days of publication date”).

5. You must keep all materials, programs, and plans related to merchandising at Amazon.com confidential (including these guidelines).

6. Nomination for participation in our merchandising programs indicates your approval of and compliance with all the guidelines and information contained in this document.

Directed merchandising programs are those that involve manual selection of titles to show to customers. The deep knowledge of your titles you tap through the nomination process is one half of a winning formula for helping customers discover books that are relevant to their needs. The other half is our special expertise in creating merchandising campaigns that reach out to customers and that help guide them on the path to purchase.

Continuing in Q4 2014, we will provide directed merchandising in our Physical & Kindle Books stores, plus format-agnostic e-mail campaigns.

1. On-site merchandising placements will be executed on physical and Kindle category pages unless otherwise noted.
2. E-mail targeting will be based on customer purchase and browse behavior in both stores, as applicable.
3. Amazon will offer a centralized nomination and execution process for all directed merchandising programs:
   a. All nominations will be merchandised on both physical book and Kindle pages unless otherwise specified in the menu.
   b. All placements in both physical book and Kindle stores will ultimately be at the site merchandiser’s discretion, pending availability and merchandising potential.
Directed merchandising brings additional visibility to your titles both on its own and in concert with Amazon.com’s highly regarded efforts to automate and personalize the online shopping experience.

Our A&P team is continually innovating and improving our ability to personalize our onsite and e-mail merchandising to every customer’s preferences and tastes. A&P drives significant sales drivers and contributes to an exceptional customer experience. Your merchandising dollars support our continued investment in A&P. The technology has become such a seamless part of shopping at Amazon that you may not always be aware that the content you’re seeing is A&P.

Directed merchandising helps to make a broad audience aware of your titles by featuring them in manually created campaigns on key category storefronts, in popular seasonal events, and in selected e-mails. We also manually target these campaigns to customers who—based on their browsing and shopping history—are most likely to click and buy your titles.

The enhanced visibility plus targeting efforts “seed” A&P with your titles as early in their lifecycle as possible. As customers click on them in these directed merchandising campaigns, your titles become associated with all the other titles these customers have browsed and bought. This increases the opportunity and likelihood for your titles to show up in A&P.

A&P placements can be found on Amazon.com’s Home Page, the Books Home Page, the Kindle Store Home Page, plus Books and Kindle Category Pages and Detail Pages.

Examples of A&P on Store/Category Pages:
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Amazon.com reserves the right to decline nominated titles for inclusion in any merchandising plan. Amazon.com will only feature books of high quality with an anticipated high level of appeal to our customers. Note: Nomination for participation in aforementioned programs indicates approval of and compliance to guidelines. All information enclosed herein is company proprietary and confidential.
SEARCH INSIDE THE BOOK (SITB)

Our “Search Inside the Book” feature helps customers discover your titles and purchase with confidence. Inclusion in SITB significantly increases conversion, particularly in business books, children’s books, and other categories in which the quality of interior visuals figures heavily into purchasing decisions.

SITB has two primary benefits:

- Customers can "Look Inside" and browse sample pages or perform additional searches inside a particular book to confirm that the title is just what they’re looking for.
- SITB uses the words from inside participating books to help return the best possible selection of books in customer search results as well as in automated merchandising and personalization features.

To drive your sales and create the best possible customer experience, we highly recommend that you include all of your books—particularly those nominated for manual merchandising—in the Search Inside program. If you don’t already participate in SITB, please go to http://www.amazon.com/sitb for more information on getting set up.

INVOICING

- Automation and personalization is invoiced in accordance with your Merchandising Contract. For a copy of this contract, contact your vendor manager.

- Copies of invoices are available from the Amazon Accounts Payable team, not from Vendor Management. Please use the Contact Us form in Vendor Central for all invoice-related issues.
**Amazon.com Refusal**
Amazon.com reserves the right to refuse any promotion. For some promotions, we may have to get approval from other departments or vendors.

**Completing the Nomination Form**
As we move to more automated processes, we need to make all information uniform. If you are unsure how to complete the nomination form, contact your vendor manager or use the Contact Us form in Vendor Central. *Incomplete or incorrect forms will not be accepted and your promotion will not run.*

**Cover and Content**
It is necessary for us (and more importantly for the customer) to have cover and content on the site for any title you wish to promote. In the event that it is not on site, your nomination may not be accepted. If you are experiencing any problems with uploading content, be sure to notify your vendor manager as soon as possible.

**Late Nominations**
We will not accept nominations received after 5 p.m. of the nomination due date. Exceptions may be made throughout the quarter if a major media event will be taking place for one of your titles, such as a feature on the *Today* show about the book or its author. Note that many titles receive small media pushes. These will not be considered. For a list of due dates, consult your merchandising program.

**Program Subject to Change**
These guidelines reflect the merchandising options available as of 5/19/14 and do not constitute either a complete statement of the merchandising options available or a binding or enforceable agreement or commitment to provide any of the foregoing. The merchandising options provided in these guidelines are subject to change at any time and neither you nor we will be bound to implement any merchandising until a nomination form is submitted by you and accepted by us.