



CATEGORY/BINDING DEFINITIONS

Brodart Co., Books & Automation

Trade Hardcover: Published with a glued binding and a hardcover. Trade discounted hardcover editions are usually fiction or current nonfiction and are generally published for the average consumer. Publishers promote and advertise these titles more aggressively and print runs are greater than the norm.

Juvenile Trade Hardcover: Published with a glued binding and a hardcover. Popular fiction or nonfiction books designed for children, usually with subject matter of broad appeal.

Publisher's Library Reinforced: Published with a high quality, usually fanned, sewn and glued binding. Sometimes known as a "School" or "Library" binding. This binding has the durability required in a high use library setting and is usually reserved for children's materials. All publisher library reinforced editions will receive the discount quoted in this category.

Single Reinforced: Published with a durable fanned and glued hardcover binding that may or may not be sewn. Also known as Hardcover Reinforced, "School" or "Library" binding. Subject matter may be directed at adults or juveniles (though they are usually reserved for children's materials) and may be fiction or nonfiction.

Non-Trade Hardcover: Published with a glued binding. Subject matter such as technical, reference, scientific, medical and/or is published by a small press for adult and juvenile readers. Titles on which Brodart receives minimal or no discount and/or the publisher requires prepayment may be discounted at the non-trade discount quoted in this category or invoiced at the publisher's list price.

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Trade Paperback: Published with a paper cover. May also be known as a trade paper, quality paperback or mass market paperback. The quality of the paper and printing in trade and quality paperbacks is usually high. Mass market paperbacks are paperbacks sized to fit standard retail display racks; trade paperbacks have larger page sizes. Trade discounted paperback editions are generally published for the average consumer with subject matter of broad appeal.

Non-Trade Paperbacks: Published with a paper cover. Subject matter such as technical, reference, scientific, medical or small presses for adult and juvenile readers. Paperback titles on which Brodart receives minimal or no discount and/or the publisher requires prepayment may be discounted at the non trade discount quoted in this category or invoiced at the publisher's list price. Publishers whose titles have limited sales volume and those who are not in compliance with Brodart's purchasing requirements may be in this category.

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Duralam[®]: Originally published in paperback and converted to hardcover.

Dura-Guard: Paperback reinforced with a 10-mil (2-mil spine) laminated cover.

Playaway[®] Digital Audio: Audio content provided on an independent player.