

Library Merchandising Tip Sheet

FRONT FRIENDS BOOK SALE RACK



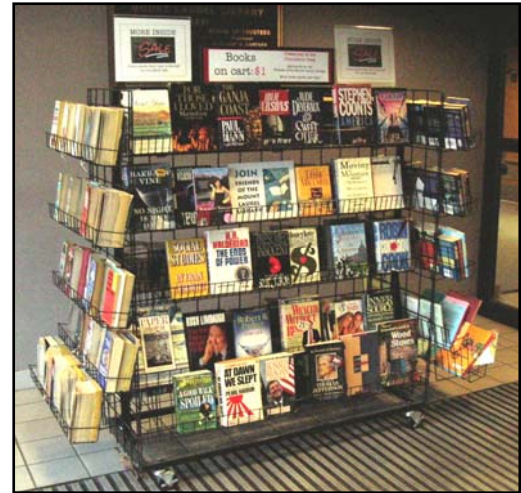
The Friends of the Mount Laurel Library sell donated books at regular book sales, on Friends Sale shelves and over the Internet. This tip sheet is about how to merchandise books on the rack in the library vestibule.

WHY WE USE THIS LOCATION

- ✓ To sell “like-new” fiction, hardbacks with dust jackets (2+ years old) and paperbacks
- ✓ To direct customers to larger sale in the library
- ✓ To cue people that we accept donations for sale
- ✓ To sell high volume donated items (fiction) rather than store these in the sorting room

WHAT’S HERE ... Just Books!

- ✓ Good-looking hardback fiction in dust jackets
- ✓ Paperbacks in good condition
- ✓ We accept that some books might “walk” without payment as the cost of doing business.



PUT BOOKS FACE OUT, SEVERAL BOOKS DEEP

- ✓ Why? It’s easier to see books, flip through copies and restock
- ✓ Please don’t overlap or “fan” the books (harder to see/stock)

WHAT NOT TO PUT ON RACK

- ✗ Old looking books (yellowed, torn, mildewed)
- ✗ New fiction published within the last 2 years
- ✗ Hardbacks without dust jackets
- ✗ Any autographed books
- ✗ Nonfiction titles
- ✗ Reader’s Digest (or other) condensed books
- ✗ Textbooks
- ✗ Media (CDs, DVDs, Videos, etc) or puzzles, etc.

PUBLICITY FOR THE FRIENDS OF THE LIBRARY

This is an ideal location to have publicity (signs, book marks) for upcoming Friends of the Library Book Sales, membership bookmarks, events, etc.

PLACEMENT ON RACK:

	All small paperbacks	
All small paperbacks	BLACK WIRE RACK	All children’s and young adult
	Hard covers with dust jackets & trade paperbacks	

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