

## **batchconnect: charges to publishers**

From 9<sup>th</sup> January 2009 to at least September 2009, the batchconnect service will be free to publisher Users. Publishers can promote as many titles as they like through the service without charge.

After the initial free service charges will be imposed.

There are two types of subscriptions for publisher Users. First, on a per title basis. Secondly, Users who plan to send marketing information relating to over 100 books a year can take out an annual subscription with the BA.

*On a per title basis for publisher Users promoting up to 99 titles a year*

Access to, and use of, the service is by subscription per individual title submitted for promotion. The subscription fee is payable in advance. By entering your credit/debit card details in the payment section you are authorizing The BA to deduct the subscription fee from your card. Once the subscription is paid, this cannot be refunded.

*On an annual subscription basis*

Subscription accounts will be monitored and users will be informed if they are reaching agreed limits. Anyone exceeding their agreed limits without prior permission will be charged £50 per title. If a free trial to the service is offered, you will be charged a subscription with effect from the expiry date of that free trial period.

*Scale of charges*

Per title charges if up to 99 titles are sent through batchconnect each year

- Backlist 80p per week (£9.60 per title for a 12 week slot)
- New Titles £2.50 a week (£20 per title for an 8 week slot)

Annual fees

- 100-200 titles through the system a year Annual Fee £1,250 (£6.25 per title)
- 201-500 titles through the system a year Annual Fee £2,500 (£5 per title)
- 501-1000 titles through the system a year Annual Fee £4,000 (£4 per title)

*Banner ads*

- Banner ads - £250.00 for a month

Publisher Users will be given one month's notice as to when charges will first apply (this will not be before September 2009), or of any future changes to the tariff.