



CARAVAN

250 West 57th Street, Suite 1321 • New York NY 10107
212-397-6666 x 230 • www.caravanbooks.org

THE CARAVAN PROJECT

Good Books: Any Way You Want Them. Now.

OVERVIEW

GOAL

Books should be available to readers when and how they want them and in all the ways technology now permits. Specifically, booksellers should be able to sell digital books in all formats—e-books, downloadable audio—in-store, which they do not do now.

MISSION

Just as consumers of music, film and television can now choose how to receive those media, The Caravan Project will offer buyers of serious non-fiction books a “menu” of print, audio and digital text formats. And by providing a tool—the www.caravanbooks.org website—Caravan enables participating booksellers to manage sales for these books. The project itself does not make a penny on these transactions. Its mission is solely to serve all who have a stake in quality non-fiction—authors, publishers, wholesalers, retailers, libraries and readers.

FUNDING & HOSTING

The Caravan Project is funded by grants from the John D. and Catherine T. MacArthur Foundation (www.macfound.org) and the Carnegie Corporation of New York (www.carnegie.org), and housed at The Century Foundation (www.tcf.org).

LAUNCH

Caravan will offer 23 titles (www.caravanbooks.org/caravan_catalog.pdf) in the spring of 2007 and plans to double that number in the fall.

PLATFORM AVAILABILITY

PRINT

- 1) Traditional Hardcover or Trade Paperback edition from the publisher
- 2) Large Print Trade Paperback POD (print on demand)

AUDIO

- 1) MP3 formatted CD – multiple CDs
- 2) SD (Secure Digital) Memory card/chip – Single chip/card
- 3) Digital download – Encoded URL sent via email to consumer for direct download at home/office



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DIGITAL TEXT

All books are available in three digital text formats: Adobe PDF, Microsoft Reader, and Palm. In addition, customers have a choice to purchase an entire work, or single chapters.

- 1) Complete eBook - Encoded URL sent via email to consumer for direct download
- 2) Chapter at a time (Granular) — Encoded URL sent via email to consumer for direct download

DISTRIBUTION PARTNERS

INGRAM BOOK COMPANY

- 1) Rapid Order Fulfillment to customers
- 2) Customer, Retailer, and Publisher Connectivity

LIGHTNING SOURCE, INC (LSI)

- 1) POD/Print to order physical product (including large print, and the capability for short run traditional hardcover and paperback books)

Note: Island Press print-on-demand books are produced exclusively through the University of Chicago Distribution Center using recycled paper in accordance with Island's by-laws.

INGRAM DIGITAL VENTURES

- 1) eBook Complete Text delivery
- 2) eBook Text by Chapter delivery
- 3) eAudio Book delivery

CONTRIBUTING PUBLISHERS

Beacon Press
The Council on Foreign Relations Press
Island Press
The New Press
The University of California Press
The University of North Carolina Press
Yale University Press

HOW DO CARAVAN PRODUCTS REACH CONSUMERS?

- 1) Traditional Hardcover and Trade Paperback Books: Sold as usual in stock at stores or ordered through Ingram
- 2) Print on Demand/POD (Large Print Trade Paperback & audio CDs): Ordered through Ingram and shipped directly to the customer
- 3) Digital formats (audio and text): Bookstore places order on the Caravan website, including entering customer email address, and Ingram sends an email with an encoded URL to the customer's email address for direct download



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FREQUENTLY ASKED QUESTIONS

How are the various platforms for each book in the Caravan system identified?

All Caravan products have individual ISBNs and will be listed in Books In Print and all digital databases. However, all orders for nontraditional formats must be made through Ingram.

How does a Caravan retail transaction differ from a traditional bookstore transaction?

Transactions for traditional products—hard copy books—will be no different. Transactions for POD or digital products differ only in how the bookstore orders the product. Non-traditional product orders need to be keyed into the Caravan/Ingram system along with delivery information such as the physical address of the customer for a POD product, or an email address for digital products.

Is it necessary to have computer access to the Caravan/Ingram website at the sales register to process orders?

While it is not necessary, it will certainly make the two-part transaction easier, particularly when it comes to identifying the price of each product to complete the monetary transaction. Some stores may choose to keep a price/ISBN list of Caravan products at the register to charge the customer and then key in the actual product order at a later time.

Are customers instantly charged when a digital product is ordered?

No. The monetary transaction needs to take place at the cash register AFTER the digital product is ordered. To avoid having customer accidentally leave the store without paying, please emphasize to them that they need to take their special order receipt from the information desk to the cash register to complete the sale.

Will the Caravan digital text formats be compatible with all viewers/players, including the Sony Reader?

No, Caravan digital text products are not compatible with the Sony Reader. Supported formats are: Adobe PDF, Microsoft Reader, and Palm.

Is Ingram the sole distributor of Caravan content?

The initial print runs of hardcover and paperbacks and traditional reprints are available directly from the publisher and through all of the traditional wholesale methods, but all POD (except from Island Press as noted above) and digital product is available exclusively through Ingram.

How will stores receive confirmation of a Caravan non-traditional product order?

Every transaction will be confirmed by an email from Ingram to the retailer.



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Who will Provide Customer Support for Digital Products?

Ingram will provide email customer support. The initial email sent to the consumer providing the download URL will include instructions on support.

Is there a toll free customer service phone number?

Not at this time. Ingram will provide email technical support for digital products.

Are Caravan Web Transactions Secure?

There will be no transmission of financial data through the Caravan order process. Stores handle the financial transaction just as they do now, at the cash register.

How will Ingram and Caravan use customer email addresses?

Although email addresses will be captured (that is how the download URL is delivered), Ingram will not use the addresses for any purposes beyond 1) sending the initial URL and 2) providing support upon request. Ingram will not share email addresses with any third parties.

How will Caravan handle Digital Returns (Example: someone orders the incorrect digital format for their player/viewer)?

During the test phase, Ingram will handle digital returns on a manual basis. Which means we will trust the customer when they claim they received the incorrect product and manually resend the correct product at no additional charge.

What is Caravan's policy for POD Returns?

For print on demand books and audio, returns will be limited to books that are defective. Customers can substitute other menu choices at comparable prices. During the test phase returns will be processed manually at no additional charge.

Are there any differences between POD reprints (short runs) versus the original/traditional print run versions of the same book?

Print On Demand books are identical to traditional print books in content and any variation in printing quality is minor. Pricing of reprints will be determined by publishers. Caravan is not permitted to set prices.

Can orders for Caravan products be managed through in-store inventory systems (Word Stock, Square One)?

All physical inventory is available through traditional Ingram ordering systems, but purchases of digital products must be keyed in as a separate transaction.



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Will both physical and digital products be available for in store demonstrations?

Caravan is providing each retailer with a countertop display that contains samples of the traditional book, a large print POD paperback, and an audio CD sampler. Digital text and audio samples are available on the Caravan website: www.CaravanBooks.org

How does a store reorder Caravan supplies/brochures?

Please call Darrell Jonas at 212-397-6666 ext 235.