



**GOPHER NEWS
C O M P A N Y**

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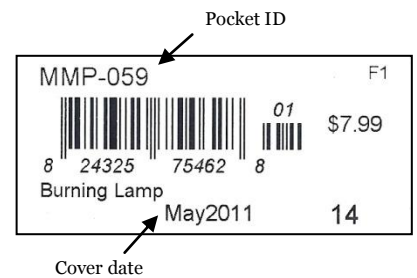
NEW BOOK LABELS

THE DATE

The pull date (Example: 02/15/2011) has been replaced with a “cover date” (example: May2011). Just like a magazine, the books will now be labeled with the month of publication. You can use the pocket ID along with the cover date to determine where a book should be merchandised.

For example: BS-01 (Best Seller #1) with the date of June 2011 will replace the book that was in BS-01 for May 2011.

You can use the cover date to determine which books have been in the store the longest and would be the first candidates to be removed from the rack and returned.



POCKET ID

Some stores have a plan-o-gram that shows the pocket ID’s for every book location in the store. If your store has a plan-o-gram then you should merchandise the books according to the pocket ID’s. Even if your store doesn’t have a plan-o-gram, you can use the pocket ID’s and the cover date to keep the rack organized, which will help to increase sales.

WHAT IF THERE IS MORE THAN ONE POCKET ID?

Some titles will have more than one pocket ID. For example: Trade-19, Trade-75. If your store has 75 pockets for trade books then this title should be merchandised in two locations; pocket IDs #19 and #75. If your store doesn’t have 75 pocket locations then the book would go only in the #19 location.



Some pocket ID’s are specific to certain retailers. Those pocket ID’s should be used only if you are merchandising in that store.

WHAT IF I GET MORE COPIES OF THE SAME BOOK BUT THE POCKET ID AND THE MONTH HAS CHANGED?

That means the book is a carryover from one month the next month. The bestselling titles will often carryover from one month to the next. You should follow the pocket ID of the most current month and move all copies in the store to the new location.

STILL NOT CLEAR ON HOW THIS WORKS?

- If you are a T.I.M.E. merchandiser please contact your supervisor.
- If you are a retailer please contact your sales representative.
- Or call our main number at 763-546-5300.