

## FOR IMMEDIATE RELEASE

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### COLLECTION DEVELOPMENT EXPERTS TAKE TIPS TO NEW LEVELS

(Williamsport, Pennsylvania)—Supplying the most sought-after and appropriate titles for library patrons is even easier, using Brodart's new TIPS—an expansion of the trusted and popular service that offers personalized collection lists of forthcoming titles. Title Information Preview Service (TIPS), the first review-based selection tool offered by a book vendor, has been a staple in Brodart's service lineup since 1993, and is now offering new levels of service through program upgrades.

Silver, Gold, and Diamond TIPS allow libraries to choose the complexity of their collection development lists based on customized profiling. The end goal is to save time by delivering exactly what the library expects and needs.

**Silver TIPS** offers monthly lists of upcoming titles, including full-text reviews when available, delivered to a customer's online account. These lists may include any number of categories, from books for children, teens, and adults; Spanish language, spoken word, large print titles, and more. New categories will be added on a quarterly basis throughout 2010.

Silver is transformed to **Gold TIPS** when a customer specifies parameters, such as author, publisher, series, subject category, and format. These customized title lists arrive to a customer's online account on a monthly basis.

**Diamond TIPS** fully utilizes the expertise of the company's collection development specialists, with full-text, review-based custom lists from a selection of 13 journals. For example, an Adult Nonfiction list could be built from reviews in *Booklist*, *Library Journal*, *Publishers Weekly*, and Brodart's own Picks for Public Libraries.

"There's a TIPS list for everyone now," says Lauren Lee, Senior Collection Development Manager, "from a single list of predicted bestselling titles (Silver) to layered, review-driven profiles (Diamond). TIPS is even more flexible than before." To learn more about TIPS, e-mail [TIPS@brodart.com](mailto:TIPS@brodart.com) or call 800.474.9816.

Since 1939 libraries have been able to turn to Brodart for everything from shelf-ready books to electronic ordering systems, high quality furniture, and supplies. Brodart serves libraries from the Northwest Territories to the Pacific Rim, with facilities in the United States and Canada.

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