



INTERNATIONAL STANDARD BOOK NUMBER-UNITED STATES AGENCY
 International Standard Numbering System for the Information Industry
 630 Central Avenue, New Providence, New Jersey 07974
 FAX: 908-219-0188 Email: isbn-san@bowker.com

APPLICATION FOR A SINGLE ISBN

R.R. Bowker, LLC

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PLEASE PRINT OR TYPE:

Company/Publisher Name: _____

(Do not write your printing company's name. Write the name under which you will be doing business. Be certain of the name you choose. Changing a company name without notifying us can result in delays for you to sell your books in bookstores. Your record may be created in a personal name.)

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ DO NOT PUBLISH ___ Fax: _____ DO NOT PUBLISH ___

Toll Free Phone: _____ Toll Free Fax: _____

Web Site: _____ Email: _____

The address provided on this application will be published in the directory for wholesalers, retailers, and distributors. If you do not want your address above to be published, then please provide a publishable address below. Application will not be processed without a publishable address. A P.O. box can be used.

Name of Rights & Permissions Contact: _____

(This is the name of the person to be contacted by businesses who want to get permission to use your content in their products, such as movies and other publications.)

Job Title: _____ Phone Number: _____

Name of ISBN Coordinator/Contact: _____

(This is the name of the person we would contact if we wanted to talk to you.)

Job Title: _____ Phone Number: _____

Please supply the e-mail address you would like the ISBN and bar code, if ordered, to be sent to. An email address is required for Priority and Express applications.

Email: _____.

PUBLISHING INFORMATION:

1. Indicate year you started publishing: _____

2. Indicate what type of products you produce (circle):

Books Videos Spoken Words on Cassette/CD Software Electronic Books Other: _____

3. Book Subject Area (circle):

Fiction General Nonfiction Children Law Medical Religious Sci-Tech

Other – Please specify: _____

DISTRIBUTION INFORMATION:

Do you distribute for, or are you distributed by, any other company? Yes: _____ No: _____

If so, please provide full company name/address information and ISBN Publisher Prefix (if any).

ISBN FEE

Please select one:

Regular
(up to 15 business days)

Priority
(second business day)

Express
(next business day)

____ \$125

____ \$150

____ \$200

Optional EAN Bar Code Service:

Bowker, the company with stewardship of the ISBN Agency in the U.S., is one of many companies offering bar code services. The bar code is like an electronic price tag. It contains two pieces of information: the ISBN and the publication’s retail price (price the customer pays). A bar code costs \$25. It is sent to you as an eps file for your use.

____ **No, I do not want a bar code at this time.**

____ **Yes, I want a bar code (fee: \$25). Publication’s retail price \$ _____**

(If you have not set a price for your publication, the price field on your bar code will read 90000). Many bookstores require bar codes with prices on them. Once a bar code is made, it cannot be revised, changed, modified or altered in any way. If you change the price after the bar code is made, you must purchase another bar code. You can also request EAN bar codes once you receive your ISBN from the ISBN Agency. EAN bar codes can be requested at www.bowkerbarcode.com

PAYMENT

Your application for a single ISBN will be processed ONLY if you include the following: completed application and payment. Please note all fees are non-refundable. If paying by check or money order, make payable to R.R. Bowker.

ISBN fee: _____

Bar Code fee: _____

Total Amount: _____

Type of Card: _____ American Express _____ Visa _____ Master Card _____ Discover

Card Holder Name: _____

Account #: _____ Expiration Date: _____

Authorized signature: _____ Date: _____

*** Note: Credit Cards are the preferred form of payment. All fees are non-refundable.**

FAQs for Self-Publishers

What is an ISBN?

ISBN means International Standard Book Number. An ISBN is a number, used like a serial number so that bookstores can accurately order books. An ISBN is not a bar code.

Why do I need an ISBN?

If you are selling your book on your own, you are not required to have an ISBN. If you want to sell your book in bookstores, place it with distributors and wholesalers, and put it in libraries, you are required to have an ISBN on your book.

Can a self-publisher obtain an ISBN?

Yes, a self-publisher is a publisher: one who is undertaking the financial risk to bring a book to market and coordinating everything involved: advertising, marketing, printing, order fulfillment, etc.

How does the process work?

First, a publisher applies for an ISBN. The ISBN Agency emails the ISBN to the publisher. The ISBN is placed on the copyright page and is encoded on a bar code, which is placed on the back cover of the book. Then, when the book is about to be sold, the publisher registers the title in Books in Print at www.bowkerlink.com.

Why don't you ask me for my book's title?

The U.S. ISBN Agency assigns numbers to publishers for their use in bringing out their books. The ISBN Agency keeps the records of which ISBNs have been assigned to publishers. When your book is just about ready to be sold, you should register the title in Books in Print. Books in Print is the main directory that bookstores, online retailers, and libraries use when looking for books for their customers.

How do I register my title in Books in Print?

Publishers register their titles in Books in Print at www.bowkerlink.com. Please wait to receive your ISBN before going to Bowkerlink and registering as a new user.

Do you also assign Library of Congress catalogue numbers and handle copyright?

The U.S. ISBN Agency does not assign Library of Congress catalog numbers. The Library of Congress does this. The ISBN Agency is not a part of the Library of Congress. You can reach the Library of Congress at www.loc.gov. Copyright is also handled by the Library of Congress.

Do I need a bar code?

You will need a bar code if you are going to sell your book in stores. There are several different bar code systems in the United States. The kind of bar code used in bookstores is called the EAN 13 bar code. You can purchase an EAN 13 bar code at the time you order your ISBN or you can get one afterward from a bar code supplier, or www.bowkerbarcode.com.

What products are eligible for ISBNs?

ISBNs may be assigned to books and certain other items commonly found in bookstores. Non-book items eligible for ISBNs include ebooks, audiobooks, calendars, bookmarks, software, greeting cards, and instructional and documentary DVDs and videos. ISBNs may never be assigned to music CDs, articles of clothing, foods, medicine, or stuffed animals, among other items.

What is a distributor? What is a wholesaler? What is a retailer?

A distributor is a business that has a signed exclusive contract with a publisher to sell their books. The distributor warehouses the books, fulfills orders, and issues invoices. A wholesaler buys and sells books without an exclusive agreement with the publisher. The wholesaler consolidates orders to retailers. A retailer sells books to the public. A retailer can be a physical store or it can be online.



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By registering with Bowker and completing an ISBN Application, Registrant agrees as follows:

1. Registrant hereby certifies that it is a publisher. A publisher is a person or firm whose business is the publishing of books or other publications to which an ISBN can be assigned, and includes e-book publishers, audio cassette and video producers, software producers and museums and associations with publishing programs.
2. Registrant will only assign ISBNs to publications to which it holds publishing rights.
3. Registrant will not sell, license, distribute, disseminate, assign or otherwise make its assigned ISBN prefix and ISBNs available to other publishers or to any third parties.
4. Registrant agrees to follow the International ISBN Standards for use of ISBNs. The International ISBN Standards are available at the US ISBN Agency website located at <http://www.isbn.org> and at the International ISBN website located at <http://www.isbn-international.org>.

By issuing ISBN prefixes and ISBNs to Registrant, Bowker agrees as follows:

5. Bowker hereby warrants that it has the full right, power and authority to assign ISBN prefixes and ISBNs to publishers located in the United States, U.S. Virgin Islands, Guam and Puerto Rico
6. Bowker hereby warrants that the ISBNs it assigns to Registrant will conform to current International ISBN Agency and International Standards Organization ("ISO") specifications and are fit for the particular purpose of identifying publications pursuant to the recognized ISO standard.
7. EXCEPT AS EXPRESSLY PROVIDED HEREIN, BOWKER MAKES NO OTHER WARRANTY, EXPRESSED OR IMPLIED.
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Please contact the US ISBN Agency at isbn-san@bowker.com if you have questions about these terms and conditions or the ISBN standards.

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February 2006