



APA AudioBox

What is the APA AudioBox?

APA has a wealth of information available to help you market audiobooks and increase your company's audiobook sales. By collating, packing, and shipping publishers' top releases from a centralized fulfillment house (run by Audio Editions), APA is able to offer our members direct delivery to over two hundred store managers across the country at a substantial savings of time, labor, and cost. The goal of this important initiative is to encourage sales staff to become more familiar with audiobooks and to ultimately become more educated listeners when they recommend titles to their customers.

How does the APA AudioBox work?

It is quite simple really ... you send 220 units of your audiobook to the fulfillment house. The fulfillment house then places a "Staff Listening Sample" on the audiobook and ships it to over 200 retailers across the country. You can even include a small note to the retailers including selling points, facts and even sales contact information.

How often is the APA AudioBox sent?

The APA AudioBox is sent out to over 200 retailers in March, June and November. Check the APA website for deadlines.

Plan ahead and save BIG!

The AudioBox is a better deal than ever. Participate all year long and see the savings add up!

- Fill the Box! – Agree to send 3 titles in all 3 shipments and save 25%!
Individually priced at \$3,150 ... But you pay only \$2362.50
- Agree to send 2 titles in all 3 shipments (or 6 throughout the year) and save 15%!
Individually Priced at \$2,100 ... But you pay only \$1785
- Agree to send 1 title in all 3 shipments (or 3 throughout the year) and save 10%!
Individually Priced at \$1,050 ... But you pay only \$945

Reserve your space today! Just fill out the attached form and fax or mail it to APA Headquarters.

Questions? Please contact Diane Galante, info@audiopub.org or 609-799-6327