

Merchandising at Your Library
NCKLS Book Fair 2017—May 11, 2017
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If you have any questions, please email Crystal at chicks@mhklibrary.org. We can provide you with PDF examples of any materials shown in the presentation.

More information on merchandising beyond Manhattan Public Library:

Anythink Libraries Visual Merchandising Guidelines:

https://www.anythinklibraries.org/sites/default/files/imce_uploads/Anythink_Merchandising_Guidelines.pdf

In Defense of Genrefication: <http://genrefication.weebly.com/>

“Implementing FindIt! At San Mateo County Library”:

<http://www.ala.org/alctsnews/features/findit-san-mateo>

Metis: Library Classification for Children: <https://sites.google.com/site/metisinnovations/home>

Manhattan Public Library Adult Fiction Merchandising Guidelines

When we display books face-out in adult fiction, we're drawing patrons' eyes to the shelves and letting books catch their eyes. The goal of merchandising is to increase circulation by advertising how many interesting/attractive books we have available in our collection. We will merchandise our adult fiction in 3 main ways:

- Placing books on display stands at the ends of shelves in a checkerboard pattern
- Placing stacks of popular books at the ends of shelves
- Placing multiple copies of books face-out within the shelves

Books at the ends of shelves

- Maintain a checkerboard pattern (see diagram below) so as to maintain white space and give patrons somewhere to rest books while browsing
- Place books on wire display stands—if there's no display stand, ask at Reference Desk
- Do not do this on the very top or bottom shelves of a range (these shelves will normally be empty, unless the shelves are too full and we're waiting to do major shifting)

Stacks of books at the ends of shelves

- Stack multiple copies of a popular book
or
- Stack books from a series, preferably with the most recent book stacked on top
- This will look like the Bestsellers display, with one book on a wire display stand placed on top of the stack
- Do this **twice** per range and **instead** of the standard books at the ends of shelves
- Only do this on shelves around eye level
- Do this with popular books or series

Multiple copies of books face-out within the shelves

- Place multiple copies of books face-out in their correct location on the shelf
- Place books in front of a bookend to keep them from falling over
 - Do not put the bookend in a book, since this can damage books
- Do this in **once on every other column** and in **addition** to the standard books at the ends of shelves
- Only do this on shelves around eye level
- Do not do this on shelves that have a stack of books at the end
- Do this with recent popular books

Sample fiction range of shelves with books fully merchandised

x		x		x		x	
	<u>x</u>	☐	x	☐	x		x
☐	x		x		<u>x</u>	☐	x
	x		x		x		x
x		x		x		x	

x = book on a display stand

x = stack of books—**twice per range**

☐ = books face-out—**once every other column**

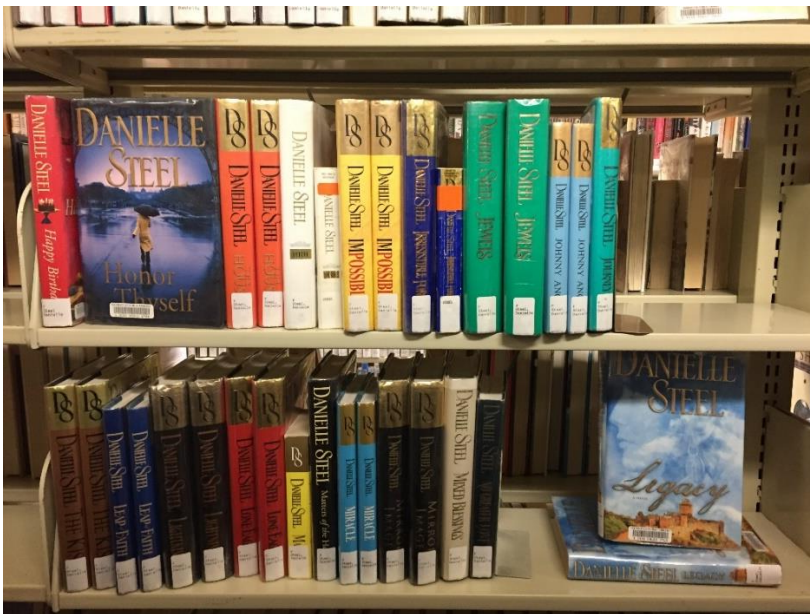
Do not do ☐ & x on the same shelf

Do not merchandise on very top & bottom shelves

General guidelines for merchandising books

- Pick books in good condition that look attractive
 - Avoid books with dirty or damaged covers
 - Avoid old books with unattractive or worn covers
- Keep books on the same shelf as where they would normally be shelved
 - If you're stacking books in a series, you can use books from multiple shelves so long as the books are on a shelf with books by that author
- Books should face straight out so the covers can be seen from all angles
- All books should be on a wire display stand (for books at the ends of shelves) or held upright by a bookend (for books face-out in the middle of a shelf)
- There should be at least 10 inches of free space at the end of a shelf in order to display books so the shelves don't look crowded
 - If the shelves are too full to display a book, you can either shift a little to accommodate the book or remove the display stand temporarily
 - Adult Services can do minimal shifting of books between a few shelves to balance out unequal distributions of books
 - If all the shelves in an area are too full for minimal shifting (for example, if there are 5 full shelves of James Patterson books in a row), then remove the display stands and give them to Crystal until major shifting can occur
- Use hardbacks when you can, since paperback covers tend to curl after time
 - Always use hardbacks for the face-out books in the middle of a shelf
- Use your common sense—if the shelves look overcrowded because of the amount of books on the shelves, stick to the checkerboard and avoid the more advanced methods of merchandising
- If a book has been on a display stand for more than a couple weeks, switch it out for something else to keep the stacks looking fresh
 - Basically, if you're tired of looking at it, try something else

Example shelves:



Wire display stands:

