



Guidelines Document Publication Distribution

The following document provides guidelines for effective distribution of the APC publication
Last Updated: April 2020

DISTRIBUTION OF REQUESTS RECEIVED

- **Purchases** – All supplies - **Envelopes, Tapes, Packing material, cartons, labels** - required for distribution have to be maintained in stock soon after a batch of books have been posted, to be ready for the next batch. Person **responsible is Ashok** in coordination with **Allwyn**. Supplies should be available a week before date of distribution
- **Stock report** – Stock of all books printed so far have to be **maintained by Ashok**. The most current stock report is to be shared with Ps. Ashish, Arthi once a month before the 7th of each month.
- **Mailing Lists database** – Maintained by **Publication / Admin team** by:
 - **Adding specific** addressed received for book requests in appropriate mailing list. For instance, if there has been a request from a pastor in Bangalore, the address is to be added to the Bangalore pastors' mailing list.
 - **Adding** address after a church event, conference etc
 - **Adding** address from directories, Pamphlets of other ministries etc.,
 - **Deleting** addresses from returned books
 - **Deleting** addresses if there is a request to stop sending books
- **Current address numbers** in cleaned out mailing lists to be checked by Arthi and shared with Ashok ahead of printing new book.
 - Ashok to have mailing at least a week before
- **Numbers for printing**
 - New Books-ENGLISH**
 - Only 3 new titles in a year will be distributed to our entire mailing list. Hence print quantities for this will be significantly higher (8k or 9k)
 - The quantity of other new titles will only be for distribution at APC locations, Outreach churches and books stores. We may need to send books to Pastors, Leaders and BCs across India but will take a call on a case by case basis.
 - New Books – HINDI & KANNADA**
 - A direct mailer will be sent to our Hindi and Kannada mailing lists asking people to get back to us if they want to receive our new publications. Books will only be sent to the people who respond to the direct mailer with a request.
 - number of books stores / cafes inside Bangalore
 - number of books for our church locations in Bangalore
 - number of outreach locations

Other Language Books

- Language books will not be printed till we know we have sufficient demand. Translations will available as PDFs



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- **Arriving at Numbers for reprinting**
 - Will usually reprint 2k for reprints and may make it 3k for high demand books
 - based on the annual demand for that particular title in the previous year

PROCESSING REQUESTS to be done as per this order

1. To be done according to date of receiving request as much as possible. Ideally the earliest pending book requests need to be catered to before moving to the ones received later.
2. In case of urgent book request – to be sent for an event – priority to be given for that
3. Single book, to be processed within 3 working days or earlier if possible

UTILISING PUBLICATION DAYS WELL – The time assigned to Ashok for publication work needs to be well utilised to make sure books requests are processed quickly

1. Complete sets of each language can be packed and stored, so when a book request comes for a complete set, only the address has to be stuck and sent.
2. Adequate supplies to be maintained

Once books are sent, Ashok to update the book dispatch log maintained, so that queries about status can be handled with ease.

Ashok will contact person to if there has been a return.

DISTRIBUTION OF NEW BOOK PRINTED

1. Once new books are printed, a copy of the book to be sent to all the relevant mailing lists within 5-7 days of printing.
2. Addresses have to be printed a week before the books are printed
3. Addresses and envelopes to be handed over to NPP for packing
4. Packed books for posting are delivered to the post office by NPP
5. The payment for this will be made online by Allwyn, after the approval process

WEEKLY DISTRIBUTION

All bookstores to be visited once a week

A count to be maintained of which titles and how many of each are given to each store.

PACKING

Packing to be done by Ashok on at least 2 designated days a week. Dispatch/post on the same day or latest by the next day