



Hello dear friend! So, you've decided to consign your zine, comic or other esoteric printed matter at Quimby's Bookstore in the incomparable publishing mecca of Chicago, Illinois. Here are some things you might want to consider and learn before or even after you do so.

PRICES / TITLES:

What value does money have in the zine-o-sphere? Well, dear consigner, despite Quimby's groovy, underground, punk-rock, upstart attitude it is a place of business. If any of the following apply to you please correct:

YOUR PUBLICATION HAS NO TITLE TO SPEAK OF: Make one up. It's how we keep track of what you sell. It's how we look stuff up for folks. Extra points if it's clearly marked on the cover.

SPEAKING OF TITLES, HOW BOUT CONFUSING ISSUE / VOL / etc NUMBERS?: The clearer, more consistent and more well-labeled your issue numbers, volumes, etc. are labeled, the easier it is for us to keep track of them and to point customers in the direction of what they're looking for.

PRICING: At a loss for how to price your work? At Quimby's we do a 60%/40% split so, ideally, you'd want to cover your production cost and have a little extra for yourself. You also want to entice folks to buy your goodies. Zines and minicomics tend to range from \$1.00-\$10.00 depending on production value and length. Books tend to be priced a bit higher. But there's no hard and fast rule. You can always change the price later on.

CHECKING IN ON CONSIGNMENT

Not all times are easy for your local Quimbitian to calculate and dole out your payment for consignment. This process requires great concentration and cross-checking so we make sure you get the right dough, yo.

GOOD TIMES to check in:

-Off/Non-Busy Hours: This could be when we first open up, early afternoon or generally anytime on a weekday that's not during our busiest hours (4-7 p.m.)

-Winter Months (After Holidays): Winter is a slowish time for stores. If you've taken to checking in once a year or bi-yearly this is a fantastic time to have our full attention.

-On our Email: E-mail us at info@quimbys.com any old time!

NOT SO GREAT TIMES to check in:

-When the Store is Hella Busy: We understand you made awesome work and, rightly, want to reap the rewards. But if we are swimming in customers, boxes to check in, phone calls and singing telegrams, please have mercy on us and come back another day. Or, perhaps, hang back and wait a spell. Have I mentioned we have an awesome store you can spend hours in? You wouldn't want us shorting you on that payout thanks to hasty math, amirite?

-Holidays: Please, no. If you must, early in the day and not on weekends.

-On the Phone: Please avoid doing this at all costs. Local folks, please feel free to stop by. It's easier to tend to your consignment needs when we're not balancing a phone on our ear while attempting to ring someone up. You can always check in on our e-mail at info@quimbys.com. It's more accurate, easier for us and allows us to pay you out in a timely fashion.

-Like, Every Two Weeks: We get it, you're excited. So are we! Yayyyyy

zines! But consignment is a work intensive, time consuming process. We tell folks to check in every 6 months. That's a good amount of time to get substantial payouts and to keep current.

-Less Than 15 Minutes Before We Close: Come on, man. Seriously. Be real.

-During Big Time Events like CAKE, Chicago Zine Fest, etc.: We can totally empathize with out-of-towners who want to do a check in when they're in town for an event. But these are busy times for us. We have folks working the store, tabling the events, checking in tons of brand new consignment, promoting and organizing, you get the picture. By all means, come in and say hey. But if we look slammed and you're able to do a Paypal or check payout at a later date, we sure would appreciate it.

-Directly Before or After In-Store Events: You might be strolling into an amazing reading and think, hey, it's been a while since I checked on my goods, I should do that now! Of course you should check in. But events can get nuts at the store. If you can, come back tomorrow or the next day and have our full, unfrazzled attention.

Calling Ahead

Please call or e-mail in advance (as in at least two days prior), if you have, say, more than a dozen titles and want to do an in-person payout. It takes us quite a bit of time tabulating tons of titles, especially if they have the same/very similar titles. Do us the kindness of a heads-up.

We All Can Doooooo It!

We at Quimby's are all schooled in the fine art of consignment so no matter who answered that e-mail, phone call or helped you fill out your very first consignment form (scrapbook moment!) all of us can help you tabulate your payouts, check in on restocks and bring new items in.

THE DELICATE CRAFT OF PROMOTION

You've gotta put yourself out there to be heard, no doubt, but there is such a thing as screaming too loud. Some artists and writers are lucky enough to have a full team to do their dirty work: layout, editing, getting the word out, e-mail blasts, street teams...The self-publishers among us need to get creative.

Trust us, we get it...but we are a store with limited space. So please, don't feel put off if we can't put that billboard advertising your newest

minicomic in our storefront. Keep on keeping on, but realize we have thousands of consigners all worthy of time, space and energy. Same goes for digital space. We can't megablast, tweet, Youtubetown or Facebook status poke every update that's requested of us. We do our best to put the word out for our brethren in the self-publishing world. But, barring any kind of nuclear incident or tragic woodshop accident, we all only have two arms.

That being said, no need to roll into the store with an elevator pitch either. Open consignment is the best! We don't make value judgments. What we're saying is, hey, we'll put you on our dance card. No need to "romance" or "court" us here at Quimby's.

Before You Make It...

Will it stay together? Those fancy flaps, extras, die cuts and hangy-out pieces are arty and cool. But they tend to rip or fall out in the store. Keep it all together and secure extras to the binding.

Awesome title art but.... confusing? That lettering may be radtastic but practically illegible. Consider making it readable in a front or back page.

Are your staples on point? I don't care to mention the amount of times an angry staple has bitten me. Keep those suckers in check.

Thick and floppy? Hefty zines and minicomics that are saddlestitched (stapled down the middle) tend to flop off shelves. Flatten that sucker under a weight, with a bone folder or maybe consider a different binding method.

Quimby's Bookstore



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