

# Benefits of Ingram's Guaranteed Availability Program (GAP) for Religion Publishers

GAP ensures title availability in a changing landscape so that you can meet unpredictable demand.

## Why InterVarsity Press Uses GAP

In Conversation with Justin Paul Lawrence, Senior Director of Sales and Marketing



### Why do you use GAP for your titles?

As a publisher that does books on forward-looking faith topics, we're not really sure when an idea will become popular. GAP allows us peace of mind when our topics become prominent in conversations.



### How does GAP fit into your overall inventory management strategy, particularly as it relates to wholesale distribution?

GAP dovetails nicely with Ingram's already excellent in-stock predictions. We've seen very little degradation in our wholesale experience on GAP titles, which was pleasing and surprising.



### How do you determine which titles would be good candidates for GAP?

More and more we're putting almost all top- and mid-tier paperbacks in GAP from day one. We're especially keen when there is text potential as these orders might otherwise exhaust the normal Ingram supply.



### Have you had any noteworthy, positive results from using GAP?

Yes. One of our titles became one of the go-to titles for explaining some of the issues surrounding the 2020 protests. When it rocketed up on online bookstores, we were able to see the met demand both via GAP **AND** via traditional wholesale. I was very pleased that I'd done the leg-work to go the GAP route prior to that!

## Ingram Recommendations for a Successful GAP Strategy:

1. Enroll qualifying\* titles at pub date as a standard of the publication process
2. Frequently assess and bulk-enroll key backlist titles
3. Utilize GAP as a rapid response to changing market dynamics

**Contact your account manager to learn how GAP can help you minimize excess inventory and maximize full availability.**

\*GAP is available for paperbacks and hardcovers that are actively stocked at Ingram Book Company. Boxed sets or books that are out of stock indefinitely, backorder only, or out of print do not qualify. For more information on GAP qualifying titles, speak to your Lightning Source Account Manager.

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