

BARNES & NOBLE
b&ncollege



Is your campus store ready for **GenNextSM**?



Barnes & Noble College operates nearly 700 of the finest campus stores in the country, delivering 4.5 million students and more than 250,000 faculty “what’s next” in a campus retail and digital learning experience.

Delivering the GenNext Experience

More than an on-campus provider of course materials and merchandise, Barnes & Noble College delivers students and faculty an unmatched retail and digital learning experience driven by innovation, deep student and faculty insights, and advanced technologies. We transform your campus store into a destination, enhancing your students' social and academic lives, while driving your school's brand along with significant revenue to your school.

Our Promise & Commitments to You

OUR PROMISE

Deliver an unmatched retail and digital learning experience.

OUR COMMITMENTS



Student & Faculty Insight

We understand your student and faculty preferences. Through national trend research, local and national surveys and ongoing, authentic dialogue in-person and online, we discover first-hand what your students and faculty want in their campus store experience.



Innovation

We set the standard for digital learning with the largest catalogue of digital content, unparalleled digital learning technologies, unrivaled access to affordable course materials, and exceptional in-store and online shopping experiences on your campus.



Advanced Technologies

We invest heavily in next-generation technologies that deliver the ultimate customer experience in-store, online and in the classroom to drive students and faculty to the campus store for all their social and academic needs.



Superior Products & Services

We offer your students and faculty the most robust – and customized – assortment of popular school-spirit merchandise, must-have apparel, technology gadgets, food and beverages options, and more.



HigherEd Focus

We collaborate with you, our campus partners, to deepen our understanding of your school's mission and embody that spirit to drive student and faculty success and build loyalty to your school's brand.



OUR COMMITMENTS

Student & Faculty Insight
Innovation
Advanced Technologies
Superior Products & Services
HigherEd Focus

Expanding Affordable Course Materials

We provide your students the affordable course materials they need – when they need them.

We know your students and faculty have an array of options when it comes to where they purchase and adopt their course materials. When you partner with Barnes & Noble College, they will choose their campus store as their first choice because of our industry-leading textbook solutions designed specifically to what really matters to them: Affordability, Choice and Convenience.

Affordable Solutions

Providing your students affordable course materials is our top priority. We have a comprehensive library of affordable textbooks in rental, used, digital, and new formats, and work closely with your faculty and administration to deliver the most affordable options to your students.

- More rental and digital titles to save up to 60 percent on their textbooks
- Immediate cash back for unwanted books at semester's end
- The best deal possible through our competitive price match program

Customized Choices

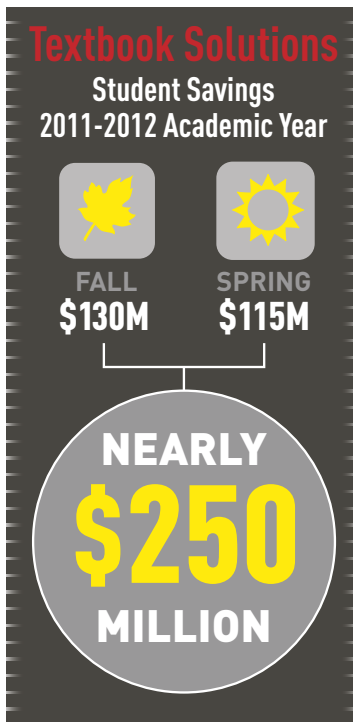
Gone are the days of one-format-fits-all. Your students want to choose what works best for them – the format that is going to enable them to achieve academic success. With Barnes & Noble College as your partner, they have access to the industry's largest multi-format textbook and reference book program.

- New and used textbooks for those who prefer to own their books
- Rental textbooks from the largest inventory of rental titles available
- More than 2.5M digital titles

Convenient Offerings

College can be challenging enough without having to jump through hoops to find, purchase and access course content. With Barnes & Noble College, it's as easy as a quick stop to the campus store or a click of a button online for your students, including those in distance learning programs.

- Simple purchasing in-store or online, including our Registration Integration solution that enables students to access and buy their materials when they are registering for class
- Easy payment with campus debit cards, financial aid or any other form of tender
- Seamless access to digital course materials through your school's learning management system (LMS), including those materials already paid for as part of tuition



COURSE MATERIALS, YOUR WAY

Every campus is different. When you partner with Barnes & Noble College, we spend time up front conducting pulse surveys with your students, faculty and administration that allow us to determine perceptions, needs and current ways your students purchase their course materials. These deep insights enable us to develop specific solutions by campus, class or other possible demographics, resulting in concrete recommendations for ways that we can meet your students' needs and expectations for affordable course materials.



WGS

economic Crisis Reader
DOLLARS SENSE
economic Crisis Reader
DOLLARS SENSE
economic Crisis Reader
DOLLARS SENSE
economic Crisis Reader
DOLLARS SENSE
economic Crisis Reader
DOLLARS SENSE

nook study eBook
RENT
REQUIRED
TDF 296
RENTAL \$1.00
USED \$0.50
NEW \$1.50
1-2

SMALL ISLAND ANDREA LEVY
SMALL ISLAND ANDREA LEVY
SMALL ISLAND ANDREA LEVY

OLUTION
OLUTION
RENT

REQUIRED
IST 488
RENTAL \$1.00
USED \$0.50
NEW \$1.50
BY MONTH YEAR

REQUIRED
SPA 102
RENTAL \$1.00
USED \$0.50
NEW \$1.50

YES, I CAN HELP YOU
NAME: GABRIELLA
JOB: ASSISTANT

The Economic Crisis Reader

“

Barnes & Noble College is the much-needed central point students have been asking for in terms of distribution, pricing options and platform choice.”

Barnes & Noble College,
Faculty Insight Initiative 2012

DELIVERING AFFORDABLE TEXTBOOK SOLUTIONS AT WAYNE STATE UNIVERSITY

At Wayne State University, many students rely on financial aid to purchase textbooks. Yet the students who need the most help often end up paying the most money because financial aid dollars usually aren't available until 10 days after classes start. Working closely with the financial aid department, Wayne State store manager Jodi Young introduced a voucher program that allows students to purchase textbooks using financial aid a full month before classes start. Whether they prefer used, rental or digital, students are now able to get their textbooks when they need them, while still using their financial aid dollars – further driving student savings and store loyalty.

We provide faculty an innovative digital toolkit that enhances their textbook adoption experience and ensures textbook revenue remains on your campus.

FacultyEnlightSM: Research Thoroughly, Adopt Simply

By using extensive faculty insights as the foundation, we are delivering a textbook adoption experience like no other. Our new online community, FacultyEnlight, combines search capabilities with product reviews and an engaging way for faculty to discover, adopt and deliver their course materials – simultaneously cementing your campus store as the source for providing affordable course materials.

FacultyEnlight provides:

SIMPLICITY

- A streamlined, online adoption process in a few easy steps

SELECTION

- More than 6 million textbook titles to discover and select

CHOICE

- Search for books by format, school or discipline

COLLABORATION

- Tools to connect with peers, learn what other schools have adopted and share reviews

EFFICIENCY

- Submit course material orders directly to the campus store

DISCOVER

- Easily find new digital resources and open education resources for your classroom





Setting the Digital Standard

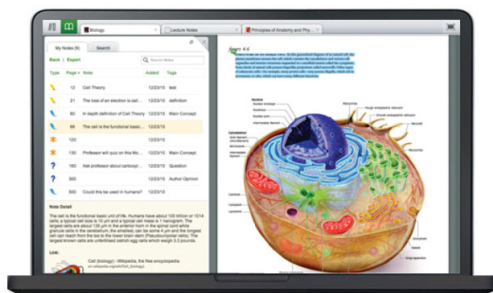
“

The investment that Barnes & Noble College has made in NOOK and NOOK Study was a driving force in our decision.”

Laura Nairon, Director of Business Services, Vanderbilt University

Today...

We are setting the digital standard with innovative platforms that optimize the learning experience.



NOOK Study™

Designed with input from students and faculty, NOOK Study – the industry’s #1 eTextbook reader and study platform – features an enhanced teaching and learning experience with a powerful set of study and organizational tools that enable students to study smarter. With NOOK Study, your students and faculty can import/export notes; highlight and tag text; search the Internet directly from the text;

create links to notes, handouts or pages; open multiple textbooks simultaneously and much more.

nook study™

Powering Your LMS

Based on extensive research with students and faculty, key factors for learning management systems (LMS) usage are the ability to save students money and textbook integration. NOOK Study easily integrates into the most popular LMS. By integrating NOOK Study into your LMS, your faculty and students can easily purchase their digital materials from your system; organize their course material; better communicate with each other by sending links, assignments, and passages from the text; and much more to enhance academic success and keep valuable textbook revenue on your campus.

NOOK Study + LMS delivers:

SUCCESS

- Powerful study and organizational tools that enhance the digital educational experience

CONVENIENCE

- Course materials organized across platforms

SAVINGS

- Easy purchasing of digital books, including savings of up to 60 percent off print textbooks

The Next 3 Years

20%

Digital textbook market share to increase by at least 20%

30%

Students will choose digital textbooks 30% of the time

50%

Digital textbook availability will increase by 50%

...and Tomorrow

Mobile Learning: BYOD

More and more of your students are learning on-the-go, bringing their own devices (BYOD) that work for them. Barnes & Noble College creates device-specific mobile learning applications versus the “one-size-fits-all” web-browser solutions on the market today. With our solution, your students get the optimum end-user experience through a simple, intuitive interface and superior navigation features that enhance the mobile eReading and studying experience.

Microsoft Strategic Partnership

Together with Microsoft, we are shaping the next-generation of learning content for students and faculty. With Barnes & Noble College on your campus, your school will be front and center in this digital evolution by delivering your students and faculty the future of teaching and learning. Our partnership combines our industry-leading NOOK® and NOOK Study software with Microsoft’s superior technology capabilities to provide your students and faculty with a digital learning platform second to none in the marketplace.

Digital Learning Innovation Lab

At our Digital Learning Innovation Lab in Palo Alto, we continue to optimize the NOOK eReading and learning experience by investing heavily in new technology and next-generation tools. Our team of developers, who share our passion for reading and learning, are driving innovation in eReading applications and developing new devices to deliver “what’s next,” today and tomorrow.

BARNES & NOBLE
b&ncollege



nook®

Microsoft®

“

Barnes & Noble College always seems to be at the forefront of whatever innovations are available.”

Ann Kingsley, Executive Financial Officer, UNLV

OUR COMMITMENT TO ACCESSIBILITY

Barnes & Noble College is committed to creating solutions that enable people with disabilities to more easily find, see, hear and learn from digital content. Driven by our cross-organizational accessibility team, we are focused on ongoing research, development and strategy to bring innovative accessibility solutions to our NOOK eReading product offerings that address the need of consumers with visual impairments, learning disabilities or physical constraints.

Building Deeper Connections



TheNextGen
PANEL

IGNITING THE FRESHMEN CONNECTIONSM

Igniting the Freshmen Connection is our customized communications program that celebrates freshmen as soon as they are accepted – immediately igniting the connection between your school's brand and your new students. Working collaboratively with you, this highly successful program connects your store with incoming students through email and social media to offer specific promotions and information that links them with their new school – well before they arrive on campus and throughout their first year.

We deliver next-generation marketing strategies powered by student insight and creative engagement programs that drive school loyalty and store sales.

Understanding the changing attitudes and preferences of today's consumer is paramount to reaching them in the right way. Our remarkable insight into what students, faculty and alumni want and need comes from extensive trend and local research, authentic dialogue through social media and real-time feedback from our exclusive NextGen PanelSM of thousands of college students nationwide. We leverage that knowledge by delivering digital and traditional marketing programs that connect with them in meaningful ways to build school loyalty and drive significant store sales.

Traffic-Driving Events

Students want to socialize with their friends, attend exciting events and participate in fun promotions. Through our year-round, creative marketing initiatives, we will bring your campus community experiential events and promotions that connect, engage and enlighten your students, faculty and alumni.

- Exclusive author signings and in-store concerts
- Seasonal promotions such as graduation specials, alumni reunion discounts and much more
- Free sampling programs with top consumer brands that students love, such as Ben & Jerry's, Godiva and more
- Contests and sweepstakes with cash, vacation packages and NOOK giveaways
- Interactive game-day fan events and special offers

BARNES & NOBLE

COLLEGE STUDENTS

SOCIAL ENGAGEMENT WITH BRANDS

65% The good news for marketers is that 65% of college students engage with brands via social media at least weekly - primarily on Facebook - and a third of them do so at least three times a day.

HELLO, STUDENT!

THE MAIN DRIVERS OF FACEBOOK PARTICIPATION AND "LIKING" ARE:

26% BRAND LOYALTY

26% COUPON OPPORTUNITIES

19% CONTESTS



Social Media Growth Over the Past Year

facebook

Nearly 600,000 Facebook Fans



\$4 Million in Social Commerce



Digitally Connected and Relevant

Engaging with students, faculty and alumni in-store is only half of our equation. To really connect with them, we engage them where they live, work and play – online.

eCOMMERCE

Easy-to-use and personalized, our store websites put your school's brand front and center while showcasing everything from books and merchandise to athletic gear for your campus community. And, for those on the go, we offer a dynamic mobile platform.

FACEBOOK

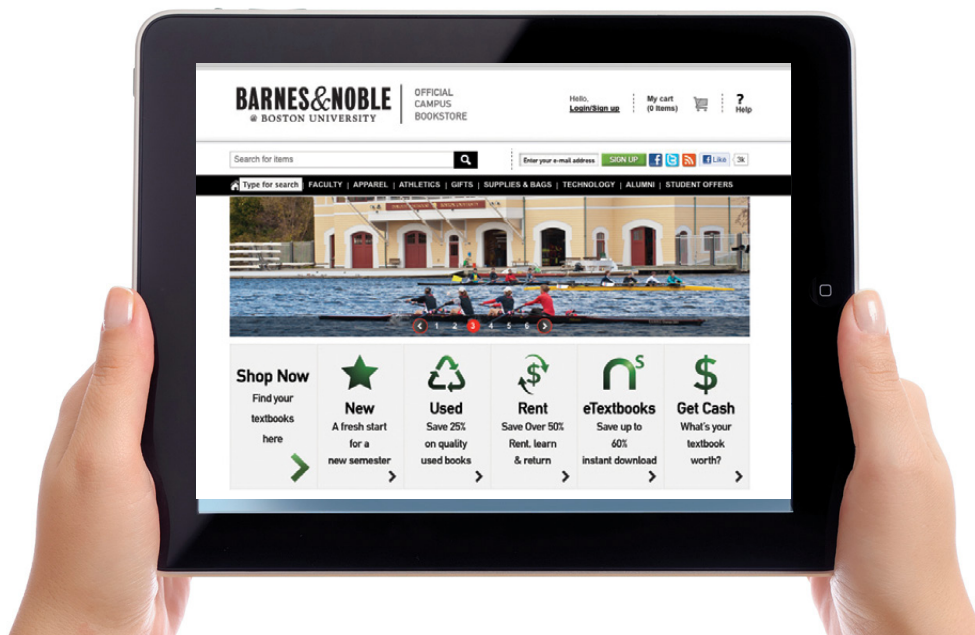
Building a relationship with your students means engaging with them in a relevant way. We do that through Facebook in a meaningful two-way dialogue, sharing merchandise specials, campus events and money-saving tips (e.g. textbook rentals, eTextbooks, buyback sweepstakes) with nearly 600,000 Facebook fans.

eMAIL

Our creative, attention-grabbing email campaigns have the most successful open rates in the industry, driving students, parents, faculty and alumni to your campus store website.

Supporting Student Values

We promote charitable programs that students value most. From supporting important local causes, to fair labor standards in the Dominican Republic through our popular Alta Gracia apparel brand, to Habitat for Humanity® and Reading Is Fundamental (RIF), your students can make a difference in the issues that matter most to them.





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We work with Barnes & Noble College because they know how to select the right merchandise and product mix for our students.”

Jose Gomez, Associate Vice President for Administration and Finance, California State University, Los Angeles

We partner with Fast Forward Trending, a nationally recognized research firm that forecasts and identifies trends in the 18-25 demographic.



Turning Trends into Sales

By combining national research with local expertise, we ensure that your students, faculty and alumni always get the products they want and need.

Today's campus store is an integral part of the college experience, serving as a vibrant community destination where students can gather to study, grab a quick cup of coffee, buy the latest products and apparel, and much more. By staying on top of the latest trends, we make sure that your students, faculty and alumni always find the right products, merchandise and apparel – customized to their unique preferences – that power your brand and drive revenue to your school.

National Expertise, Local Buying Power

Your store managers are empowered to make purchasing decisions at the local level. By combining our national retail expertise and trend research with local student and faculty insight gathered on your campus, your store manager selects the right product mix and merchandising strategy that is customized to fit your school's unique characteristics.

Exclusive Brands on Campus

By leveraging both our student insight and partnerships with nationally recognized consumer brands, we are able to bring to campus the products and services that your students want and need. From exclusive products to special promotions with top brands such as Microsoft, Hershey's, Garnier, Pottery Barn and more, we deliver unique offerings right on campus.

Driving School Spirit and Celebrating Your Brand

Whether they're looking for a game day t-shirt, a comfy new sweatshirt or high tech athletic gear, your students can choose from a wide range of customized colors, styles and graphics, including custom-made apparel from Under Armour, Hurley, Nike, Adidas, Champion and other favorite brands.





all aggies

adidas

MEXICO
TE

STATE
AGGIES
EST. 1900
ATHLETICS
AGGIES
ATHLETICS
AGGIES
ATHLETICS

STATE

NMSU



Expansive Reading Selection

When your students or faculty need a break from their textbooks, they can stop by the store to browse our expansive selection of general reading titles that only Barnes & Noble College can provide – from today’s bestsellers to magazines, newspapers and titles that support your academic mission. They’ll enjoy:

- Bestselling books and novels on your campus
- The most popular magazines in entertainment, news and business, sports and more
- Faculty-authored books

NOOK®: A Superior eReading Experience

No other retailer can offer your campus the superior digital reading experience that our NOOK line of products delivers, including the NOOK Tablet™, NOOK Color™, NOOK Simple Touch™ and NOOK Simple Touch™ with GlowLight™. With a digital library of more than 2.5 million titles to choose from, your students and other store visitors will enjoy the top-rated eReading technology that is enriching the lives of millions of book lovers nationwide.

Comprehensive Technology Offerings

Your students won’t have to leave campus to find those most wanted technology gadgets and accessories. With Barnes & Noble College, they can purchase the latest headphones, covers and cases, media storage devices, computer and printer supplies and more – whatever they need for both their social and academic lifestyles.

New “king of the eReaders.”
Gizmodo



NOOK Simple Touch™ with
GlowLight™





THE GREAT GATSBY
BY F. SCOTT FITZGERALD

THE GREAT GATSBY
BY F. SCOTT FITZGERALD



Delivering the Ultimate Shopping Experience

Through innovative store designs and advanced technologies, we create superior, personalized shopping experiences in-store and online.

Cutting-Edge College Stores

Creating the ultimate shopping experience requires an intimate knowledge of both the retail environment and the unique needs of every type of college and university campus. Our legacy of beloved in-store retail experiences enables us to design dynamic stores that celebrate your school's brand and deliver the optimum shopping experience for customers. Our campus stores feature expansive aisles that are easy to navigate, mobile floor fixtures that highlight seasonal promotional activities and lounging spaces for studying and socializing with friends.

Store-Within-A-Store

The campus store should be a one-stop shopping destination for your campus community. Through our innovative store-within-a-store concepts, we provide your shoppers everything they need, from textbooks to technology to their favorite food and beverages, without stepping foot off campus.

RECHARGE-U

- Satisfy your students' cravings with freshly prepared and on-the-go food and beverages, as well as much needed convenience items

CAFÉ CHOICES

- Through an in-store café or a beverage kiosk, your students will be able to get their Starbucks coffee, latte or other beverage choice on campus

TECH STORE

- Featuring today's must-have technology products, the Tech Store provides an interactive area for shoppers to test out and purchase the latest innovative gadgets on the market





iPad
• 9.7-inch Multi-Touch display (1024x768)
• Apple A5 dual-core processor
• Two built-in video cameras
• VGA (Mini-DVI) & 720p (1280x720)
• Up to 10 hours of battery life
• Supports Bluetooth 2.1 & Wi-Fi 802.11n

16GB	\$499.00	\$629.00
32GB	\$599.00	\$729.00
64GB	\$699.00	\$829.00

Mac Mini
• Dual-core Intel Core i5 processor
• 500GB hard drive (5400rpm Serial ATA)
• 4x USB 2.0 ports
• FireWire 800, 1x SD slot
• 36, DVD, and ThunderBolt
• 30.7 "iSight" & iSight "i1"

iPod Shuffle
• 1GB, 2GB, 4GB, 8GB, 16GB
• 24-bit digital audio
• 20 hours of music
• 2GB - \$49

iPod Touch
• Multi-touch, multi-tasking, and more
• 8GB - \$199
• 32GB - \$299
• 64GB - \$399



Barnes & Noble is one of only 50 U.S. companies to be named a J.D. Power and Associates Customer Service Champion.

eCommerce

With Barnes & Noble College, your customers will experience the latest in eCommerce through a customized school website that delivers an innovative personalized shopping experience per audience – students, faculty, alumni and fans. Creatively designed with your school's brand front and center and compelling product presentations, your customers can easily find and purchase what is most relevant to them from their desktop or mobile device.

Social Commerce

To drive convenience and sales, we've integrated the social networking features of our nearly 600 campus store Facebook pages with our engaging eCommerce websites. Our one-of-a-kind social commerce strategies drive word-of-mouth through special offers, exclusive content, contests and promotions.

Operational Excellence

On the floor or behind the scenes, we use the latest advances in technology to deliver your shoppers an on-campus retail experience like no other.

- Proprietary ePlanner platform that provides your store manager real-time promotional, inventory and sales data to ensure your shoppers get what they need, when they need it
- Robust textbook and merchandise management systems that facilitate planning, analysis and allocation for optimum sales performance
- State-of-the-art POS that delivers the fastest check-out times of any college retailer and easily integrates with your financial aid and campus debit card systems
- Mobile POS that enables your shoppers to make purchases from high-traffic locations like game day

Customer Service

Your students and faculty will benefit from our legacy of incredible customer service. Our highly trained and skilled team of booksellers and managers embody that spirit and deliver exceptional service and support in-store as well as online.





VANDERBILT

VANDERBILT
Merchandise

Books
at
Vanderbilt



Featured Titles
20% off

Featured Titles
20% off

Featured Titles
20% off

Gift Guides

Books & More
Vanderbilt

Partnering for Success

“

Barnes & Noble College is so much more than a vendor – they are a trusted business partner.”

Chris Moir, Executive Director of Campus Services and Retail Operations, Cuyahoga Community College

“

Barnes & Noble College embraced our vision for the store and truly understood how it could contribute to the vibrancy of the campus.”

Roger Stackpoole, Vice President of Finance & Administration and Treasurer, Le Moyne College

A dedication to work closely with our campus partners is the driving factor in our shared success.

As your partner, we will be strong advocates of your academic mission, leveraging our retail and digital expertise to create exceptional experiences for your students, faculty, alumni and community-at-large. By working together, we will capitalize on new opportunities to extend your brand while cementing your campus store as a key social and academic ally.

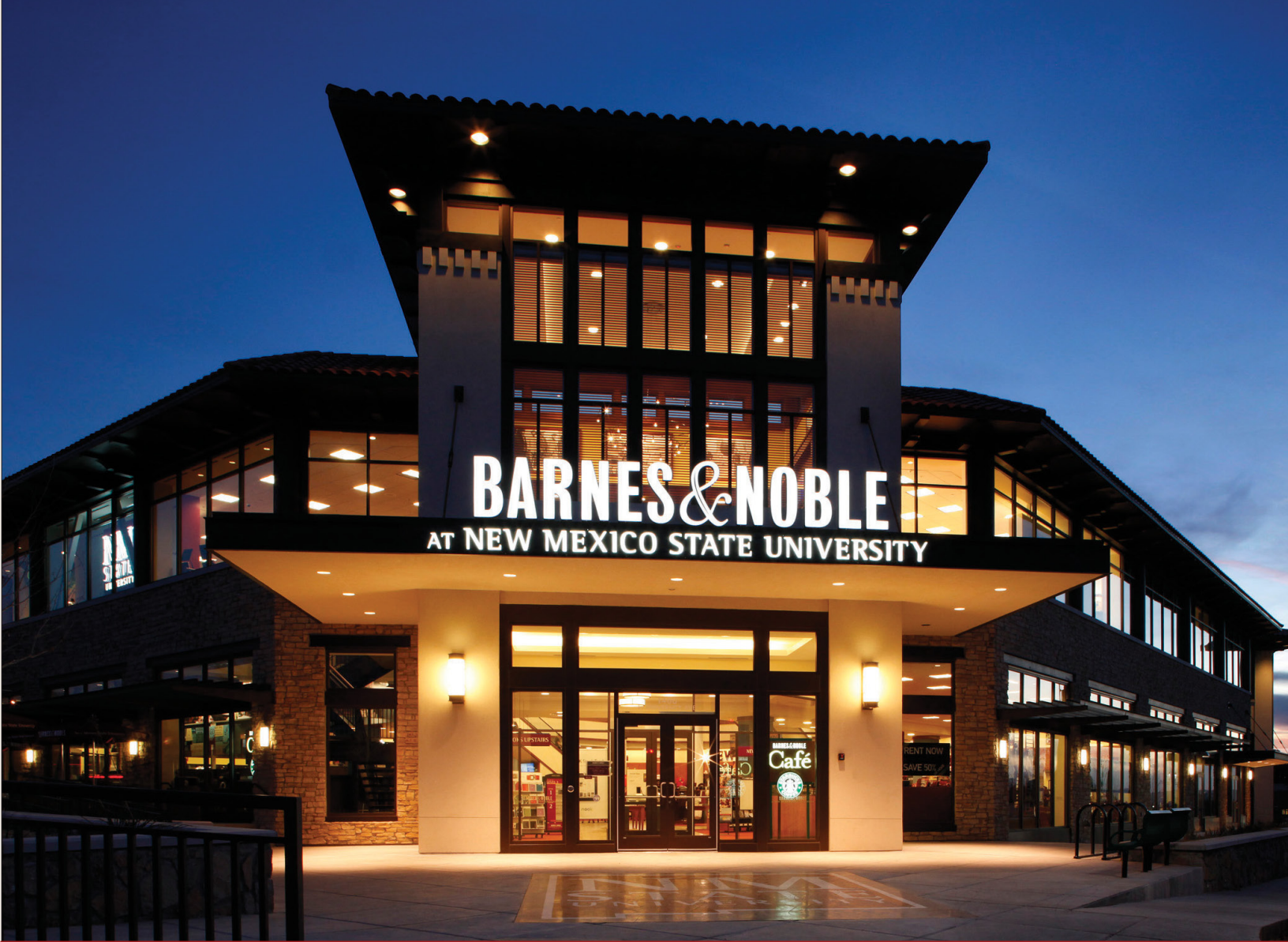
Continuous Feedback

Gathering on-going feedback from our campus partners and the community allows us to make sure your school is receiving the best possible service. We do this in many ways – through campus surveys, regular meetings with members of student government and the establishment of a Store Innovation GroupSM (BIG). BIG consists of students, faculty and administrators who provide invaluable insight and constructive feedback to meet the changing needs of customers and deliver on the promise and commitments that we make.

Ongoing, Strategic Communications

Throughout the academic year, your local store manager and regional manager conduct formal and informal meetings with you to highlight accomplishments and upcoming programs, including our Partnership for SuccessSM initiative. This strategic initiative features innovative programs each semester aimed at students, parents, faculty and administrators that celebrate and promote your school's brand while driving sales at your campus store.





With rapid shifts in retail trends, cutting-edge technologies, changing consumer behavior and more, Barnes & Noble College provides students and faculty an unmatched retail and digital learning experience that drives loyalty and valuable revenue to your school.

Bringing You What's Next

BARNES & NOBLE
b&ncollege

www.bncollege.com

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