



MOM'S CHOICE REVIEWS™ INFORMATION AND GUIDELINES

Mom's Choice Reviews™

Trusted by parents, educators, retailers and the media.

A. Overview

Mom's Choice Reviews™ is an innovative children's book review service unparalleled in the publishing industry.

Mom's Choice Reviews offers book industry professionals the opportunity to have their product reviewed by a team of award-winning publishing and industry marketing experts, acquisition librarians, retailers, and members of the consumer community.

Mom's Choice Reviews is the only review service which provides comprehensive evaluations that consider production quality, editorial quality, layout/design, educational value, entertainment value, originality, appeal, cost, marketing, and distribution.

Mom's Choice Reviews uses a contemporary, holistic approach which considers every element that can impact the success your work. We've put a new twist on the 'traditional' review that publishers and authors expect by including input from industry experts and consumers.

Our unique methodology builds your target audience into the process. Because your work is designed for and marketed to families and children, we include them as an integral part of the review process.

Parents, educators, retailers, and the media trust the Mom's Choice Reviews for children's book reviews and evaluations.

B. Our Goals

Mom's Choice Reviews believes that publishers, authors, and illustrators dedicated to creating quality children's literature should have the opportunity to receive professional reviews.

Reviews are a critical element of any marketing plan, but they are not always within reach for members of the independent publishing community, boutique presses, and companies with smaller budgets.

We also believe that families deserve the best when it comes to reading with their children. Parents want to enjoy children's literature, not just children's books. Those books aren't easy to find – or cheap – so they look to others for guidance. They want a resource they can trust.

Mom's Choice Reviews promotes goodwill and advances the level of quality in children's literature. With our formula for blending the traditional industry model with target audience input, Moms Choice Reviews gives producers and consumers reliable information, allowing them to make smart, effective decisions.

C. The Evaluation Process

The Mom's Choice Reviews (MCR) evaluation process is carefully designed to offer constructive analysis. The sole intent of the process is to offer information that allows for product improvement and/or personal growth. All MCR evaluators are bound by a strict code of ethics which ensures expert and objective analysis. Each MCR evaluator pledges to present positive comments wherever and whenever possible and to refrain from unsupported criticism.

The evaluation process uses a propriety methodology in which books are scored on a number of elements in two phases.

Phase I includes:

- Production quality
Paper stock, binding, print quality, etc.
- Editorial quality
Grammar, punctuation, storyline
- Design/layout
Cover design, interior graphic design, typography, text to image balance, spine allowance, etc.
- Publishing Essentials
ISBN, LCCN, cataloging data, barcode data, etc.
- Distribution
Is the book available from libraries, chain booksellers, independent booksellers, and from major online retailers?
- Marketing
Is there a Website? What is its purpose (e.g., storefront, additional activities, resources, blog)? What is the promotional plan? What types of marketing collateral have been prepared? What promotion has taken place to date?

Books must meet a minimum rating in Phase I in order to advance to Phase II of the evaluation process.

In Phase II, the book will be introduced to members of the consumer community: parents, educators, and children. Facilitators document participants reaction(s): Did the child(ren) find the book interesting? Did the book keep their attention through the end? Did the child(ren) ask for it to be read again and again? Is the work appropriate for the publisher's stated intended audience?

Parents and educators are asked to give their opinion, to provide any pros or cons they associate with the book, and to identify any educational value (explicit or implied) they took from reading the book.

D. The Opus Analyzer

Once Phase I and II are complete, the Opus Analyzer (evaluation scorecard) is provided to the submitting party.

The Opus Analyzer includes:

- Scores by category
- A professionally written review of the book
- Encouraging advice on how the work might be improved
- Words of appreciation for areas that rated exceptionally well

With the approval of the submitting party, we will post our review on the Mom's Choice website and on Amazon.com.

E. A Mark of Distinction

The MCR seal helps parents, caregivers, educators, and retailers select quality works for children. Three levels of commendation may be awarded through the MCR evaluation process.

Mom's Choice Treasure

A Mom's Choice Treasure indicates that our evaluators unanimously found the product to be stellar in every criterion: production value, entertainment/educational value, appeal, and originality. This prestigious commendation is given to those works which are considered timeless treasures. This is a work that advances the level of quality children's literature.

Mom's Choice Recommended

A Mom's Choice Recommended seal indicates that our evaluators found the product as one that distinguishes itself from its competitors in the same genre or target audience. This commendation implies that after our thorough evaluation, the product exceeds our baseline standards for production value, entertainment/educational value, and appeal.

Mom's Choice Approved

A Mom's Choice Approved seal indicates a quality product that portrays and encourages positive values. Books that earn this recognition have exceeded MCR baseline standards in at least two evaluation categories and are standouts when compared to other products in the same genre or target audience.

Not every book will qualify for a commendation. Publishers, authors, and illustrators whose works earn these designations will receive a Certificate of Recognition and receive the right to use the associated Mom's Choice seal. They will also receive a \$50 discount off the entry fee for the Mom's Choice Awards® program*.

The seal may be used in marketing and promotional initiatives and on book covers and product packaging. A small licensing fee is associated with the use of the Mom's Choice seals, and recipients must agree to the Seals Use Guidelines.

***Important note:** A favorable review does not imply the work is worthy of an MCR commendation. Furthermore, an MCR commendation does not imply the work is worthy of a Mom’s Choice Award - a separate and distinct awards competition program.

F. Guidelines/General Criteria

Listed below are the guidelines and general criteria for Mom’s Choice Reviews (MCR).

a) Eligible Participants

The submitting party must be the publisher of the work or have a direct connection to the work (i.e. author, illustrator, publicist, etc.).

The publisher of the work must be a member in good standing with at least one of the following associations: American Booksellers Association (ABA), Children’s Book Council (CBC), Publishers Marketing Association (PMA), or Small Publishers Association of North America (SPAN).

b) Resubmissions

Products are not eligible for resubmission unless a major redesign has occurred. In those cases, the submitting party must provide samples of the original work along with samples of the redesigned work for comparison.

c) Eligible Books

MCR accepts hardcover, softcover, board books, and novelty books designed for children ages 0 – 13.

All books manufactured since 2000 are eligible as long as they are not “out-of-print” and are available through a major wholesaler (i.e. Ingram or Baker & Taylor).

Bilingual books are eligible, but must include an English translation.

Manuscripts and galleys are **not** eligible at this time.

eBooks, audio books, activity books, comic books and coloring books are **not** eligible at this time.

Advanced Reader Copies (ARC) are permitted for chapter books only.

G. Review Queue

Generally titles are queued for review in the order they are received. However, special circumstances may apply. The following are examples of titles that may be moved up in the queue:

- Newly released titles where the publisher has demonstrated a review would have a substantial impact on a well defined marketing plan. The publisher must provide a copy of the marketing plan showing which elements have been executed along with supporting collateral (i.e. print ads, sales sheets, web links, etc.) and a cover letter outlining the need for an expedited review. We will make every effort to accommodate the timeline.

- Titles where the release date is tied to a nationally recognized holiday or event. The publisher must provide a copy of the marketing plan showing which elements have been executed along with supporting collateral (i.e. print ads, sales sheets, web links, etc.) and a cover letter outlining the need for an expedited review. We will make every effort to accommodate the timeline.

Generally, submitting parties should allow 4-6 weeks for picture books and early reader books. Chapter books and reference books may take 8-10 weeks depending on the complexity. An increase in submissions may affect this timeline.

H. Status Updates

We will make every effort to keep submitting party updated on the review process. Submitting parties will receive email notification at the following milestones:

1. Upon receipt of the complete submission package to include reviewer copies, a complete application and the submission fee.
2. At the point the title enters into Phase I.
3. Upon completion of Phase II.

I. Submission Fees

\$225 Single book, first book in a series and redesigned resubmissions

\$175 Additional book in a series – requires that the first book in the series has been reviewed by MCR or is submitted for review simultaneously

Entry fees may be paid by VISA, MasterCard, Discover, American Express, check, or money order. Please make all checks and money orders payable, in U.S. funds only, to Mom's Choice. Returned checks and declined credit card transactions will be subject to a \$30 fee regardless of the reason. Submissions are not entered into the review queue until payment is successfully processed.

J. How Submit Your Work For Review

Please send five (5) samples of your book along with the Submission Form and submission fee.

Complete Sections A-B of the Submission Form. Then, print/photocopy the form and affix to the inside the cover of each of the five (5) samples you send.

Finally, complete Section C (payment information) of the Submission Form, and enclose the fully completed form with payment in your shipment. Be sure to keep a copy of the form for your records.

K. Shipping and Contact Information

To ensure delivery of your submission, it is recommended that you use a courier with published delivery schedules and one that provides delivery tracking confirmation.

MCR will not accept COD or "postage due" packages.

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Chesapeake, VA 23320
757.410.9409 x713
momschoicereviews@bbpmail.com

L. Notification Process

Notices confirming receipt of packages, as well milestone updates will be sent via email to the notification contact(s) listed on the Submission Form.

M. Philanthropic Spirit

Once the review process is complete, all products are donated to schools, libraries, and charities that promote reading and/or work with children.

N. Legal

Mom's Choice Reviews™ (MCR) reserves the right to (a) reject any submission; (b) withhold commendations; (c) rescind commendations should the awarded party abuse the privilege; and (d) change criteria without notice.

MCR is not responsible for the loss, damage, or return of any material submitted. Items submitted to the MCR program will not be returned. Submission fees will not be refunded.

Submission to this program does not guarantee a favorable review. A favorable review does not imply the work is worthy of an MCR commendation. Furthermore, an MCR commendation does not imply the work is worthy of a Mom's Choice Award – a separate and distinct awards competition program.

By the submission of the Submission Form and product samples, submitting party accepts the following terms and conditions:

Submitting company, or its duly authorized representative, certifies that all information submitted in the Submission Form is true.

Submitting party understands and agrees that the MCR has the right to grant or not grant a positive review or commendation in its sole and absolute discretion, which submitting party agrees not to challenge in any forum or setting, whether public or private.

Submitting party certifies that each product that it submits to the MCR complies with all mandatory and voluntary safety standards. Submitting party understands and agrees that: (a) any review that the MCR conducts will be limited solely to the guidelines and general criteria outlined herein; and (b) the MCR review, analysis, commentary, and/or the grant of a positive review or commendation shall under no circumstances be deemed to constitute any opinion, representation, or warranty as to the safety of the products by any at MCR, its officers, trustees, directors, agents and employees.

Submitting party agrees to indemnify, defend, and hold harmless MCR as well as all of its officers, trustees, directors, agents, employees, successors and assigns, from and against any

and all Damages and Claims. "Damages and Claims" are understood and agreed to mean: (a) damages caused by products submitted to MCR; and (b) claims, demands, causes of action, debts, liabilities, losses or costs (including but not limited to lawyers' fees and costs), however designated, that relate to the products submitting party has submitted to MCR and/or any commendations granted by MCR to the submitting party.

Under no circumstances shall MCR be liable to any party on account of use of the products submitted. Such limitation of liability shall apply to prevent recovery of direct, indirect, incidental, consequential, special and exemplary damages, arising from any of use of the products submitted.

Submitting party certifies to MCR that its submission does not infringe upon any other party's intellectual property rights.

By submitting the Submission Form, submitting party agrees to be bound by the guidelines concerning the use of the MCR seal or commendation, should you be a recipient of a commendation.