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- ◆ **MIDWEST BOOKSELLERS’ CHOICE AWARDS cross-marketing impact**
Our 2008 award winners are featured FREE on the back cover of the MBA Catalog.
- ◆ **MBA TRADE SHOW impact - MBA Catalog titles displayed and promoted!**
- ◆ **HEARTLAND & BOOK SENSE INDEPENDENT BESTSELLER LIST impact**
The MBA Catalog pushes books onto both regional & national lists!
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- ◆ **10% OFF COUPON in every MBA Catalog - over 2500 redeemed in 2007!**
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- ◆ **REBATES to MBA booksellers for NEWSPAPER INSERTIONS, MAILING LIST RENTAL, ADVERTISING and DISPLAY to reward their active participation**
- ◆ **MBA CATALOG TITLES SALES DATA from MBA bookstores and wholesalers**
- ◆ **All marketing details online -- midwestbooksellers.org/catalog.html**

Make the most of the 2008 MBA Catalog to sell more books with MBA's independent bookstores!

WHAT YOU DO...

- ◆ Choose your titles **STRATEGICALLY** and promote them **PROACTIVELY** to achieve the best sell-through with our stores.
- ◆ **NEW!** Provide a **PDF file of sell sheets on your MBA Catalog titles** to ensure that **ALL** our booksellers know about them. All MBA stores do not receive your seasonal catalogs! MBA will post all sell sheet PDFs on our website and give our stores a list of available sell sheets. This service is **FREE** to participating publishers.
- ◆ Use our **FREE "Advance Access"** E-mail service to broadcast marketing and promo details and updates about your MBA Catalog titles to our stores.
- ◆ Contact MBA bookstores directly about your titles through mailings or e-mailings. MBA will provide a **FREE Excel file of our MBA bookstore contacts**, and will customize it for you to highlight key stores for your books. Send advance reading copies, sample chapters, promotional materials to booksellers. (See lower left corner of Contract.)
- ◆ Participate in MBA's **FREE "Bookseller Quotes" program**, for which MBA booksellers write personal recommendations for your MBA Catalog titles. ALL "Bookseller Quotes" are printed in the Catalog!
- ◆ Advertise titles with Midwest regional content as "**Midwest Favorites**" in the MBA Catalog and get a discounted ad rate - our 11th year for this popular regional discount.
- ◆ Promote your MBA Catalog books and authors through our successful year-round **MIDWEST CONNECTIONS** regional marketing program - a turn-key program customized for each title!
- ◆ Exhibit at the **MBA Trade Show** and feature your MBA Catalog titles prominently. Offer a show special on MBA Catalog titles. Bring the authors of your Catalog titles to the Trade Show to meet booksellers and heighten awareness about the books you are advertising.
- ◆ If your MBA Catalog titles are or become Book Sense recommended books, be sure to tell MBA, our stores, your reps, etc. so we can promote this important advantage.
- ◆ Offer newsletter and display coop on your titles in the MBA Catalog. Actively encourage MBA stores to use coop in promoting these books.
- ◆ Work with MBA stores to set up author appearances, bookstore events, and publicity for MBA Catalog titles in the MBA region. The more ways our stores' customers hear about these books, the better.
- ◆ Make sure all wholesalers serving our region know which books are MBA Catalog titles and code them as such in their computer systems. Update them with changes ASAP.

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