



## The Midwest Booksellers Association's **MIDWEST CONNECTIONS** Regional Marketing Program -- at a glance



**MIDWEST CONNECTIONS** is a turn-key program that is both comprehensive AND customized for each book and author. MBA works closely with the publisher to develop and execute the program for a specific title.

The types of books featured in the MIDWEST CONNECTIONS program are adult fiction and non-fiction (particularly memoirs, history, or current affairs); cookbooks; and children's books. Other subjects may be considered, too.

MIDWEST CONNECTIONS is not limited to titles of Midwest regional interest or authors who live in our region (see map). However, it is particularly well suited to promoting books with ties to our region.

MIDWEST CONNECTIONS gives featured titles high visibility, and *it sells books* - *Truck: A Love Story* by Michael Perry (HarperCollins), one of our two MIDWEST CONNECTIONS title for fall 2006/winter 2007, was on our Heartland (Midwest regional) Independent Bestseller List for 11 weeks. *Population: 485*, Perry's backlist title, was on our bestseller list for 4 weeks - and would have stayed on longer if the publisher hadn't gone out of stock!

There is **NO** participation fee for a publisher to promote a book with MBA in our MIDWEST CONNECTIONS program. This program can enhance the promotion and sales of a book in the MBA region, while costing the publisher no more - or very little more - money than the publisher would typically plan to spend on that book.

The Midwest Booksellers Association itself helps to pay for MIDWEST CONNECTIONS. We provide up to \$100 per store in rebates that stores can earn by running ads for a MIDWEST CONNECTIONS book, featuring it on their websites and in their newsletters, and displaying it and sending in photos to document their displays. We produce ad formats and shelf-talkers for our stores to use. We also can provide additional money that we decide is needed to support author events, other special events, promotional materials, etc.

**MBA supports our MIDWEST CONNECTIONS regional marketing program in these ways:**

We customize an Excel spreadsheet of MBA bookstores best suited to promoting a book, hosting events for the author, etc. This information is given to the publisher free of charge.

MBA's Advance Access program gets reading copies to selected booksellers and collects written recommendations and quotes from those booksellers to use in promoting the book.

MBA assists in coordinating author events, book club and other events, informal author visits with booksellers at MBA stores. MBA also can help arrange for authors to sign stock at our office to be shipped to MBA bookstores.

MBA's Excel format "Bookstore Events & Media Guide" is available to the publisher to help publicize the book. Local assistance from bookstores helps publicize the book and events in stores.

MBA store events are featured on MBA's new Bookstore Events website, [www.midwestbooksellers.org/events](http://www.midwestbooksellers.org/events).

Free banner ads for MIDWEST CONNECTIONS books are featured on the MBA website and events website, [www.midwestbooksellers.org](http://www.midwestbooksellers.org) and [www.midwestbooksellers.org/events](http://www.midwestbooksellers.org/events). Midwest Connections web pages feature the chosen books and authors.

Sell sheets, shelf-talkers, ads, and other materials are produced by MBA for stores to use.

In the Fall, MIDWEST CONNECTIONS titles can be advertised by their publishers in the MBA Catalog for the lower regional title rate. MIDWEST CONNECTIONS titles appear on the front cover of the MBA Catalog for maximum visibility, without paying the cover rate.

In the Fall, MIDWEST CONNECTIONS authors are featured at the MBA Trade Show as speakers or prominent participants and their books are highlighted as MIDWEST CONNECTIONS Picks.

In the Spring, MIDWEST CONNECTIONS authors and titles are featured at MBA's Spring Meetings for booksellers.

MIDWEST CONNECTIONS can lead to books being nominated for the Midwest Booksellers' Choice Awards - and winning. *Truck: A Love Story* is sure to be nominated for a 2007 award, and it is extremely likely to win!

**For more information, contact Susan Walker, Midwest Booksellers Association Executive Director - 612-926-5868 or [UMBAoffice@aol.com](mailto:UMBAoffice@aol.com) or [susan@midwestbooksellers.org](mailto:susan@midwestbooksellers.org).**