



Check the MBA website for MBA Catalog updates!
www.midwestbooksellers.org

Contact us with questions, too!
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Dear MBA Booksellers -

2009 is a challenging year for all of us. This upcoming holiday season, the 2009 MBA Catalog is a more important marketing tool for your store than ever. Make your investment pay off by leveraging your MBA Catalog participation in as many ways as you can!

Sign up for our MBA Catalog WEBINAR on Wednesday, August 19, 8:30-9:30 AM!
<http://www.midwestbooksellers.org/catalog/catalog-bookseller-information/>

The 2009 MBA Catalog is in production now, and we have a good list of titles which publishers are advertising with us this year. However, this year we don't have quite as many titles in the MBA Catalog, which is a direct result of the difficult economic times that we're all experiencing.

Practically all publishers have slashed their advertising budgets, and these cut-backs have affected our MBA Catalog, too. The cumulative result is that the publisher revenue to produce the MBA Catalog (and to help support the association and its programs in general) is significantly impacted.

We are looking for as many cost efficiencies and making as many cuts on the expense side as we can. These cuts are in both the MBA Catalog budget and the MBA office's general operating and payroll expense budgets.

As for the MBA Catalog itself.....

We are going to give you the high quality catalog that you expect and deserve, but we are making some changes in order to do this. We will produce a 24 page catalog this year instead of 32 pages. We are using a less expensive paper. We have gone back to the printer for a new bid that saves us as much as \$11,000 in paper-print-bind cost. Nevertheless, the MBA Catalog costs around \$140,000 to produce, print, mail, ship, and market for you. The revenue from publisher advertising DOES still pay for a major portion of the cost, but nowhere near as much as usual. ***The bottom line is that we simply cannot cover as much of your MBA Catalog bookseller participation cost as we used to.***

Therefore, this year's fees for your MBA Catalogs need to be somewhat higher than in past years. These fees affect your standard catalogs, but they primarily concern the optional customized catalogs which you can choose to do. It costs more on all counts for MBA to produce and handle custom imprinted catalogs, which must be treated as separate smaller jobs within the main job and which require extra production steps.

1) Direct mailing the MBA Catalog to your customers is a very effective, targeted way to deliver it. We DO recommend direct mail, and we all know that it works. However, it is by far the most EXPENSIVE delivery option, and the expense is directly related to the number of catalogs mailed.

This year if you want us to mail either custom or standard "generic" MBA Catalogs to you customer mailing list, we will still provide the catalogs themselves and will save you all the time and labor of a bulk mailing. You will need to pay the postage, mailing list processing, and mail handling fees for all copies mailed to your customers.

Custom imprinted catalogs will cost you more than regular catalogs to process and mail, because they must be segregated at every step and handled as separate mailings.

However, you are still getting the catalogs themselves at no charge for standard catalogs, or for the price of the extra customizing printing fees for custom catalogs. It's just the bulk postage and mail processing cost that you will pay.

2) Shipping boxed catalogs to your store costs much less than mailing them to your customer mailing list, but it is still an expense and one directly related to the quantity of catalogs you need.

This year MBA will send you 100 FREE standard "generic" catalogs - one free box of catalogs - with no charge for shipping them to you. After that, you need to pay the shipping cost yourself.

However, you are still getting the catalogs themselves at no charge for standard catalogs. It's just the shipping cost that you will pay.

This year, you will need pay for shipping of all custom imprinted catalogs to your store, again because these have to be handled as a separate project. The shipping cost per box is higher for custom catalogs than for standard catalogs due to their higher cost to MBA.

However, you are still getting your custom catalogs themselves for the price of the customizing printing fees. It's the shipping cost that you will pay.

So how do you participate in the MBA Catalog program this year?

ASSERTIVELY -- CREATIVELY - ENTHUSIASTICALLY!

Here are a few recommendations.....

- **Sign up for the MBA Catalog WEBINAR on August 19! Share your marketing ideas and get great new ones from your fellow MBA booksellers.**
<http://www.midwestbooksellers.org/catalog/catalog-bookseller-information/>
- CLEAN UP your customer mailing list now so that you maximize its effectiveness for your marketing dollars. Look into renting more names to grow your customer base - you can do this very inexpensively for the return you can get from this outreach.

- Plan to insert catalogs in your local newspaper. MBA booksellers who have done this over the past few years have had great results! You also may find that it's less expensive than direct mail for getting your catalogs into your customers' homes and businesses.
- Look into distributing catalogs through local companies, colleges, schools, or organizations, particularly those with which you have established relationships.
- Check out and order the titles to be advertised in the MBA Catalog now. Take advantage of publishers' special offers, coop, etc., both now and during the fall. Many of these offers will be promoted at the MBA Trade Show, too.
- Support the MBA Catalog electronically in every possible way - with your store's website, your Facebook page, your Twitter account, your e-mail blasts and e-newsletters to your customers, etc. This year MBA will give you more electronic tools and resources to help you promote the MBA Catalog online.
- Use the MBA Catalog in your community in as many ways as you can invent - in-store events, special "customer recognition" shopping events in your store, book fairs, book clubs and reading groups, holiday open houses and fairs, sidewalk sales, cross-promotions with other businesses, etc, etc, etc.
- Always include copies of the MBA Catalog with the gift cards and gift certificates you sell. Add it to specially bundled gift boxes and packages of books that you create to entice your customers.
- Pick out your store's hand-selling favorites among the MBA Catalog titles and promote the heck out of them - along with the other titles in the catalog.
- Display MBA Catalog titles prominently in your store - and sell books off your displays.
- YOUR IDEAS HERE!

We look forward to working with all of you again this year to SELL MORE BOOKS with the MBA Catalog. We always welcome your comments and suggestions, so please be in touch!

QUESTIONS? PLEASE CONTACT US FOR ASSISTANCE!

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PLEASE NOTE! YOUR STORE MUST BE A CURRENT 2009-2010 MBA MEMBER IF YOU PLAN TO PARTICIPATE IN THE 2009 MBA CATALOG PROGRAM. Please make sure your dues are paid!